



## Destination News – Issued 20<sup>th</sup> October 2020

### Economic Impact Survey 20.10.2020 - 3.11.2020 - we need your help

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](#)

### Local COVID alert levels: what you need to know

Government Information on local COVID alert levels, including what they mean, why they are being introduced and what the different levels are.

[Click Here](#) for more details

### Guidance from DCMS on Travel and stays in England

Travel and overnight stays in [local COVID alert level: high areas](#)

People can still travel within high alert level areas to hotels and other guest accommodation, but should only do this with other people in their household or support bubble. People can still go on holiday outside of high alert level areas, but must only do so with other people in their household or support bubble.

Travel and overnight stays in [local COVID alert level: very high areas](#)

Residents of very high alert areas should avoid staying overnight in another part of the UK, except if they need to do so for work, education or caring responsibilities and they must not stay with anyone they do not live with elsewhere in the UK. People are being asked to avoid staying overnight in a very high alert level area where possible, except for those who need to for work, education or caring responsibilities. Residents from a very high alert level area may travel to hotels and other guest accommodation within that area but should only do so with people in their household or support bubble.

### Guidance from NHS - QR code poster for the Hospitality/Tourism & Leisure/Close Contact Services/Local Authority Facilities Sectors

Displaying an official NHS QR code poster and collecting contact details for NHS Test and Trace is a **legal** requirement for the above sectors. Please click on the link for further details on how this might apply to your business [here](#).

### Covid-19 cases in the Borough of 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.

## Visit England

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 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 want 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

