



Destination News – Issued 29th June 2020

Many apologies for the influx of emails we promise this is the last for today!!! Please also don't forget to let us know if you would like us to send the zoom link for tomorrow's Open Discussion, presentation and Q&A session and also please take the time to fill in our survey- we are continuing to lobby at a **local, regional and national** level on the issues you raise with us, endeavouring to provide our tourism and business sector with as much support as possible.: ***The link below is now recording new results from for this week until 6th July, so please take a couple of minutes to provide us with the information we need in order to continue to support you.***

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

Visit England

Visit England have launched a new free industry standard and consumer mark for Tourism Businesses, giving you the opportunity to reassure your 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 links

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

[Visit England Training Courses](#)

The Visit England business advice hub also has a wealth of useful information to support businesses.

Please click below for link

[Visit England Business Advice Hub](#)

Media stories wanted

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 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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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

