



Destination News – Issued 10th April 2020

Please find the link below to week 4 of our impact research survey, the data collected continues to be used to ensure that we can continue to highlight and report the issues in Greater Yarmouth to local, regional and national bodies.

The link below is now recording new results from 9th April - 16th 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>

We really need to know where support is not being received, and where it is making a difference. The survey also continues to evidence how incredibly difficult the situation is for the visitor economy. It is essential that we continue to monitor this through your feedback, we are then able to continue to influence policies and plans that will support you.

Great Yarmouth Borough Council has a number of useful updates for business needing support on their website please click on the link below for further information.

<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

Please also note that UK Travel editors are still seeking unusual or interesting stories from around the borough, so again If anyone has any features, stories or images of interest that would appeal please email Asa Morrison on asa@gyta.com

Please do not hesitate to contact us, if you require any further information and we will continue to keep you updated of any developments as they happen.

Alan Carr/Asa Morrison /Karen Youngs

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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

