

San Antonio's New Direction

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New Direction

San Antonio last week began changing its tourist model, as leading figures of the sector met in the Town Hall. The process began on Wednesday with a presentation by consultants, Intelligent Coast y Advanced Leisure, of a strategic diagnosis of the current tourist and urban model, which will serve as a basis to open up a discussion on how things can be improved.

Mayor Jose Sala said change would not come overnight, but that the meetings were being organised to decide what alterations needed to be made, and how these are to be introduced. He continued that this type of open forum was the only way change could be introduced over the long term. He highlighted the Town Hall's desire to open a thermal leisure spa, as well as the need to create more green spaces within the town centre. He also highlighted the advantages the current remodelling of the port area would bring, allowing much larger cruise ships to dock in San Antonio, as well as clean up the bay of boats.

Both Serra Mayans, Councillor for Business Development, and Pepa Mari also attended the meeting.

A survey carried out by the consultants showed 12.54 per cent of people wanted to see more live concerts in the town when they next returned to visit, whilst 7.4 per cent wanted more parks. However, the massification of the town did not seem to cause a problem, finishing bottom of the list with just 3.68 per cent of people saying San Antonio was too crowded.

Nightlife came top of the list on activities provided within the town, whilst the taxi service provided to tourists also scored well, as did the welcome provided by the locals.

Of those questioned, 18 per cent came to the municipality because of the clubs, whilst 15 per cent came for the atmosphere, and 11 per cent for the cheap accommodation. Of those questioned, 85 per cent were under the age of 35.

