



Destination News – Issued 29th May 2020

Please find below link to week 9 of the COVID-19 impact survey. Your feedback allows us to continue to influence policies and plans that support you. We are 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 on-going urgent 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 25th May - 31st May, 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 9](#)

Online Meetings

These are tough times and for many. We want to help and would value your feedback on what we've been doing and what we plan to do. Great Yarmouth is still a great place and now, more than ever, we need to work together to fight for our futures.

If you want to join in an online meeting during the first 3 weeks of June then email '**YES I want be part of Great Yarmouth's recovery**' to info@gyta.com ; include your name and your business name and any specific comments or questions. Please respond by Tuesday 2nd June and we'll send you details of how to join in.

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

