



Destination News – Issued 25th September 2020

Economic Impact Survey 25.9.2020 - 4.10.2020 - we need your help

The survey is a few days later this week following the latest Governments announcements. We continue to use the survey to influence local, regional and national decisions and policy, please take five minutes to fill out the Survey.

[Greater Yarmouth Economic Impact Survey - Running 25th September - 4th October 2020](#)

Visit England

The Visit England advice hub also 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 recently and have been hosting a number of journalists for press visits which are available for viewing on our website 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

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



VISIT
**GREAT
YARMOUTH**