



## Destination News – Issued 16th March 2021

### **Reopening your Business - Q and A with Great Yarmouth Borough Council 14.00 hours - 24th March 2021 (online zoom meeting)**

We are working closely with Great Yarmouth Borough Council who have arranged a Q and A session via Zoom for businesses to enable you to raise any questions that you may have directly to them about reopening your business after lockdown. The session is on Wednesday 24th March at 2pm, If you would like to attend, please confirm by responding to this email [karen@gyta.com](mailto:karen@gyta.com) as soon as possible. On confirmation of your attendance we will send you a zoom link via email to join us. ***Please note that this invitation is only open for businesses and self-employed traders located in the Borough of Great Yarmouth and this event has a limited capacity.***

### **Reminder Destination Survey - March**

Our new survey is now open until Sunday 21st March. please help us to help you by taking 5 minutes to fill out the survey.  
[Click here](#) to access the March survey

### **I News Staycation Awards 2021**

Nominations are now open for businesses until 5th April for the I Newspaper staycation awards, you are able to nominate others but also self nominate. The scheme offers a number of categories and has the potential to offer some very rewarding PR.  
[Click here](#) for more information.

### **New Residents Survey about tourism**

The EXPERIENCE project Norfolk Residents Survey has just opened for anyone over 18 who is a resident in Norfolk. The survey is about residents perceptions of tourism in Norfolk, the results will be used to better understand the perceived benefits and disbenefits of tourism for local people and will be used to guide the work of the EXPERIENCE project . [Click here](#) for more information

### **Roadmap to Recovery - Step 1**

HM Government has set out its four step covid response plan, we are now in Step 1, [Click here](#) for the full report, specific details on each of the steps are on pages **31 -39**.

### **Local Business Advice**

For Great Yarmouth Borough Council information and support for business [Click here](#) or contact **0808 196 2240**.

### **Covid-19 cases in the Borough of Great Yarmouth**

Covid cases are **REMAIN HIGH** in the borough of Great Yarmouth [Click here](#) for local advice

### **Visit England's Latest official guidance for tourism businesses during COVID-19**

Visit England's free Business Advice Hub which features dedicated pages to help tourism businesses navigate the COVID-19 pandemic, from Government support schemes to practical guidance on operating safely. [Click here](#) for more details

### **Promoting you in 2021**

if you have any stories, offers or opportunities for spring/summer 2021 which we can use in local, regional and national media or if you are able to host journalists, bloggers and influencers please email Asa Morrison on [asa@gyta.com](mailto:asa@gyta.com)

Please do not hesitate to contact us if you require any further information, we will help if we can or at least point you in the right direction.

### **Alan Carr/Asa Morrison /Karen Youngs**

Visit Great Yarmouth  
(Greater Yarmouth Tourism  
Business Improvement Area)

**07786911936**

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[karen@gyta.com](mailto:karen@gyta.com)

### **About us - GYTA to GYTABIA and Visit Great Yarmouth**

The Greater Yarmouth Tourist Authority (GYTA) was launched in 1994 (it has its roots in the local tourism associations dating back to the 1960s). It was relaunched as the Greater Yarmouth Tourism and Business Improvement Area Ltd (GYTABIA) in 2015. Visit Great Yarmouth is a trading name of GYTABIA, and we are the official Destination Management Organisation (DMO) for Greater Yarmouth.

### **Visit Great Yarmouth Objectives: -**

- To increase the number of people visiting and staying in Greater Yarmouth
  - To improve the visitor experience and increase repeat visits
  - To encourage people to stay longer and visit more attractions
- To provide incentives and opportunities to spend more in local businesses

