



Destination News – Issued 13th August 2020

Thank you for the support you have given to our e-survey over that last few months, the survey is now taking place every two weeks. The next survey is now open and runs until 24th August. Please help us to support you by taking five minutes to complete the survey and provide us with the information we need to support you. [Greater Yarmouth Tourism Impact Survey - Running 10th -24th August](#)

Norfolk County Council - Corona Virus Pack

Norfolk County Council have developed a coronavirus resource pack for businesses aimed at helping visitors to Norfolk keep themselves and others safe. It includes a step-by-step guide on what you need to do in the unfortunate event of having a guest with suspected or confirmed coronavirus. You can view the toolkit at www.norfolk.gov.uk/coronavirustoolkit

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 /Daily Mail PR Article

A number of you have got in touch with us recently, we have had coverage in a number of national publications via press releases, and have been hosting a number of journalists click here for link to [The Daily Mail](#) article, if you have any good stories or interesting development plans, which you think would be of interest 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

