

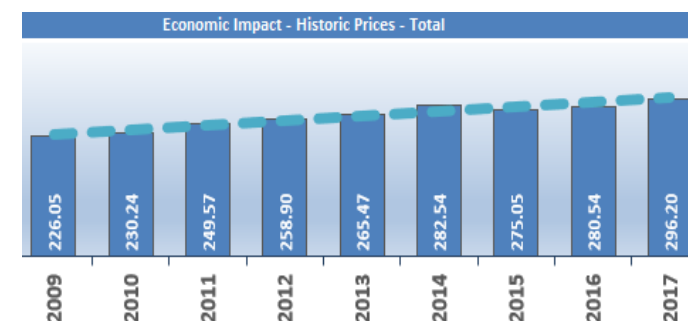
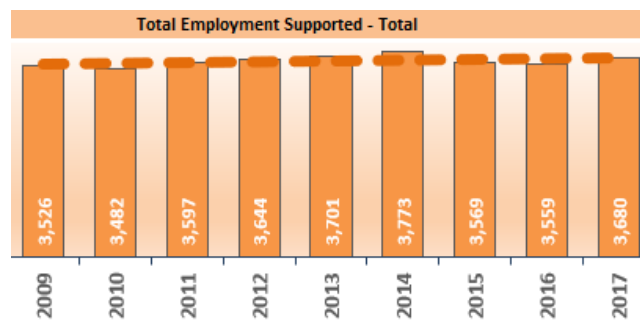
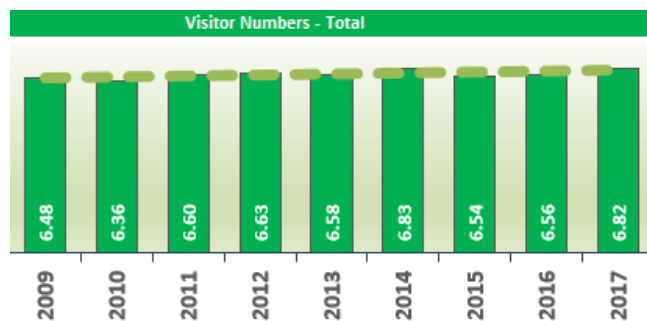
# The value of tourism to the Broads

## The key data (2009-17)

Tourism is hugely important to the Broads – measuring specifically just *how* important, can only be discovered by considering actual tourism data.

Every several years the **Broads Authority** analyse their data and produce a STEAM report. The latest report covers the period 2009-17. The data below is a selection of some of the **key numbers** from that report.

	2009	2010	2011	2012	2013	2014	2015	2016	2017
Total visitor numbers (millions)	6.48	6.36	6.60	6.63	6.58	6.83	6.54	6.56	6.82
Total tourism-related jobs	3,526	3,482	3,597	3,644	3,701	3,773	3,569	3,559	3,680
Total tourist spending (£ millions)	226	230	250	259	265	283	275	280	296



## Analysing this data

How many million tourists visited in 2017?	What is the <b>'trend'</b> in tourists over time?	What is the <b>'mean'</b> number of tourist jobs	When was there a possible <b>'anomaly'</b> in these results?	What was the <b>'range'</b> in tourist spending 2009-17?	What is the <b>'trend'</b> in spending over time?
What type of shops, services and facilities do you think are required to cater for all these people?	The Broads is home to approx. 6,300 people – how significant is tourism for providing jobs locally?			What do you think are the main things tourists spend their money on in the Broads?	

# The value of tourism to the Broads – Teachers notes

## Answers to the information grid:

<p>How many million tourists visited in 2017?</p> <p><b>6.82</b></p>	<p>What is the <b>'trend'</b> in tourists over time?</p> <p><i>Visitor numbers have steadily increased over this period</i></p>	<p>What is the <b>'mean'</b> number of tourist jobs</p> <p><b>3,615</b></p>	<p>When was there a possible <b>'anomaly'</b> in these results?</p> <p><i>Possibly in 2014 as the jobs were slightly higher than the trend.</i></p>	<p>What was the <b>'range'</b> in tourist spending 2009-17?</p> <p><b>70</b></p>	<p>What is the <b>'trend'</b> in spending over time?</p> <p><i>Tourist spending has increased significantly in this period</i></p>
<p>What type of shops, services and facilities do you think are required to cater for all these people?</p> <p><i>Accommodation, restaurants &amp; cafes, supermarkets, toilets, parking, cash machines, etc</i></p>		<p>The Broads is home to approx. 6,300 – how significant is tourism for providing jobs locally?</p> <p><i>It is very significant, however, despite the fact that 3,615 jobs are in the tourist sector, these are not likely all to be taken by local people. Many will travel to the Broads to work.</i></p>		<p>What do you think are the main things tourists spend their money on in the Broads?</p> <p><i>Accommodation is the highest cost for those staying overnight. For day trippers boat hire or cruise tickets are often the biggest cost.</i></p>	

# Mapping boat data in the Broads using GIS

The following information is a summary of data gathered by the Broads Authority over 3 days in the summer of 2018:

**Table of moving vessel numbers on the Broads rivers, 2018**

Latitude	Longitude	Recording site	Total vessels	Passenger vessels	Motor cruisers	Sea-going cruisers	Day boats	Sailing boats	Rowing boats	Canoes / Kayaks	Paddle boards	Other
52.7088	1.4093	Wroxham	2,330	79	696	10	1,449	23	10	52	2	9
52.7054	1.4614	Horning	1,729	32	1,019	13	581	26	29	23	0	6
52.7303	1.5033	Irstead	963	4	704	161	39	39	4	8	1	3
52.6873	1.5498	Thurne Mouth	1,697	0	1,172	27	298	165	0	13	4	18
52.7107	1.5831	Candle Dyke	466	0	78	0	219	106	5	41	4	13
52.6110	1.7195	Gt Yarmouth	420	0	389	0	5	16	6	0	0	4
52.5880	1.6441	Berney Arms	392	0	278	64	18	19	0	4	0	9
52.7583	1.5283	Paddy's Lane	891	23	588	5	159	31	3	62	12	8
52.6957	1.4107	Caen Meadow	506	0	154	0	229	4	1	113	4	1
52.5367	1.6214	St Olaves	497	0	211	146	91	44	0	1	0	4
52.5405	1.5030	Chet Mouth	438	0	361	36	8	22	3	8	0	0
52.6195	1.4347	Strumpshaw	305	0	198	46	23	36	0	0	0	2
52.4817	1.6823	Oulton Dyke	759	15	376	44	206	35	2	70	0	11
52.4612	1.5624	Beccles Quay	322	0	92	73	73	59	0	14	5	6

## Step-by-step guide to making a GIS map:

1. Make Excel file of above data – save in csv format

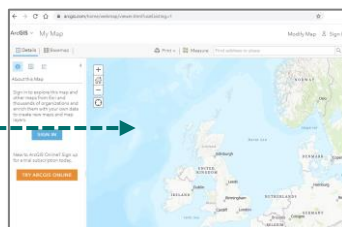


Boat census 2018 data

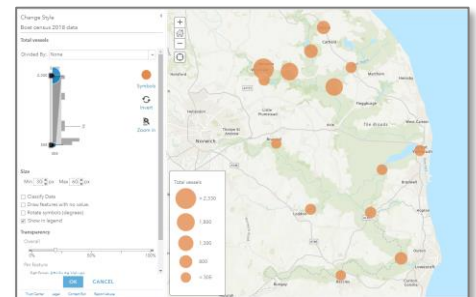
3. Drag your Excel file onto the map of the UK



2. Open [arcgis.com](http://arcgis.com) - click on word 'map' on top of page



4. Explore the functions on the toolbar to display different data sets on a variety of basemaps and in different ways

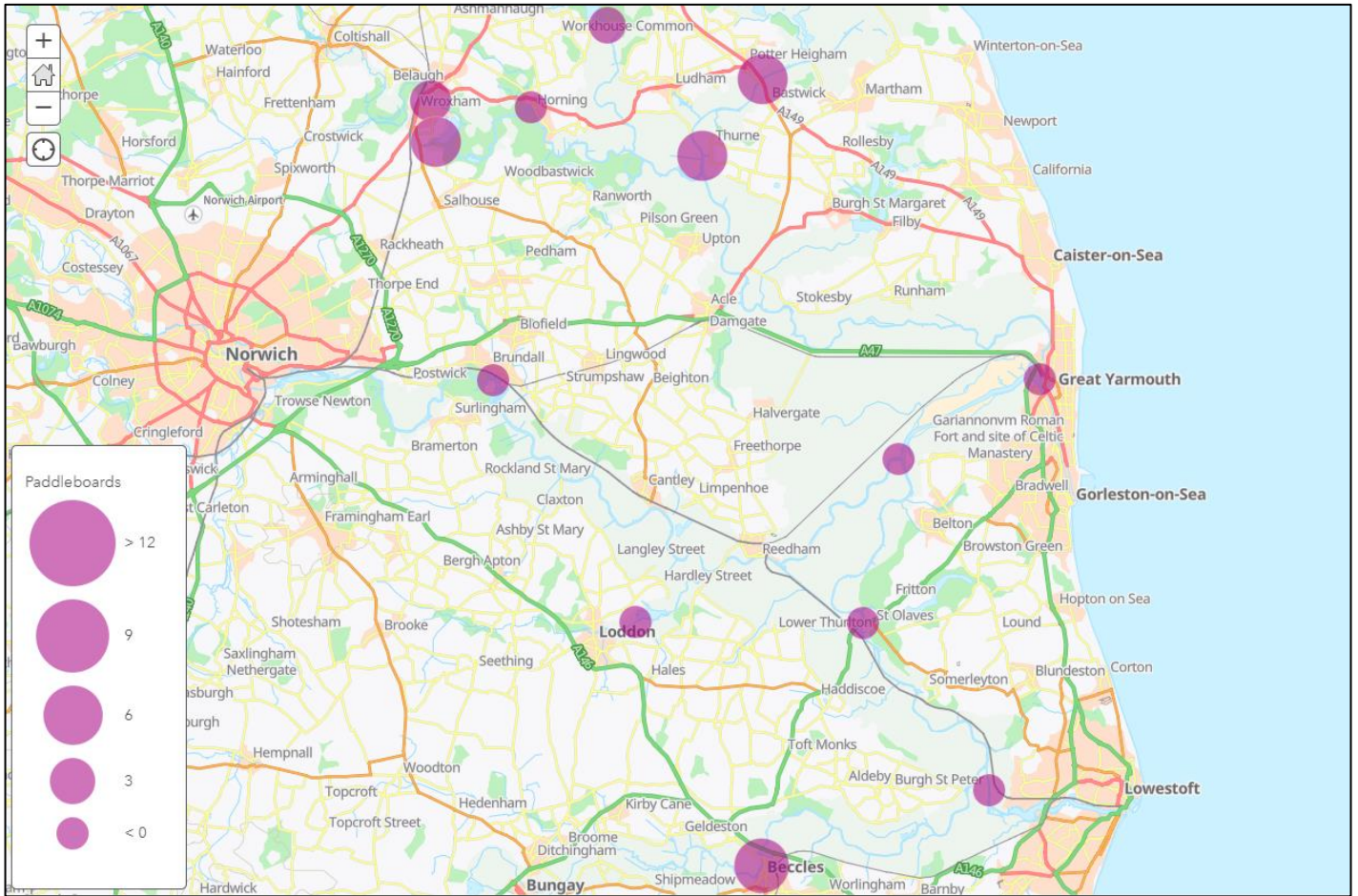


5. Printscreen some of your maps. Copy and paste these into Word for cropping. Add a title and print!

**Task:** Complete steps 1-5 above picking any map you like. Create a word document with a title to describe what your map is showing. Leave space under your map to describe what it shows. You could use 4 boxes to cover: Most popular location, least popular location, overall trend / pattern of your results and finally, consider how these results compare to the other vessel groups.

# Mapping boat data in the Broads using GIS

## Paddleboarding



### Analysis of results:

*Tip: Use sentences with specific data and place names in your analysis.*

Most popular location (highest)	Least popular location (lowest)
Overall trend / pattern	Comparison to other results