



Destination News – Issued 9th June 2020

Please find below link to week 11 of the Greater Yarmouth COVID-19 impact survey. We continue to lobbying 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 therefore : ***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](#)

Visit England Business Advice Hub

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

[Visit England Business Advice Hub](#)

Media stories

Travel journalism is beginning to become much more active, if you 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

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

