



Destination News – Issued 1st September 2020

Tourism Impact Survey Reminder - 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 open and runs until 6th 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 25th August - 6th September](#)

Are you a food business? Support to reduce costs and environmental impact

GYBC is working with Norfolk County Council over the next 2 years to help businesses produce less waste, reduce costs and subsequent environmental impact to keep our coastal gem clean and attractive for locals and visitors alike. Join in on this opportunity to find out about the latest packaging options, waste solutions and receive support to trial these in your business - **Interested?** Tell us about your business in [this questionnaire](#) by the 13th Sept - [Click here for more info](#) or contact David Helsdon Tel: 01493 846343 / email: David.Helsdon@great-yarmouth.gov.uk

Great Yarmouth Business Funding - Now Extended & until 14th September

Great Yarmouth Borough Council's Business Adaptation Grant (Hospitality and food sector only) provides support where businesses have incurred additional expense in adapting their business in order to reopen safely in line with the Government's coronavirus requirements. In addition, **more businesses can now apply as those with a greater rateable value, of up to £150,000, are now eligible**. Furthermore, the cut-off end date for eligible spend, originally set as July 31, has been removed, so **businesses can now claim any eligible expenditure from May 1, 2020 up to the point they make their application**. Please note the closing date for application is now 14th Sept, [Click Here](#) for further details.

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 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

