



Destination News – Issued 1st December 2020

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](#)

Borough of Great Yarmouth in Tier 2 after the 2nd December 2020.

The government has announced that Great Yarmouth will be in **Tier 2** as of the 2nd December (to be reviewed after two weeks). Full Details on all Tiers can be found here.

- [Tier 1](#)
- [Tier 2 \(Great Yarmouth from 2nd Dec 2020\)](#)
- [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.

Last Call - 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

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. Information signposted to includes:

- Key Government guidance for tourism businesses
 - Government support finder tool
- We're Good to Go industry standard

- Support webinars

The pages are reviewed and updated regularly.

[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 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

(Greater Yarmouth Tourism
Business Improvement Area)

07786911936

www.gyta.com

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

