



Destination News – Issued 26th 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

We are looking at hosting some online meetings to highlight some of the work we have been doing and to give you the opportunity to help guide our future activities. If you would like to be involved in these meetings, please respond directly to this email.

New Anglia LEP Capital Grant Funding

Business can apply for a grant of £25,000 up to a maximum of £50,000 to support projects based around the potential options for support listed above.
Capital grant intervention is up to 50% of the eligible costs of the project which are listed via the hyperlink.

[New Anglia LEP Capital Grant Scheme](#)

Visit Britain Support

In Addition Visit Britain/Visit England has put together information about the latest guidance and support available for tourism businesses in response to COVID-19 and features a dedicated section with support available to tourism businesses. The page is reviewed and updated regularly.

[Visit Britain Covid - 19 Support Pages](#)

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

