



OPEN WATER WORLD CUP SWIMMING

25-27 April
Ibiza

INTRODUCCIÓN

METHODOLOGY: CAWI

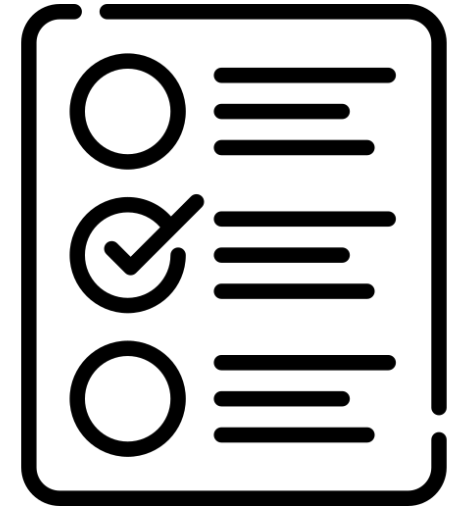
- Computer self-administered surveys
- Sent to the World Aquatics database of adult participants in the following championship:
 - Open Water World Cup – Ibiza 2025

UNIVERSE: Survey sent to World Aquatics Participants

SAMPLE: A total of 29 respondents, out of 159 participants

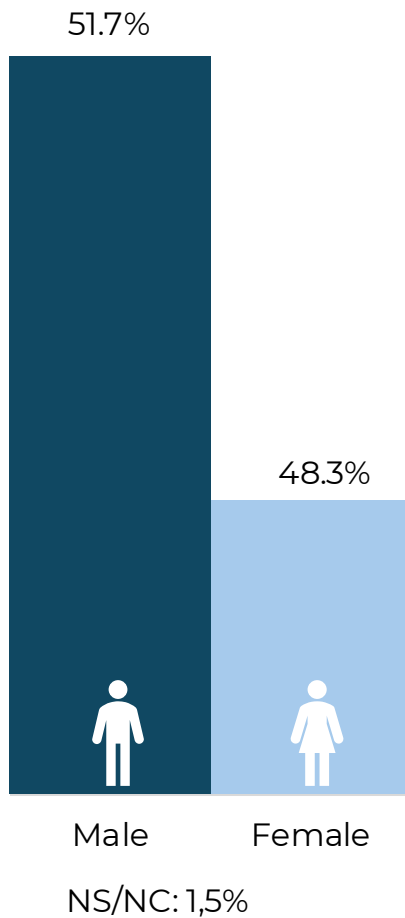
- Statistical margin of error: 16,51%

QUESTIONNAIRE: Approximately 3 minutes

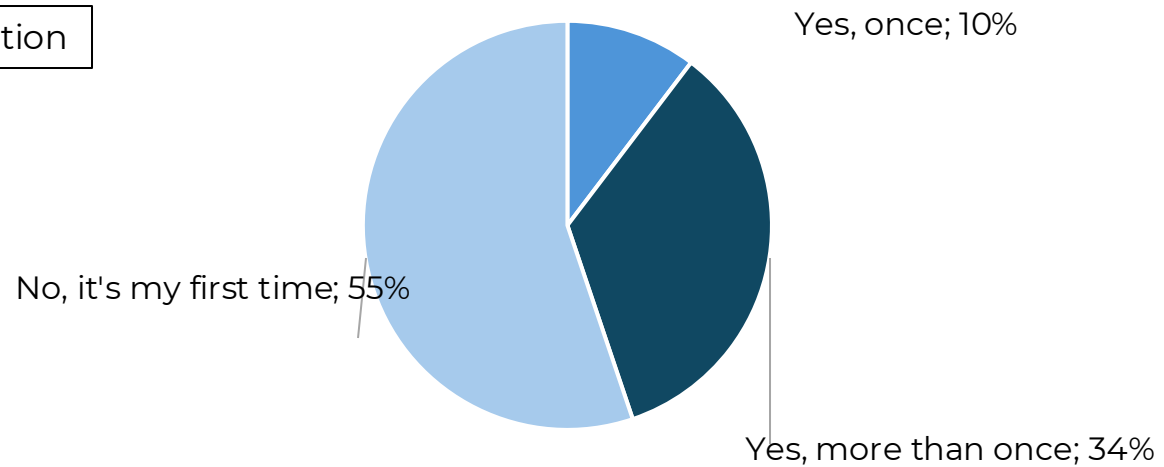


RESPONDENT PROFILE

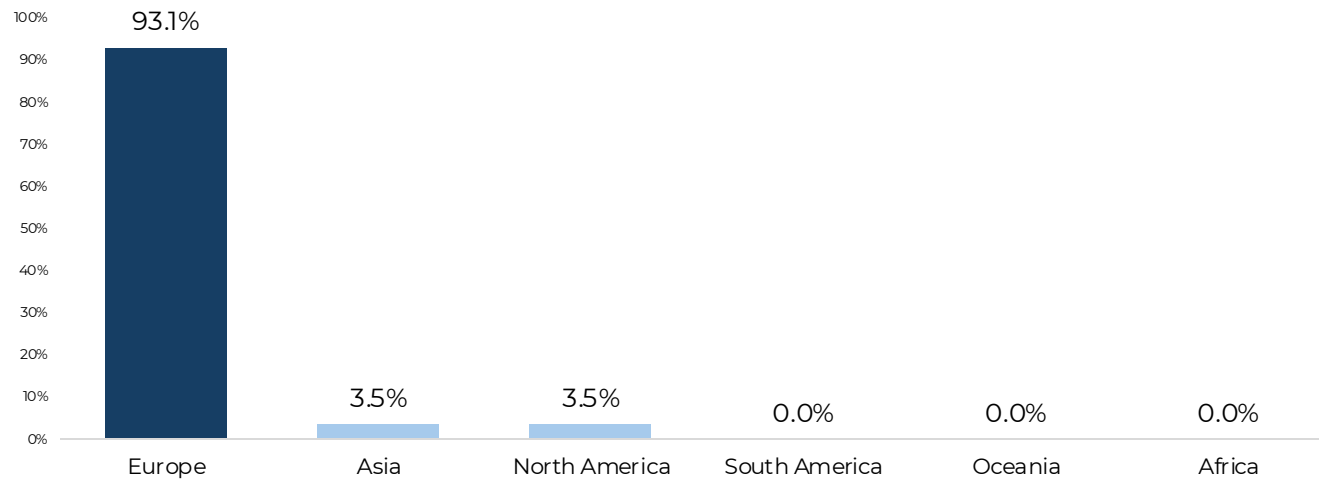
Genre



Competition participation

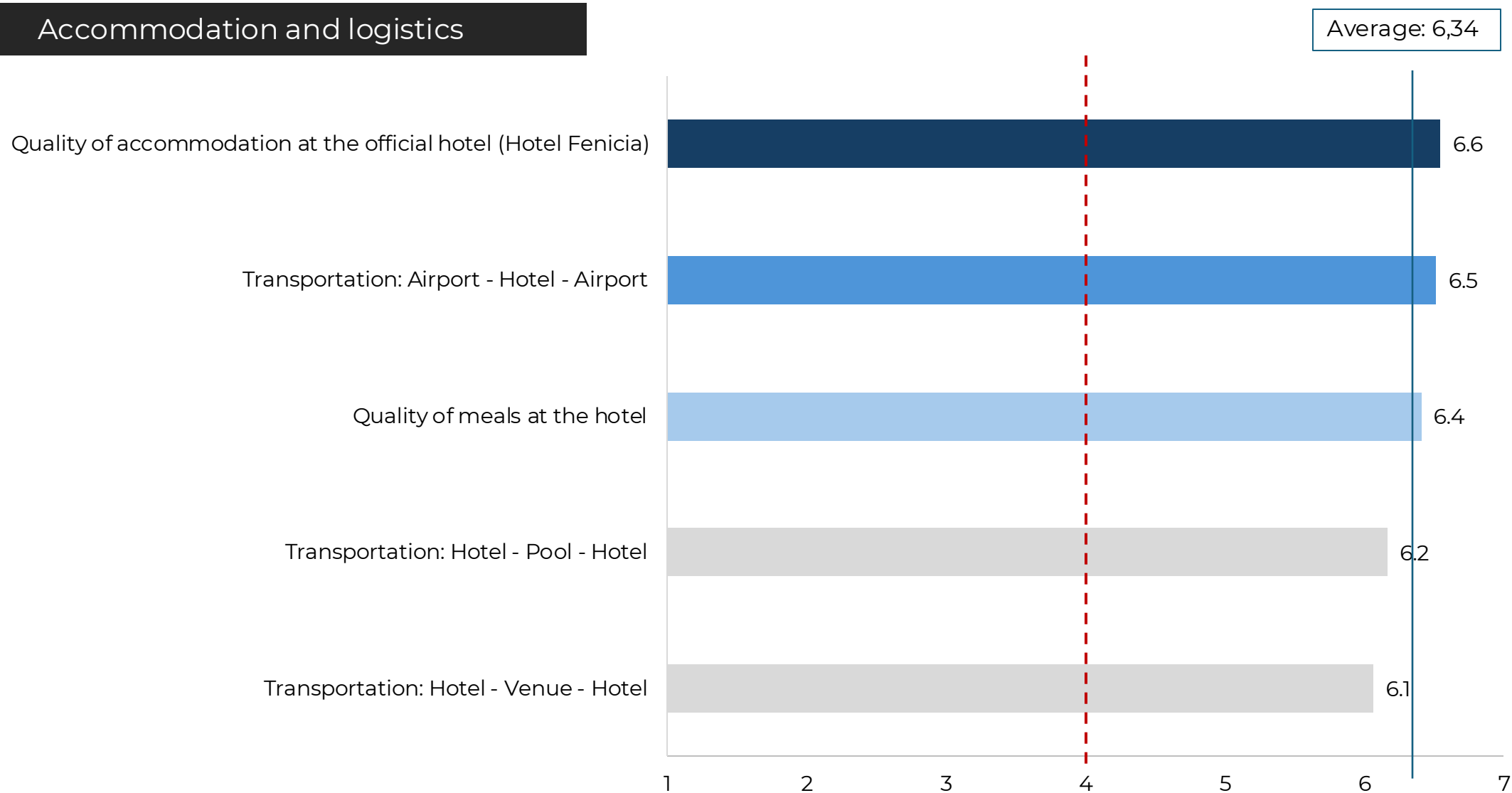


Provenance



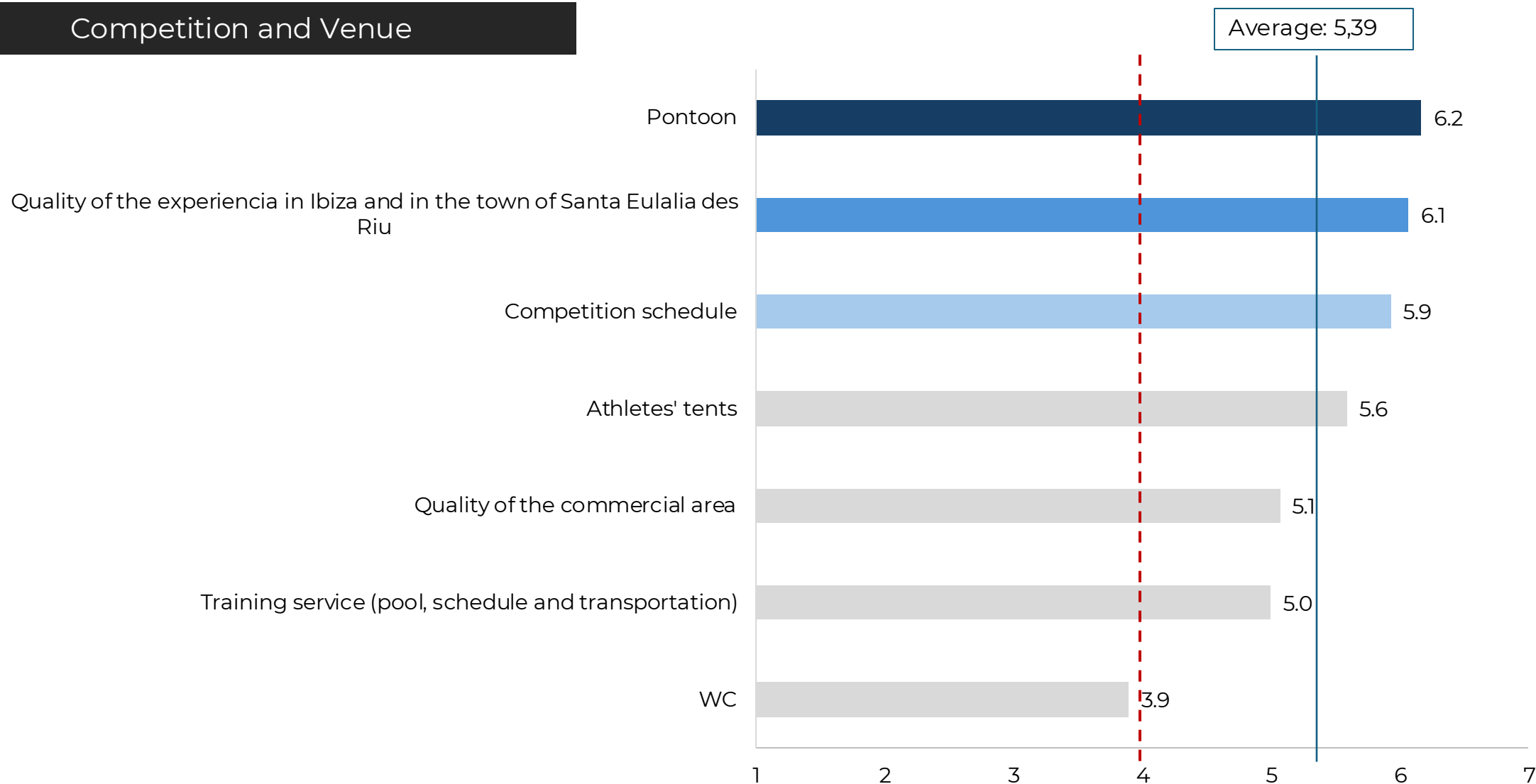
SATISFACTION

Accommodation and logistics



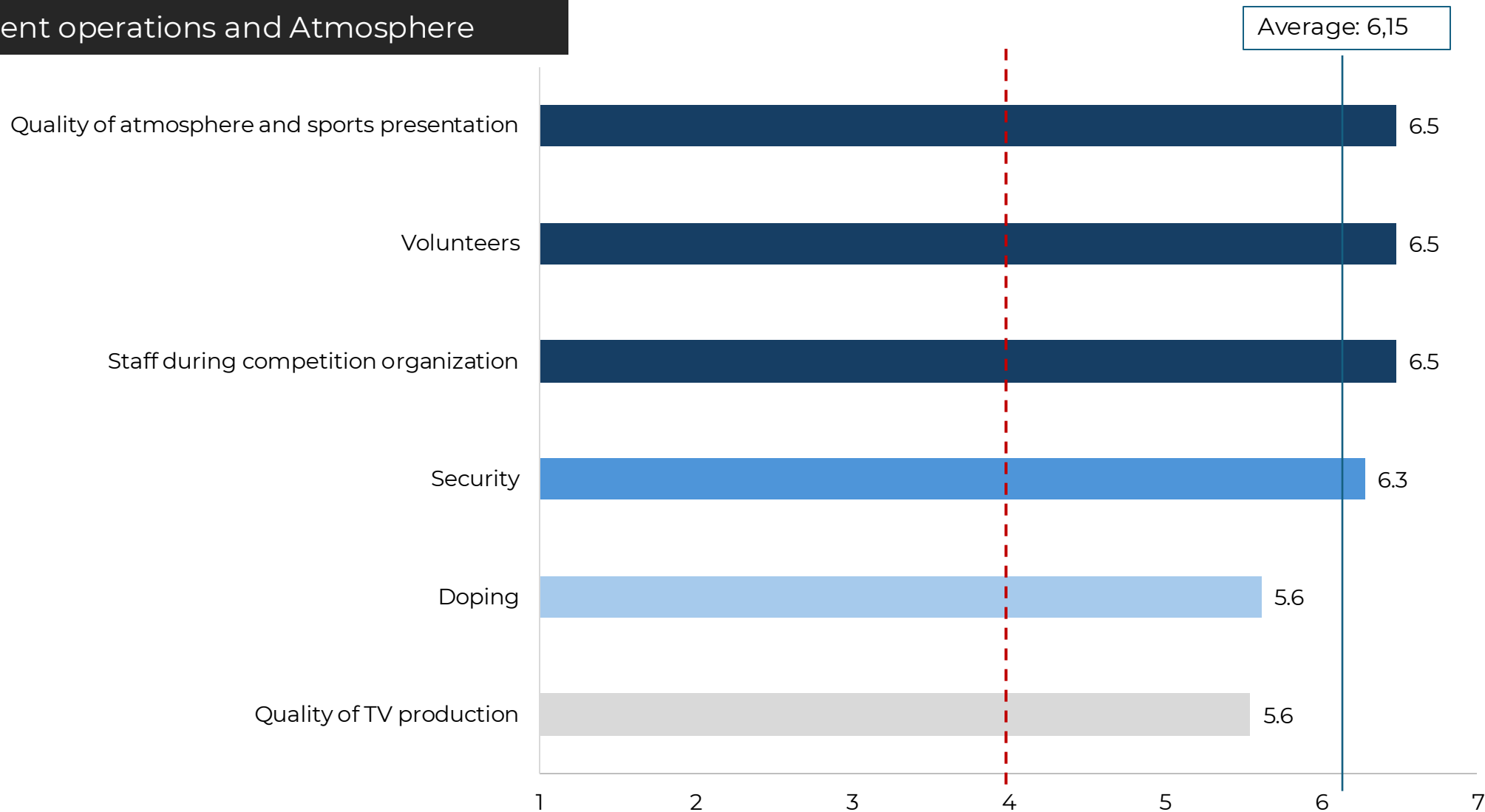
SATISFACTION

Competition and Venue



SATISFACTION

Event operations and Atmosphere



SATISFACTION

Overall satisfaction with the event

8,55

Average rating



Note: **More than half** of the respondents (55.17%) rated their likelihood of attending the event again **between 9 and 10.**

CONCLUSIONS

Profile

- Slight predominance of **male participants** (52%) compared to female (48%).
- 55% of respondents are first-time competitors, followed by regular participants (34%) and those who had competed once before (10%).
- Most participants came from Europe (93%), followed by Asia and North America (both with 3%).

Satisfaction

- Regarding **accommodation and logistics**, it was rated **6.34 out of 7**, making it the **highest-rated** category. Although the score is positive, improvements are recommended in the transportation service from the hotel to the pool (6.2/7) and from the hotel to the venue (6.1/7).
- Continuing with the **competition and the venue**, this category received a score of **5.39 out of 7**, making it the **lowest-rated** category. Improvements are recommended in the training service (5.0/7), and especially in the restroom facilities/WC (3.9/7).
- Finally, regarding **event operations and atmosphere**, it was rated **6.15 out of 7**. Improvements are recommended in doping and quality of TV production (both scored 5.6/7).
- The tendency to repeat the competition scores **8.55 out of 10**, showing a **positive trend**—more than half of the respondents (55.2%) rate their likelihood to repeat the event between 9 and 10.

GRAPHIC CONCLUSIONS

Average Profile



- New participant
- From Europe

8,55

Average rating

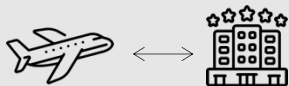


Satisfaction

Accommodation and Logistics



Hotel



Transportation:
Airport- Hotel- Airport



Transportation: Hotel –
Pool - Hotel



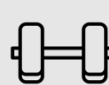
Transportation: Hotel –
Venue - Hotel



Pontoon



Ibiza and Santa Eulalia



Training service



WC

Event operations and Atmosphere



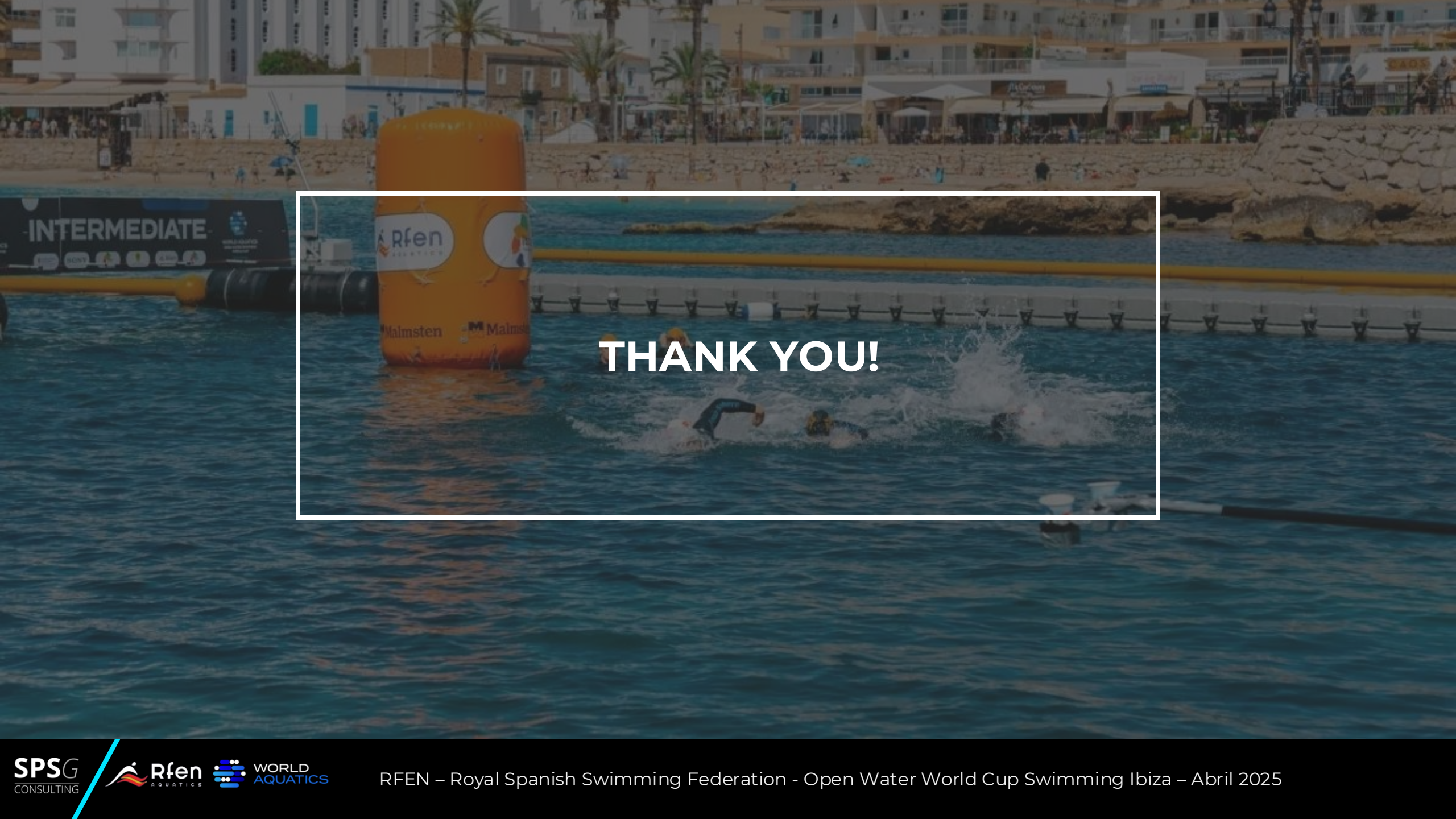
Staff, volunteers and
atmosphere



Doping



Quality of TV
production



THANK YOU!