Understanding the profile of our visitors
One-on-one conversations / 18 questions / 303 surveys

General profile
- 69% Residents
- 21% Foreign Tourists
- 10% Spanish Tourists

Group size
- 50% 1 Person
- 37% 2 PPL
- 6% 3 PPL
- 4% 4 PPL
- 3% > 4 PPL

Frequency of visit
- 35% Daily
- 23% Weekly
- 15% Monthly
- 13% Annually
- 29% Never

Evaluating how specific places work
On-site observations / 8am - 1am / Weekdays & weekends

Average number of visitors by transport mode
- Total
- Pedestrians
- Cyclists
- Joggers

Measuring the economic value of public space
Internal accounting / Data shared by stakeholders / Discourse analysis

Stakeholder satisfaction

Priorities according to stakeholders
- Innovation
- Culture
- Public Space
- Sustainability

La Marina in the press
- Related with Public Space
- Indirectly related with PS
- Publications on other topics

Our assessment strategy is designed to highlight the strongest assets of the Marina, so that they can be used more effectively. It focuses on the collection of both quantitative and qualitative information in three general aspects:

- Impact Evaluation
- Stakeholder satisfaction
- Priorities according to stakeholders

During the afternoon, the Marina receives 5 cyclists / minute.

Overall visitor satisfaction is at 7.6

63% of visitors come to the Marina for walking and relaxing.

Stakeholders consider public space to be a #1 priority of intervention.