



User analysis of the Belgian coastal atlas and future user needs

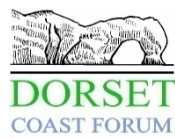
Kathy Belpaeme
Coordination Centre ICZM Belgium

ICAN Workshop, 17 November 2009, Trieste



Content

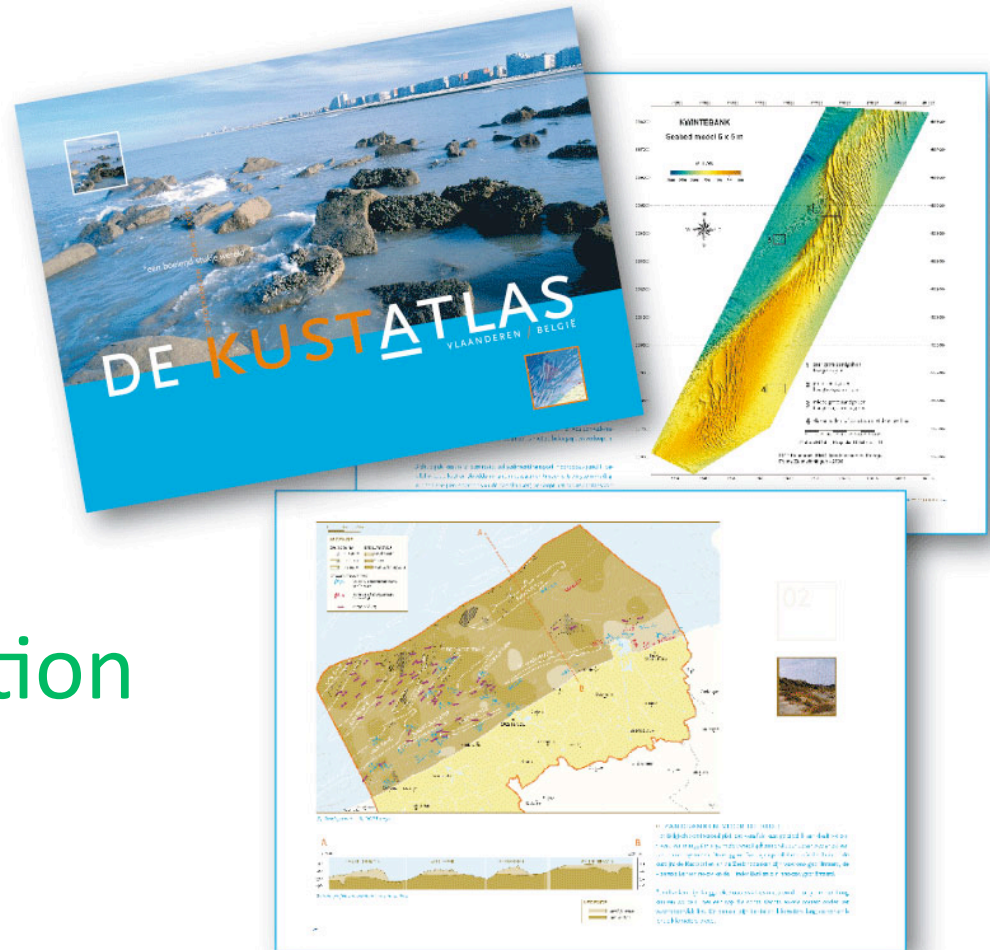
- The Coastal Atlas Flanders/Belgium
- Surfing: www.kustatlas.be
- Visitor analysis of the digital atlas
- Future users needs



New arrival in 2004...

...a desktop book

- Little text
- Lot's of maps
- Lot's of pictures
- Timeless information



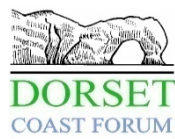


Why this atlas?

Because of the European ICZM recommendations
(413/2002/EC)

...every member state needs to draw up a national coast
inventory...

Not a dusty report, but a communication tool!

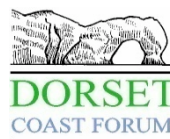


Target audience

- For everybody who is interested in the coast...(local governments, nature guides, stakeholders...)




- A balance between scientific correct data and information, also attractive to a broader public...



Now in your bookshop...

- Atlas was presented in October 2004.
- 300 Dutch copies sold in a few months (€ 46,25)

» The sustainability barometer for the Flemish coast at: www.kust.be/for/by/indicatoren.



» The indicator "Ageing rate". This indicator gives us an insight into both the stable and dynamic nature of a community. An ageing population has an (economic) impact on the health care and pension system.

Each year, the ageing rate of the study area is significantly higher than that of Flanders and Belgium. It continues to increase in the coastal region, where it is higher than in other parts of Belgium.

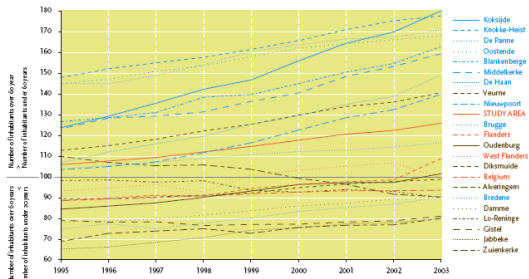
Source: www.kust.be/for/by/indicatoren.

A FINGER ON THE PULSE

» THE SUSTAINABILITY BAROMETER FOR THE COAST
 In order to determine whether developments in the coastal region form a basis for a sustainable development, the Coordination Center for Integrated Coastal Zone Management (ICZM) has created the sustainability barometer for the coast. This convenient measuring instrument monitors the evolution of a set of themes or 'indicators' that are important for the coast and coastal policy.

The sustainability indicators form an ideal measuring instrument, allowing us to gain an insight into the current state of the coast. Moreover, they can serve as signals for a necessary adjustment of coastal policy and a harmonization of policies in the different sectors. They also form an important means of communication.

Each of the indicators reflects a visible trend in the coastal region, thus allowing us all to keep a finger on the pulse.

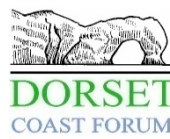




Go surfing: WWW.KUSTATLAS.BE



target audience?



The website:

- The same 'look and feel'
- Available in 4 languages
- Same structure of the book

12 themes:

- Spatial setting
- Physical environment
- Spatial structure
- Use of the sea
- Environment and nature
- Tourism and recreation
- Industry and business
- Fishery and agriculture
- Culture and heritage
- Living by the sea
- Coastal defense
- Integrated coastal zone management



Link with coastal indicators and data

DE KUSTATLAS ONLINE TOURISM AND RECREATION 06

You are here: [Home](#) - Tourism and recreation NL | FR | DE | EN

6. Tourism and recreation

- Tourism at the coast and in the hinterland
- 10 coastal municipalities / 13 seaside resorts
- Coastal tourism
 - >Accommodation types
 - >Beach tourism
 - >Day tourism
 - >Tourism in the hinterland

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An initiative by the Coordination Centre for Integrated Coastal Zone Management

TOURISM AND RECREATION
"a popular destination"

/ TOURISM AT THE COAST AND IN THE HINTERLAND

/ 10 COASTAL MUNICIPALITIES / 13 SEASIDE RESORTS

/ COASTAL TOURISM
accommodation types » beach tourism » day tourism » tourism in the hinterland

Indicators for tourism and recreation :

- Demand for road travel on the Coast
- Pressure for coastal and marine recreation
- Area of land and sea protected by statutory designations
- Loss of cultural distinctiveness
- Significance of tourism
- Sustainable Tourism
- Bathing water quality
- Amount of marine and coastal litter



The coastal atlas: Interactive

First phase:

- Do-It-Yourself maps
 - Selected category
- PDF's of all the maps and graphs

Second phase:

- GIS- Layers available for arc view
- Data in Excel files
- Interactive Google earth layers

DE KUSTATLAS ONLINE

U bent hier: [Home](#) - [Ruimtelijke situering](#) - [Ruimtelijke afbakening](#)

1. Ruimtelijke situering

- [Vanuit de ruimte](#)
- [Situering in Europa](#)
- [De Kust - per definitie](#)
- [Ruimtelijke afbakening](#)
- [Een complex samenspel](#)

MAP DOWNLOADS

- Download (PDF, 1869 kB)
- GIS-data map1 (ZIP, 1737 kB)
- Kustatlas google earth (ZIP, 692 kB)
- Printbare versie

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Een initiatief van het Coördinatiepunt voor Geïntegreerd Beheer van Kustgebieden

Visitor analysis (Google Analytics)

Year/period	Average number of unique visitors per month	Average number of unique visitors per day
Mid Nov 05- end Jan 06	2349	76
2007	2155	70.8
2008	1852.8	60.8
2009 (Jan- June)	1727.2	57.2



Interesting to know:

- 17% go to the website more than once a day
- Average pages/visit
 - 2005-2006: 10,67
 - 2008: 3,23
- Time spend on site:
 - 2005-2006: 5min11
 - 2008: 2min46



Interesting to know:

- Most visits are work related
- How is the website found? 2008 (2005/6)
 - 41,8% through direct web address (70%)
 - 53,3% through search engine (16%)
 - 4,7% through extrnal links (12%)
- 53% add the site to their favourites
- Top 3 of visiting countries in 2008: Belgium, the Netherlands, France (Germany in 2005/6)



Users feedback:

- Registration of questions & requests:
 - General information
 - Use of (integrated) maps
- Appreciation: positive
- Requests come from scientists, public, administrations, teachers, ...



How will the atlas look in the future?



Workshop questions (1)

- Evaluation:
 - What's good about the atlas?
 - What's bad about the atlas?
- Target audience?
- What information do you miss for your coastal work?
- Added value of the atlas?



Workshop questions (2)

- Should the atlas include **tools**?
- **Complexity and scale?**

The answers to these questions will allow us to:

- Clearly define the aim
- Define the scope and themes



Future for the atlas?

Our main priorities:

- Update the atlas (with special attention to the marine environment) – make updating procedure easy
- Increase the interactivity of the maps
- Link the atlas to the sustainability indicators



To keep in mind...

- **KISS – principle: Keep It Simple**
- **Linking land and sea – use the atlas to demonstrate the specificity of the coastal zone and the land-sea interface**
- **Linking with sustainability indicators**
- **No overlap with existing initiatives**
- **Use existing information in a clever way and link to relevant information**



Workshop conclusions (1)

- portal site, communication tool => demonstrate complexity of coast
- target audience: coastal actors, broad public. Not internal within government.
- more info about the marine environment & land-sea interface
- cartography = main feature
- Publish updated book!
- Integrate instruments: indicators, coastal wiki, coastal codex (legislation)



Workshop conclusions (2)

Main added value of the coastal atlas:

- Integration of information; present key figures per sector
- Unique (integrated) maps
- Link atlas to coastal policies
- Focus on “easy to use”, static maps on entry; interactivity for more advanced users
- Portal for data & information (trends & predictive)



Questions for reflection:

- Experience with using pre-defined users profiles
- Simple ways of asking feedback from website visitors?
- Experience with Flamingo viewer?
- Ask other atlases to analyse the use? – format/questions?



European context

European Maritime Policy (Blue book)

=> a web-based European atlas of the Seas
will be published end of 2009.



European Atlas of the Seas

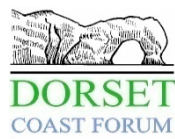
Thematic content:

- Science
- Policy and government
- Economy (incl. tourism)
- Population
- Environment
- Culture



The international context

International Coastal Atlas Network (ICAN)



Thanks

- Flanders Marine Institute
- YOU for your attention





**With special thanks to our funding partners
and all our coastal stakeholders**





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Cross-border Cooperation Programme
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