



Destination News – Issued 20th March 2020

Greater Yarmouth Tourism and Business Improvement Area (GYTABIA) is asking for your urgent support to monitor and evidence the overall impact COVID-19 is having on your business.

The more current information we have, the better we are able to highlight issues you are facing on a local, national and regional basis. Please help us to support you, by providing us with information.

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

Please do not hesitate to contact us if you require any further information

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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



VISIT
**GREAT
YARMOUTH**