



Destination News – Issued 3rd April 2020

If you have filled in our online survey in previous weeks thank you, we have had over 250 responses and the ongoing data input continues to be provided to Local, Regional and National Bodies who are able to influence policy and provide support.

Greater Yarmouth Tourism and Business Improvement Area (GYTABIA) is again asking for your on-going urgent support and data 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 3rd April - 9th 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>

Some of you will have begun to receive support from government, it is important that we highlight where it is working but it is even more important to highlight where it is not working.

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.

We are continuing to develop a destination marketing campaign planned to go live as soon as the time is appropriate, more details will follow on this in due course.

Finally, we have been advised that as national media travel editors do not have access to anecdotal tourism stories which are usually in plentiful supply they are keen to share any tales we may have about tourism history or any unusual tourism approaches. These stories are keeping peoples spirits up and reminding them of our fabulous destination which we want them to visit as soon as this crisis comes to an end. If anyone has any stories or images, they think would be of interest 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

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

