



## Destination News – Issued 26<sup>th</sup> June 2020

**REMINDER** - Please find below link to week 13 of the Greater Yarmouth COVID-19 impact survey, we continue 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 28th June, 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 13](#)

### GYTABIA Open Meetings

Following on from our last stakeholder meeting, we will be holding another Covid-19 open meeting on 30th June at 10.30am via Zoom. If you would like to join us please respond to this email.

### 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](mailto: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**

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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

