



Destination News – Issued 8th July 2020

As lockdown eases and businesses start to reopen for trading it is vital that we continue to monitor the economic impact and the issues you raise with us enabling us to continue lobbying at a **local, regional and national** level. *The link below is now recording your feedback for this week until 13th July, so please take a couple of minutes to provide us with the necessary information*

[Greater Yarmouth Tourism Impact Survey Week 15](#)

Your say on the future development of Great Yarmouth

In September 2019 the government invited 100 places, including Great Yarmouth to develop proposals and ideas for a Town Deal, as part of the £3.6 billion Towns Fund. If you would like to have your say on what you would like to see, please click on the link below :

[Great Yarmouth - Town Deal](#)

Publicity for you from Press/PR Visits

We are looking to restart our press/PR trips to Greater Yarmouth, if you would like to put your accommodation forward for consideration to host a journalist and their partner/family over the next couple of months please get in touch. The stay (three to five nights) should be on a complimentary basis (in return for coverage in the resulting article) and it is essential that you provide an experience that meets the needs of the writer and their story angle. You should also be willing to share details of your Covid-19 opening protocols and you must hold the "We're Good to Go" industry standard from Visit England. If you would like to participate please email Asa Morrison asa@gyta.com to register your interest.

Visit England

Visit England's new free industry standard and consumer mark for Tourism Businesses, gives 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)

07786911936

www.gyta.com

karen@gyta.com

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

