

8.31.2 Number of visitors in new recreational areas

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Number of Visitors to Recreational Areas	Green Space Management
Description and justification	A new infrastructure (both NBS, Hybrid solutions and Grey infrastructures), implemented in a rural landscape in order to achieve a risk reduction, could, at the same time, enhance the quality of life in the area, making new areas available for leisure, recreation or other cultural activities (Raymond et al., 2017; Byrd et al., 2017; Sandstrom 2002). For instance, the stabilization of a riverbank through NBS could give these areas back to the community for different leisure purposes (e.g., creation of a promenade, cycling paths, panoramic viewpoints, etc.), attracting visitors in these new recreational areas. The higher the number of visitors in this area is, the higher the contribution given to life quality is supposed to be.
Definition	The number of visitors can be defined as the amount of people visiting, for leisure purpose over a year, the area where the new infrastructure (both NBS, Hybrid solutions and Grey infrastructures) is implemented. This Indicator will be equal to 0 in the Baseline Scenario and will be assessed in the Design scenarios (e.g., NBS Scenario or Hybrid Scenario) computing the number of new visitors.
Strengths and weaknesses	Collecting the needed data to assess the indicator could be time and money consuming.
Measurement procedure and tool	<p>The number of visitors can be monitored through a direct survey or assessed using models. Both these approaches entail an ex-post indicator evaluation. Ad hoc direct survey can be carried out in different periods over the year, for instance one week for each season, and the number of visitors detected can be multiplied by the number of weeks in a year. If the recreational site is within a paid area, the number of visitors can be approximated to the number of tickets sold over a year.</p> <p>When there is no time and/or economic resources for an ad hoc direct survey the number of visitors can be estimated</p>

	through models that need official data concerning tourists (National institute of statistics, Regional tourism agency, etc.) and/or other proxy data (amount of solid urban waste produced; electricity consumption in private houses; number of houses available for vacation).
Scale of measurement	NBS
Data source	Public agencies (National institute of statistics, Regional tourism agency, Municipalities, etc.) Unit of measure: number of visitors
Required data	Number of visitors in the area where the new infrastructure (both NBS, Hybrid solutions and Grey infrastructures) is implemented (Model/Survey).
Data input type	Quantitative
Data collection frequency	Annual
Level of expertise required	Medium
Synergies with other indicators	Touristic Activeness Enhancing
Connection with SDGs	8
Opportunities for participatory data collection	
Additional information	
References	<p>Byrd C., Andersson E., Kronenberg J., Hansen R., Buijs A. (2017). Understanding and Promoting the Values of Urban Green Infrastructure: a learning module. GREEN SURGE project Deliverable 4.5, University of Copenhagen, Copenhagen, Denmark</p> <p>Raymond C.M., Berry P., Breil M., Nita M.R., Kabisch N., de Bel M., Enzi V., Frantzeskak N., Geneletti D., Cardinaletti M., Lovinger L., Basnou C., Monteiro A., Robrecht H., Sgrigna G., Munari L., Calfapietra C. (2017). An Impact Evaluation Framework to Support Planning and Evaluation of Nature-based Solutions Projects. Report prepared by the EKLIPSE Expert Working Group on Nature-based Solutions to Promote Climate Resilience in Urban Areas. Centre for Ecology & Hydrology, Wallingford, United Kingdom</p> <p>Sandstrom U.F. (2002). Green infrastructure planning in urban Sweden. Planning Practice and Research, 17(4), 373-385. DOI: 10.1080/02697450216356</p>