



Destination News – Issued 3rd July 2020

SURVEY REMINDER WEEK 14 - again thanks to you all for your participation over the past 14 weeks – this information is still vital for our lobbying campaigns to support the industry moving forward so please take the time to complete the survey if you haven't done so already

[Greater Yarmouth Tourism Impact Survey Week 14](#)

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 have launched a new free industry standard and consumer mark for Tourism Businesses with over 16,000 tourism businesses already signed up across the country since it was launched last week. The accreditation gives you the validation to reassure customers that your business adheres to Government and public health guidance. They are also offering free online courses to support Covid-19 recovery. Please click below for all VisitEngland links

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

[Visit England Training Courses](#)

[Visit England Business Advice Hub](#)

Free Publicity from Lowestoft Tourist Office

A new Tourist Information office is opening in Lowestoft in time for the school holidays at Lowestoft station. They are inviting Greater Yarmouth tourism business that would like to be featured (free of charge) to post/deliver leaflets and other promotional material to:

INFO OFFICE - (Lowestoft Central Project), Lowestoft Railway Station, Denmark Rd, Lowestoft, Suffolk, NR32 2EG.

The volunteer operated Tourist information office has been developed by the Wherry Lines Community Rail Partnership in conjunction with the Lowestoft Central Project and is based at the heart of Lowestoft in the station buildings. It is urgently building up stocks of promotional material in advance of the summer holidays.

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

