



Destination News – Issued 21st January 2021

Destination Survey

Our new survey is now open until 31st Jan. This survey does contain some new important questions so we would be grateful if you could please help us to help you by taking 5 minutes to fill out the survey.

[Please click here](#)

National Lockdown - Borough of Great Yarmouth is in Tier 5

A National Lockdown is in place [Please click here](#) for details of what you can and cannot do.

Visitor Economy Guidance

Guidance for people who work in hotels and guest accommodation, indoor and outdoor attractions, and business events and consumer shows.

[Please click here](#)

Local Business Advice

Great Yarmouth Borough Council information and support for businesses

[Please click here](#)

Brexit

New rules apply to doing business with Europe. Use the Brexit check link below to get a personalised list of actions for your business.

[Please click here](#)

Covid-19 cases in the Borough of Great Yarmouth

Covid cases are **REMAIN VERY HIGH** in the borough of Great Yarmouth

[Please 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. [Please click here](#)

Help us to Promote You in 2021

if you have any stories (historic, unusual or quirky) or any investment plans for 2021 which we can use in national media, please email Asa Morrison on 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
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Business Improvement Area)

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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

