



Destination News Additional Grant Notice – Issued 14th August 2020

Great Yarmouth Borough Council has received funding to support small businesses in the hospitality and food service sectors of the tourism economy but only where they have incurred additional expense in adapting their business in order to reopen safely and in line with the Government's coronavirus requirements. Please click the link below for further information and eligibility. We would be grateful if you could pass this information onto any business who you think may qualify for the grant.

<https://www.great-yarmouth.gov.uk/coronavirus-advice-businesses>

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

