



Destination News – Issued 14th September 2020

Reminder - Tourism Impact Survey 7.9.2020/21.9.2020 - we need your help

Thank you for your input into our e-survey over the last few months the information is invaluable and enables us to target and provide the support you need during these unprecedented times. The current survey is now open and runs until 21st September. Please help us to support you by taking five minutes to complete the survey if you haven't done so already.

[Greater Yarmouth Tourism Impact Survey - Running 7th September - 21st September](#)

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 now looking for Autumn, Winter and Christmas stories, if you have any good stories or a new development 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

(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

