



Destination News – Issued 7th August 2020

If you have not had a chance to undertake our survey yet **please** help us to support you by taking five minutes to complete and provide us with the information we need to support you.

[Greater Yarmouth Tourism Impact Survey - Period 27th July -9th August](#)

Calling all food businesses.

GYBC wants to help businesses produce less waste, reducing their costs and environmental impact to keep our coastal gem clean and attractive for locals and visitors. Through this new funded project street waste solutions such as smart bins will also be provided to help in peak season.

Interested? Fill in [this survey](#) by the 31st August. [Click here for more info](#) or contact David Helsdon Tel: 01493 846343 / Email: David.Helsdon@great-yarmouth.gov.uk

Finally 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



VISIT
**GREAT
YARMOUTH**