



Destination News – Issued 16th April 2020

Please find link to week 5 of the impact survey. The survey continues to evidence on how incredibly difficult the situation is for the visitor economy. It's essential that we continue to monitor this through your feedback in order that we are able to continue to influence policies and plans that support you.

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 16th April - 23rd 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.

******* GRANTS - If you have not yet applied for a Government Grant and you think you are eligible or you are not sure please do so ASAP, these grants are available to rateable businesses for a short period only.**

<https://www.great-yarmouth.gov.uk/coronavirus-business-support>

[Coronavirus: Support for local businesses - Great Yarmouth Borough Council](#)

Government has announced financial support for businesses, including with respect to Business Rates and grants, which has been condensed into a summary document.

www.great-yarmouth.gov.uk

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

