



Destination News – Issued 12th May 2020

Please find below link to week 8 of the COVID-19 impact survey which has been delayed awaiting latest guidance from the government on Sunday. Following these announcements we need to know the impact they could have on your business. 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 11th May - 17th 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 8](#)

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 - Information signposted includes:

- Government support finder tool
 - Skills Toolkit
 - Tips on securing finance
- Decontamination advice for hotel rooms
 - Support webinars

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)

07786911936

www.gyta.com

karen@gyta.com

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

