



## **Destination News – Issued 12<sup>th</sup> June 2020**

If you have completed our week 11 impact survey we thank you however if you have not yet been able to do so please find below link to week 11 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. The link below is now recording new results from for this week until 14th 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 11](#)

### **New Visit England Webinar support programme :**

Visit England have launched a number of webinars to support businesses for more details please click on the following link for more information

[Visit England Webinar Programme](#)

### **Visit England Business Advice Hub :**

The Visit England business advice hub has a wealth of useful information to support businesses. Please click on the following link for more information

[Visit England Business Advice Hub](#)

### **Media stories :**

If you are planning on opening, have any unusual stories or interesting development plans which you think would be of interest at a national level please email Asa Morrison on [asa@gyta.com](mailto:asa@gyta.com)

### **Research and Information**

If you or your organisation has undertaken any research into the impact of Covid - 19 and you are able to share it with us to assist our continued lobbying please email Asa Morrison on [asa@gyta.com](mailto:asa@gyta.com)

Finally please do not hesitate to contact us if you require any further information, we will help where we can or at least point you in the right direction.

**Alan Carr/Asa Morrison /Karen Youngs**

Visit Great Yarmouth

(Greater Yarmouth Tourism  
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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

