

Social and economic impact of the cruise tourism in Alicante





First opinion poll

- SURVEYS CARRIED OUT ON CRUISE PASSENGERS WHO WENT ASHORE IN ALICANTE IN OCTOBER AND NOVEMBER 2021.
- 214 SURVEYS CARRIED OUT
- 8861 CRUISE PASSENGERS
- 3 CRUISE SHIPS
- 41 QUESTIONS ASKED
- SURVEY IN ENGLISH AND SPANISH

Objectives

- Analyse the image perceived through the cruise tourists' evaluation of the city of Alicante and determine whether this image coincides with the one envisaged.
- Strengths and weaknesses of the city in terms of its image as a tourist destination.
- Identify the most important tourism resources and their potential.
- Find out how much cruise tourists spend.



91,58%

THINK THAT THE IMAGE OR
THE PERCEPTION OF THE
CITY HAS CHANGED FOR THE
BETTER
(FOR THOSE WHO HAD NOT
VISITED IT)

17.85% of the cruise
passengers had already
been to the city;
82.15% of them think
that the city has
changed positively since
their last visit.



Positive aspects

OVERALL IMAGE

The general impression obtained is that it is quite good. 4.03 score out of 5.

EXPECTATIONS

Have been met, even surpassed.
4.22/5

REPEAT VISITS TO THE DESTINATION

The cruise passengers are satisfied with what they have seen, felt and enjoyed, they would visit the city again in the future. 4.23/5

OPINION LEADER

The cruise passengers become opinion leaders. They would recommend visiting Alicante, a very high score. 4.26/5



Safety and hygiene measures as a safe destination: 4.56/5



Practical and easy city to walk around: 4.56/5



Accessible city: 4.5/5



Nice city: 4.51/5



Clean and well-kept city: 4.32/5

**Other
positive
aspects**



Safe to visit and walk around: 4.40/5



Dynamic city: 4.08/5



Fun destination: 3.48/5

Relaxing destination: 4.17/5



Attractive city to invest in: 3.66/5

**Other
positive
aspects**



Tourist information: 4.13/5

Command of the English language: 3.72/5



Arts and culture available: 3.82/5



Historical heritage of the city: 4.09/5

The highlights are the Old Quarter, the Santa Cruz district, the Santa Faz Monastery, the Basilica of Santa Maria, and the Santa Bárbara Castle.



Customs, arts and crafts: 3.81/5

**Other
positive
aspects**



Parks and gardens: 4.32/5

Reference is made to Canalejas Park and the central walkway in Av. Federico Soto, Luceros Square, and the steps going up to the secondary school IES Jorge Juan.



Museums: 3.33/5

Unaware of what is available.



Scenery and views: 4.15/5

From the Santa Bárbara Castle, Postiguet Beach and the Port.



Public transport and shuttle services: 4.01/5.

It is suggested that the shuttle services should be more frequent, which would not undermine the quality of transport in any way.

**Other
positive
aspects**



Climate: 4.42/5



Beaches: 4.13/5

Especially Postiguat Beach and also San Juan Beach.



Gastronomy: 4.16/5

Bars and restaurants and the food on the tapas routes are highly valued.



Tourist guides: 4.28/5

**Other
positive
aspects**



Nice city: 4.46/5

Qualifiers like "Nice", "Very Nice", "Pleasant".



Responsiveness and good service:

4.06/5 Positive comments "The People", "Friendly", "Hospitality".



Traditional festivities: 4.88/5

46.08% know the Traditional Festivities of the city, or some of them. The most famous is that of Hogueras, although in some cases it is confused with the Fallas.

**Other
positive
aspects**



Wi-Fi hotspots: 3.12/5

It is thought that the city is not prepared to supply a digital connectivity that tourists can access easily. This point has a negative influence when it comes to deciding on whether Alicante is a good city to invest in.



Availability of public toilets: 2.86/5

The most negative opinion about the city.

**Less
positive
aspects**

96%

OF THE CRUISE
PASSENGERS DID
SPEND MONEY

43,158€

IS SPENT ON AVERAGE



Expenditure per sector

HOSPITALITY-----	34,87%
LOCAL PRODUCTS -----	19,78%
SHOPPING-----	16,89%
SOUVENIRS-----	15,3 %
EXCURSIONS-----	3,20%
OTHER-----	9,87%





5 years working to position
Alicante Costa Blanca as a
Cruise Ship destination.

