



## Destination News – Issued 29th September 2020

### Reminder Economic Impact Survey 25.9.2020 - 4.10.2020 - we need your help

If you have not filled it in 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 25th September - 4th October 2020](#)

### Working safely during corona virus - The Visitor Economy HM Government (Updated 28th Sept 20)

Updated guidance from HM Government for hotels and guest accommodation, indoor and outdoor attractions please [Click Here](#)

### Candid about Covid

Time and Tide museum in Great Yarmouth is undertaking a project to record stories and collect objects that reflect the experiences the people and communities in the borough of Great Yarmouth have faced during coronavirus In order to create an archive that can be used for future generations to learn about the pandemic. if you would like to find out more please [click here](#)

### Visit England

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

[Visit England Business Advice Hub](#)

### We need your Media stories

We have had some really good coverage in the national media 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, 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

