



## Destination News – Issued 27th March 2020

If you had the opportunity to fill in the week 1 survey thank you, we had over 160 responses and the data has been provided to Local, Regional and National Bodies who are able to influence policy and provide support.

The survey highlighted how incredibly difficult the situation is becoming for the visitor economy. It is essential that we are able to monitor this through your feedback in order that we are able 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 27th March - 2nd 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.

Finally we have been advised that those of you who are entitled to a Grant under the new government scheme will be contacted by Great Yarmouth Borough council shortly.

**Alan Carr/Asa Morrison /Karen Youngs**

Visit Great Yarmouth  
(Greater Yarmouth Tourism  
Business Improvement Area)

**07786911936**

[www.gyta.com](http://www.gyta.com)

[karen@gyta.com](mailto: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

