



Destination News – Issued 27th July 2020

Thank you for the support you have given to our e-survey over that last few months, following feedback we are now undertaking the survey every two weeks. The next survey opens today and runs until 9th 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 - commencing 27th July](#)

Eat Out to Help Out

The Government has launched its eat out to help out scheme, if you are a restaurant, tearoom, bar of cafe who sells food. Please take a look at the link below.

[Eat out to help out](#)

Visit England

Over 150 of you are using Visit England's new free industry standard and consumer mark "We're good to go" for Tourism Businesses, giving you the opportunity to reassure your customers that your business adheres to Government and public health guidance. If you have not signed up already please click on the link below, They are also offering free online courses to support Covid-19 recovery. The VisitEngland advice hub also has a wealth of business advice information. Please click below for links :

[Visit England 'We're Good to Go' Industry Standard](#)

[Visit England Training Courses](#)

[Visit England Business Advice Hub](#)

We need your Media stories

A number of you have got in touch with us recently and we have had coverage in a number of national publications, if you have any unusual quirky 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

(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

