



Destination News – Issued 19th June 2020

If you have not yet filled in the survey and we thank those that have please find below link to week 12 of the Greater Yarmouth COVID-19 impact survey we continue to lobby at a **local, regional and national** level, endeavouring to provide our tourism and business sector with as much support as possible.

*Greater Yarmouth Tourism and Business Improvement Area (GYTABIA) is again asking for your support to continue to monitor and evidence the overall impact COVID-19 is having on your business : **The link below is now recording new results from for this week until 21st 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 12](#)

Visit England

The Visit England business advice hub has a wealth of useful information to support businesses. Please click here [Visit England Business Advice Hub](#). In addition we are awaiting the release of Visit England's standard scheme to assist businesses in opening under Covid 19 restrictions, as we receive further details we will be in touch. We have also been told that government guidance on reopening the visitor economy, is also going to be released shortly, again we will pass on this information.

Great Yarmouth Borough Council

Our local council has a wealth of information about support to reopen your business safely there are also signs and posters for you to download and print, please click here for more information [GYBC reopen your business safely](#)

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

All the above links are also on our website www.gyta.com under the Covid drop down bar. 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

