



Destination News Reminder – Issued 23rd April 2020

Please find below link to week 6 of the COVID-19 impact survey, the survey continues to evidence on how incredibly difficult the situation is for the visitor and business economy. It is essential that we continue to monitor this through your feedback in order that we can 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 23rd April - 30th April, please take a couple of minutes to provide us with the information we need in order to continue to support you.***

<https://destinationresearch.typeform.com/to/k6LU1t>

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. Also if you are a BID Levy payer or a local company and think you have a service which is specifically related and of use during the current Covid-19 circumstances, please let us know, if it is relevant and specific we will circulate the information or place contact details on our website www.gyta.com.

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Visit Great Yarmouth

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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

