



## Destination News – Issued 30th October 2020

### Reminder Covid Economic Impact Survey 19.10.2020 - 2.11.2020 - we need your help

Many thanks for your continuing support, if you have not done so already 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 19th October – 2nd November 2020](#)

### Guidance for people who work in or run hotels and other guest accommodation

The Government has updated Covid guidance for Hotels and Guest Accommodation (23rd Oct). This guide applies to Covid Alert Level 1 (medium) which is the current status of Great Yarmouth please click [Here](#) for more details.

### Covid-19 cases in Great Yarmouth

Covid cases are still high in the borough of Great Yarmouth

We must continue our efforts to slow the spread and protect each other:

- Wash your hands more often
- Carry and use alcohol gel when you can't wash your hands
- Wear a face covering in public indoor spaces
- Keep your distance from others
- Stick to the rule of six

Click here for [GYBC Covid](#) advice Posters and signage from GYBC for sharing on social media and for printing are also available at [www.gyta.com](http://www.gyta.com) under the Covid-19 information drop down menu so please share the message and continue to keep Great Yarmouth safe.

The **Visit England** advice hub has a wealth of business advice information. Please click below for links :

[Visit England Business Advice Hub](#)

### Help us to Promote You

We are beginning to focus our planning towards 2021, We have had over £800,000 worth of press coverage in the national media in the last 6 months and have been hosting a number of journalists for press visits which are available for viewing on our website [www.gyta.com](http://www.gyta.com). We are looking for stories on new developments which we can use as potential PR, if you would like to get involved, 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)

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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

