

| GRADO DE SATISFACCIÓN PLAYAS | Ref. 2016 | Ref. 2017 | Ref. 2018 | Ref. 2019 | Ref. 2020 | Ref. 2021 | Ref. 2022 | Ref. 2023 | Ref. 2024 | Ref. 2025 | Dif. Meta |
|------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Urbanas (meta: 70%)          | 78 %      | 75 %      | 65 %      | -%        | -%        | 70 %      | 54 %      | 68 %      | 61 %      | 63 %      | -7,33 %   |
| Naturales (meta: 70%)        | 85 %      | 76 %      | 88 %      | -%        | -%        | -         | 60 %      | 55 %      | -         | 100 %     | 30,00 %   |
| Accesibles (meta: 90%)       | 84 %      | 74 %      | 90 %      | 82 %      | -%        | 83 %      | 43 %      | 85 %      | 61 %      | 100 %     | 10,00 %   |

  

| N.º DE ENCUESTAS REALIZADAS                   | Ref. 2016 | Ref. 2017 | Ref. 2018 | Ref. 2019 | Ref. 2020 | Ref. 2021 | Ref. 2022 | Ref. 2023 | Ref. 2024 | Ref. 2025 | % de cambio |
|-----------------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|
| N.º Encuestas realizadas en Playas Urbanas    | 630       | 1.100     | 355       | -         | -         | 425       | 111       | 34        | 32        | 26        | -18,75 %    |
| N.º Encuestas realizadas en Playas Naturales  | 156       | 263       | 36        | -         | -         | 0         | 39        | 4         | 0         | 2         | #¡DIV/0!    |
| N.º Encuestas realizadas en Playas Accesibles | 195       | 117       | 57        | 14        | -         | 163       | 6         | 3         | 3         | 3         | 0,00 %      |

  

| Nº DE USUARIOS ACCESIBLES      | Ref. 2016 | Ref. 2017 | Ref. 2018 | Ref. 2019 | Ref. 2020 | Ref. 2021 | Ref. 2022 | Ref. 2023 | Ref. 2024 | Ref. 2025 | % de cambio |
|--------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|
| N.º Usuarios Puntos Accesibles | 7.686     | 6.813     | 2.918     | 5.883     | 262       | 274       | 1.834     | 5.089     | 13.145    | 16.382    | 24,63 %     |
| N.º Usuarios Áreas Especiales  | 19        | 15        | 25        | 20        | -         | 15        | 5         | 15        | 199       | 244       | 22,61 %     |

  

| GALARDONES BANDERA AZUL                  | Ref. 2016 | Ref. 2017 | Ref. 2018 | Ref. 2019 | Ref. 2020 | Ref. 2021 | Ref. 2022 | Ref. 2023 | Ref. 2024 | Ref. 2025 | % de cambio |
|------------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|
| N.º de playas con Bandera Azul           | 5         | 5         | 5         | 5         | 5         | 6         | 5         | 4         | 3         | 4         | 33,33 %     |
| N.º de Centros con galardón Bandera Azul | 1         | 1         | 1         | 1         | 2         | 3         | 2         | 2         | 2         | 2         | 0,00 %      |

  

| SENSIBILIZACIÓN Y FORMACION AMBIENTAL                                                                           | Ref. 2016 | Ref. 2017 | Ref. 2018 | Ref. 2019 | Ref. 2020 | Ref. 2021 | Ref. 2022 | Ref. 2023 | Ref. 2024 | Ref. 2025 | Dif. Meta |
|-----------------------------------------------------------------------------------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| N.º de campañas realizadas para la prevención de la contaminación y concienciación medioambiental(≥ 7 campañas) | 8         | 13        | 10        | 8         | 5         | 12        | 9         | 8         | 6         | 6         | 0,00 %    |

  

| PROCESO GESTIÓN DE RRHH                                                                                     | Ref. 2016 | Ref. 2017 | Ref. 2018 | Ref. 2019 | Ref. 2020 | Ref. 2021 | Ref. 2022 | Ref. 2023 | Ref. 2024 | Ref. 2025 | % de cambio |
|-------------------------------------------------------------------------------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|
| Evaluación de la eficacia de la evaluación interna de los nuevos puestos de trabajo. (Puntuación de 0 a 10) | -         | 8         | 8         | 8         | 10        | 10        | 9         | 10        | 10        | 10        | 0,00 %      |

  

| PROCESO DE COMPRAS                                                                      | Ref. 2016 | Ref. 2017 | Ref. 2018 | Ref. 2019 | Ref. 2020 | Ref. 2021 | Ref. 2022 | Ref. 2023 | Ref. 2024 | Ref. 2025 | % de cambio |
|-----------------------------------------------------------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|
| Valoración criterios gestión calidad y/o ambiental en los pliegos de condiciones nuevos | 1 (100%)  | 1 (100%)  | 3 (100%)  | -         | -         | 2 (66,7%) | 3 (50%)   | 0         | 0         | 3         | #¡DIV/0!    |

  

| PROCESO DE INFRAESTRUCTURAS: ANOMALÍAS PLAYAS | Ref. 2016 | Ref. 2017 | Ref. 2018 | Ref. 2019 | Ref. 2020 | Ref. 2021 | Ref. 2022 | Ref. 2023 | Ref. 2024 | Ref. 2025 | % de cambio |
|-----------------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|
| N.º Anomalías                                 | 70        | 143       | 177       | 159       | 103       | 68        | 114       | 185       | 162       | 117       | -27,78 %    |

  

| PROCESO DE INFRAESTRUCTURAS: MEJORAS EN LAS PLAYAS | Ref. 2016 | Ref. 2017 | Ref. 2018 | Ref. 2019 | Ref. 2020 | Ref. 2021 | Ref. 2022 | Ref. 2023 | Ref. 2024 | Ref. 2025 | % de cambio |
|----------------------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|
| N.º Aseos reformados                               | -         | 1         | 2         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | #¡DIV/0!    |
| N.º juegos infantiles instalados en las playas     | -         | -         | 1         | 1         | 2         | 0         | 0         | 0         | 0         | 2         | #¡DIV/0!    |

  

| SERVICIO DE SOCORRISMO           | Ref. 2016 | Ref. 2017 | Ref. 2018 | Ref. 2019 | Ref. 2020 | Ref. 2021 | Ref. 2022 | Ref. 2023 | Ref. 2024 | Ref. 2025 | % de cambio |
|----------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|
| N.º de horas socorrimo por día   | 8         | 8         | 8         | 8         | 8         | 8         | 8         | 8         | 8         | 8         | 0,00 %      |
|                                  | 8         | 10        | 10        | 10        | 10        | 8         | 9         | 9         | 8         | 8         | 0,00 %      |
| N.º de Socorristas por temporada | 24        | 28        | 28        | 28        | 28        | 30        | 39        | 39        | 41        | 38        | -7,32 %     |

  

| SERVICIOS DE VIGILANCIA POLICIAL PLAYAS     | Ref. 2016 | Ref. 2017 | Ref. 2018 | Ref. 2019 | Ref. 2020 | Ref. 2021 | Ref. 2022 | Ref. 2023 | Ref. 2024 | Ref. 2025 | % de cambio |
|---------------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|
| N.º Agentes Vigilancia Policial             | 8         | 6         | 10        | 7         | 15        | 4         | 4         | 2         | 3         | 4         | 33,33 %     |
| N.º de horas realizadas vigilancia policial | 3161      | 2.670     | 3.077     | 738       | 4.560     | 894       | 3.018     | 2.727     | 2.875     | 937       | -67,41 %    |
| N.º de denuncias                            | 190       | 42        | 157       | 8         | 141       | 68        | 839       | 174       | 268       | 463       | 72,76 %     |
| N.º de incidencias                          | 128       | 88        | 222       | 123       | 444       | 254       | 62        | 83        | 239       | 851       | 256,07 %    |
| N.º de auxilios                             | 36        | 20        | 46        | 19        | 112       | 33        | 19        | 10        | 34        | 32        | -5,88 %     |

  

| LIMPIEZA DE ESPIGONES                       | Ref. 2016 | Ref. 2017 | Ref. 2018 | Ref. 2019 | Ref. 2020 | Ref. 2021 | Ref. 2022 | Ref. 2023 | Ref. 2024 | Ref. 2025 | % de cambio |
|---------------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|
| N.º bolsas recogidas en los espigones / año | 311       | 701       | 662       | 405       | 225       | 221       | 234       | 213       | 435       | 471       | 8,28 %      |

  

| GESTIÓN AMBIENTAL- limpieza                  | Ref. 2016 | Ref. 2017 | Ref. 2018 | Ref. 2019 | Ref. 2020 | Ref. 2021 | Ref. 2022 | Ref. 2023 | Ref. 2024 | Ref. 2025 | % de cambio |
|----------------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|
| N.º horas limpieza manual playas urbanas     | -         | -         | -         | 5.781     | 8.952     | 7900      | 7.030     | 5.550     | 4.084     | 2.590     | -36,58 %    |
| N.º horas limpieza manual playas naturales   | -         | -         | -         | 3.112     | 5.668     | 4800      | 4.450     | 3.750     | 1.948     | 1.180     | -39,43 %    |
| N.º horas limpieza mecánica playas urbanas   | -         | -         | -         | 2.234     | 3.520     | 4000      | 5.020     | 2.090     | 3.388     | 1.510     | -55,43 %    |
| N.º horas limpieza mecánica playas naturales | -         | -         | -         | 730       | 1.184     | 1410      | 2.020     | 1.100     | 1.162     | 900       | -22,55 %    |
| Kilos de RSU recogidos en playas (Kg)        | 626.330   | 555.500   | 630.400   | 632.600   | 560.900   | 607900    | 619.000   | 608.600   | 605.200   | 629.120   | 3,95 %      |
| Kg de Envases recogidos en playas            | -         | 29.700    | 32.000    | 37.700    | 31.500    | 42400     | 35.100    | 38.400    | 42.400    | 48.100    | 13,44 %     |

  

| GESTIÓN AMBIENTAL- vidrio    | Ref. 2016 | Ref. 2017 | Ref. 2018 | Ref. 2019 | Ref. 2020 | Ref. 2021 | Ref. 2022 | Ref. 2023 | Ref. 2024 | Ref. 2025 | % de cambio |
|------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|
| Kg vidrio playas             | 48.830    | 44.080    | 33.100    | 24.225    | 38.220    | 44.690    | 22.635    | 30.320    | 35.070    | 27.867    | -20,54 %    |
| Kg vidrio municipio          | 407.360   | 392.940   | 474.050   | 517.584   | 334.261   | 276.537   | 416.598   | 429.782   | 422.371   | 333.552   | -21,03 %    |
| % kg vidrio playas/municipio | 12,00 %   | 11,00 %   | 6,98 %    | 18,82 %   | 11,43 %   | 16,00 %   | 5,40 %    | 7,05 %    | 8,36 %    | 6,58 %    | -21,32 %    |

  

| GESTIÓN AMBIENTAL – papeleras contenedores instalados     | Ref. 2016 | Ref. 2017 | Ref. 2018 | Ref. 2019 | Ref. 2020 | Ref. 2021 | Ref. 2022 | Ref. 2023 | Ref. 2024 | Ref. 2025 | % de cambio |
|-----------------------------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|
| N.º papeleras instaladas en espigones                     | -         | -         | 13        | 12        | 12        | 7         | 26        | 20        | 3         | 16        | 433,33 %    |
| N.º grupos de contenedores instalados en playas urbanas   | -         | -         | 22        | 23        | 91        | 62        | 66        | 65        | 62        | 62        | 0,00 %      |
| N.º grupos de contenedores instalados en playas naturales | -         | -         | 4         | 3         | 19        | 14        | 17        | 12        | 9         | 9         | 0,00 %      |

  

| GESTIÓN AMBIENTAL-quioscos                                               | Ref. 2016 | Ref. 2017 | Ref. 2018 | Ref. 2019 | Ref. 2020 | Ref. 2021 | Ref. 2022 | Ref. 2023 | Ref. 2024 | Ref. 2025 | % de cambio |
|--------------------------------------------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|
| N.º Aspectos Ambientales significativos                                  | 0         | 2         | 2         | 9         | 0         | 3         | 4         | 0         | 5         | 4         | -20,00 %    |
| Litros consumo combustible grupos electrógenos quioscos playas naturales | 23.837    | 13.811    | 5.200     | 11.091    | 5.944     | 7.289     | 7.205     | 6.282     | 7.507     | 9.513     | 26,72 %     |
| Consumo luz Chiringuito CALA III SB                                      | /         | /         | /         | /         | /         | /         | /         | /         | 22.534    | 21.219    | -5,84 %     |
| Consumo luz Chiringuito CALA I ESTE                                      | /         | /         | /         | /         | /         | /         | /         | /         | 10.208    | 10.249    | 0,40 %      |

| GESTIÓN AMBIENTAL                                                                                     | Ref. 2016 | Ref. 2017 | Ref. 2018 | Ref. 2019 | Ref. 2020 | Ref. 2021 | Ref. 2022 | Ref. 2023 | Ref. 2024 | Ref. 2025 | Dif. Meta |
|-------------------------------------------------------------------------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| % Cumplimiento analíticas aguas de baño URBANAS (meta: 100%)                                          | 100 %     | 97 %      | 100 %     | 99 %      | 99 %      | 98 %      | 95 %      | 97 %      | 98 %      | 100 %     | 0,00 %    |
| % Cumplimiento analíticas aguas de baño NATURALES (meta: 100%)                                        |           |           |           |           |           | 91 %      | 90 %      | 89 %      | 100 %     | 100 %     | 0,00 %    |
| % Cumplimiento analíticas favorables aguas de efluentes (Desembocadura Avenida Valencia) (meta: 100%) | -         | -         | -         | -         | -         | -         | -         | -         | 88 %      | 100 %     | 0,00 %    |
| % Cumplimiento analíticas favorables aguas de efluentes (Desembocadura Vinalopó) (meta: 100%)         | -         | -         | -         | 100 %     | 86 %      | 57 %      | 71 %      | 71 %      | 100 %     | 100 %     | 0,00 %    |
| % Cumplimiento analíticas favorables aguas Canal Virgen del Pilar (meta: 100%)                        | -         | -         | 75 %      | 37,5%     | 50%       | 40%       | 88%       | 42%       | 41 %      | 75 %      | -25,17 %  |
| N.º episodios contaminación de corta duración (Dirección General Agua) NUEVO INDICADOR                | /         | /         | /         | /         | /         | /         | /         | /         | 0,25      | 0         | -100,00 % |

| OCUPACIÓN DEL SUELO NOCHE DE SAN JUAN                       | Ref. 2016 | Ref. 2017 | Ref. 2018 | Ref. 2019 | Ref. 2020 | Ref. 2021 | Ref. 2022 | Ref. 2023 | Ref. 2024 | Ref. 2025 | % de cambio |
|-------------------------------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|
| N.º playas oficialmente disponibles en la Noche de San Juan | 3         | 3         | 2         | 2         | -         | -         | 2         | 2         | 2         | 2         | 0,00 %      |

| RESIDUOS NOCHE DE SAN JUAN                         | Ref. 2016 | Ref. 2017 | Ref. 2018 | Ref. 2019 | Ref. 2020 | Ref. 2021 | Ref. 2022 | Ref. 2023 | Ref. 2024 | Ref. 2025 | % de cambio |
|----------------------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|
| Kg de residuos en la Noche de San Juan             | 1.116     | 2.360     | 2.340     | 7.240     | -         | -         | 1.740     | 3.100     | 1.660     | 1.220     | -26,51 %    |
| N.º aproximado de hogueras en la Noche de San Juan | 380       | 370       | 327       | 262       | -         | -         | 114       | 290       | 208       | 127       | -38,94 %    |

| ATENCIÓN DE MEDUSAS        | Ref. 2016 | Ref. 2017 | Ref. 2018 | Ref. 2019 | Ref. 2020 | Ref. 2021 | Ref. 2022 | Ref. 2023 | Ref. 2024 | Ref. 2025 | % de cambio |
|----------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|
| N.º asistencia por medusas | 7.903     | 2.371     | 6.318     | 498       | 1.201     | 1.047     | 1.642     | 1.281     | 1.964     | 2.193     | 11,66 %     |

| GESTIÓN AMBIENTAL             | Ref. 2016 | Ref. 2017 | Ref. 2018 | Ref. 2019 | Ref. 2020 | Ref. 2021 | Ref. 2022 | Ref. 2023 | Ref. 2024 | Ref. 2025 | % de cambio |
|-------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|
| M3 Posidonia recogida         | 8.270     | 34.822    | 7.724     | 8.904     | 38.385    | 14.236    | 13.792    | 6.784     | 650       | 6.096     | 837,85 %    |
| M3 Posidonia cribada          | 6.590     | 70        | 3.805     | 4.766     | 2.317     | 4.914     | 3.936     | 118       | 3.781     | 4.052     | 7,17 %      |
| M3 arena repuesta en la playa | -         | -         | 700       | 1.920     | 1.068     | 384       | 528       | 828       | 84        | 0         | -100,00 %   |

| QUEJAS                                               | Ref. 2016 | Ref. 2017 | Ref. 2018 | Ref. 2019 | Ref. 2020 | Ref. 2021 | Ref. 2022 | Ref. 2023 | Ref. 2024 | Ref. 2025 | Dif. Meta |
|------------------------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Quejas contestadas antes de 8 días hab. (meta: 100%) | 90%       | 72%       | 98%       | 94%       | 83%       | 88 %      | 76 %      | 99 %      | 100 %     | 97 %      | -3,50 %   |
| N.º Quejas                                           | 30        | 14        | 45        | 17        | 6         | 16        | 30        | 27        | 55        | 58        | 5,45 %    |
| N.º de Consultas                                     | -         | -         | -         | -         | -         | 20        | 26        | 22        | 29        | 12        | -58,62 %  |

| NO CONFORMIDADES Y ACC. CORRECTIVAS  | Ref. 2016 | Ref. 2017 | Ref. 2018 | Ref. 2019 | Ref. 2020 | Ref. 2021 | Ref. 2022 | Ref. 2023 | Ref. 2024 | Ref. 2025 | % de cambio |
|--------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|
| N.º de No Conformidades              | 6         | 7         | 9         | 15        | 0         | 16        | 18        | 27        | 20        | 24        | 20,00 %     |
| N.º de no Conformidades Bandera Azul | -         | -         | -         | -         | -         | 11        | 33        | 5         | 2         | 3         | 50,00 %     |
| N.º Acciones Correctivas             | 13        | 7         | 9         | 28        | 0         | 27        | 51        | 32        | 22        | 27        | 22,73 %     |

| OCUPACIÓN DEL SUELO NOCHE DE SAN JUAN                   | Ref. 2016 | Ref. 2017 | Ref. 2018 | Ref. 2019 | Ref. 2020 | Ref. 2021 | Ref. 2022 | Ref. 2023 | Ref. 2024 | Ref. 2025 | % de cambio |
|---------------------------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|
| % ocupación suelo en la Noche de San Juan Playa Levante | 50,00 %   | 50,00 %   | 57,00 %   | 57,00 %   | -         | -         | 25 %      | 25 %      | 66 %      | 33 %      | -50,00 %    |
| % ocupación suelo en la Noche de San Juan Gran Playa    | 66,00 %   | 33,00 %   | 28,00 %   | 28,00 %   | -         | -         | 25,00 %   | 25,00 %   | 25 %      | 25 %      | 0,00 %      |