



Destination News – Issued 8th December 2020

Reminder - Economic Impact Survey 1.12.2020 - 13.12.2020 - we need your help

It is important we understand what issues you are facing, please take 5 five minutes to complete our survey, we continue to use the survey to influence local, regional and national decisions and policy.

[Greater Yarmouth Economic Impact Survey - Running 1st Dec – 13th Dec 2020](#)

New Christmas Lights

New spectacular decorative lighting is brightening up Great Yarmouth's main shopping and tourism destinations this winter, offering a magical and safe seasonal experience while supporting local businesses during challenging times. The lighting has been secured by the Great Yarmouth Borough Council from external sources, as part of investing in a brighter future for local businesses and the economy. [Click Here](#) to see a video of the new lights.

Borough of Great Yarmouth is in Tier 2 until at least 16th December 2020.

Full Details on all Tiers can be found here.

- [Tier 1](#)
- **[Tier 2 \(Current Tier for Great Yarmouth\)](#)**
- [Tier 3](#)

Government Christmas Guidance

The Government has issued the Guidance to the rules and restrictions that will apply over Christmas, please [Click Here](#) for more information.

Extended Deadline till 14th Dec 2020 - Business Grants

Great Yarmouth BC Additional funding for a one-off payment has been made available for those businesses who were not eligible for the initial local restriction funding grants and were forced to close or if able to open were severely impacted financially during the second national lockdown. Please click on the link below for further detailed information and eligibility criteria. [Click Here](#)

Covid-19 cases in the Borough of Great Yarmouth

Covid cases are still **HIGH** in the borough of Great Yarmouth

Click here for [GYBC Covid](#) advice

Brexit - 1st Jan 2021 *24 Days*

The new rules affect citizens, businesses and travel to the EU. Please take some time to understand how this could impact you.

[Click Here](#)

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

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

Help us to Promote You

Our PR activities are still very much in operation to ensure we keep people thinking about us, so if you have any stories or investment plans for 2021 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

