

# Annual Report on Uses and Visitor Profile of the Natural Trail Sierra Greenway 2025

Analysis of data from eco-counters, Green Patrol and Interpretation Centres  
Foundation of Sierra Greenway



# 1. Introduction

The Foundation of Sierra Greenway was established in early 2000 as the managing body of the former Jerez–Almargen railway line, now refurbished and in use as a Greenway and also part of the Spain’s Natural Trails Programme. The Foundation’s Board of Trustees is made up of the Provincial Councils of Cádiz and Seville and the Town Councils of Coripe, Montellano, Olvera, Pruna and Puerto Serrano. Its main mission focuses on the conservation, maintenance and proper management of public use and facilities linked to the Sierra Greenway, in line with the essential aims of the “Tejido Verde” Programme.

This annual report aims to organise, analyse and interpret the usage data and visitor profile of the Sierra Greenway for the period from January to December 2025. For its preparation, records from the four eco-counters installed along the more than 36 kilometres of the route have been integrated, together with the weekly reports from the Green Patrol and the information obtained from the monthly records of the Interpretation Centres.

Based on these data, the behaviour of walkers and cyclists who visited the Sierra Greenway during 2025 is analysed in order to identify usage patterns, spatial and temporal distribution of demand and other aspects of interest for planning actions related to infrastructure, services and environmental management.

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## 2. Methodology

The report is based on the integration of **three complementary sources of information**, each with a specific role in the analysis of uses and visitor profile during 2025.

### AUTOMATIC ECO-COUNTERS

Four devices located at strategic points along the route that record the passage of users and distinguish between walking and cycling trips. Their fixed location makes it easier to compare with previous years.

### GREEN PATROL

A direct observation and short interview service carried out along the Greenway on weekends and public holidays. It provides qualitative data on origin, mode of travel, frequency of visit and channels through which visitors learned about the Greenway.

### INTERPRETATION CENTRES

Monthly records from the Olvera Interpretation Centre and the Zaframagón Ornithological Observatory, including profile variables such as origin, sex, age and mode of travel.



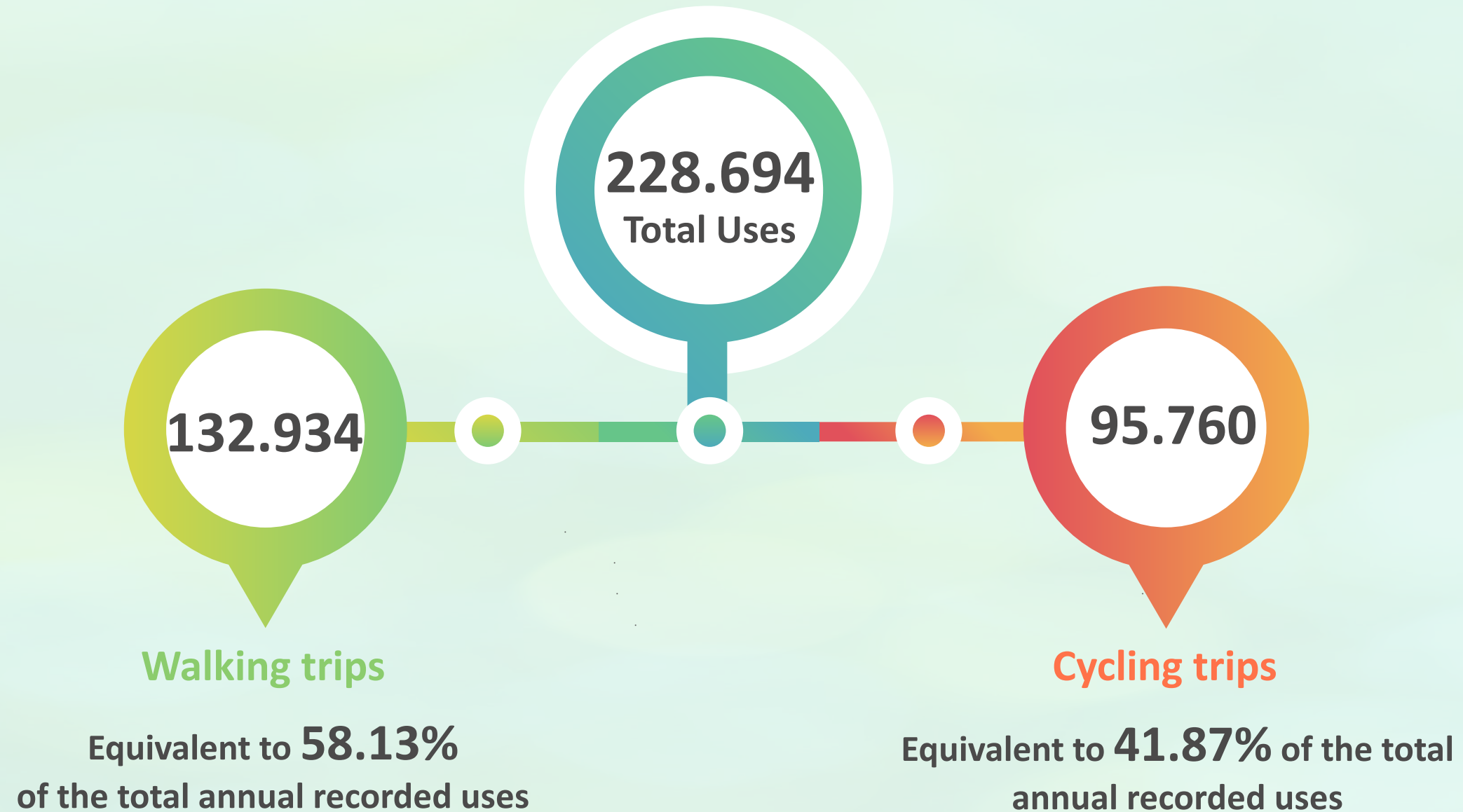
The measurement of use on the Sierra Greenway is based on 4 eco-counters distributed along the route, compared to a total of 8 identified access points. This means that not all entry points to the route are covered by the counting system. In addition, the eco-counters count passages rather than unique users, so the same visitor may be recorded more than once on out-and-back trips or when passing through several counting points. Consequently, the results should be interpreted as a robust estimate of Greenway use, but not as an exhaustive count of the total number of users.

The eco-counters are located at the following kilometre points along the route:

Eco counter	Kilometre point	Location
Puerto Serrano	Km 0,5	Start of the route
Coripe Viaduct	Km 14,5	Central section I
Coripe Tunnel	Km 15	Central section II
Olvera	Km 36	End of the route

### 3. Usage data recorded by eco-counters

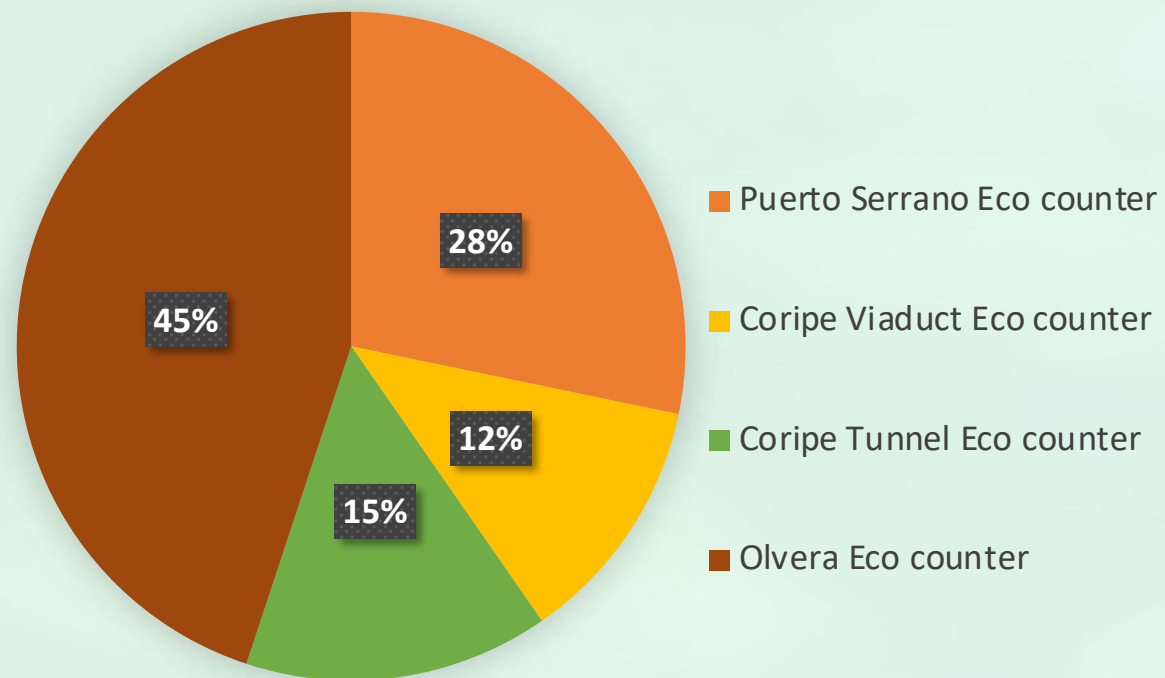
Annual volume recorded by the four eco-counters along the route



**WALKING USAGE DATA**

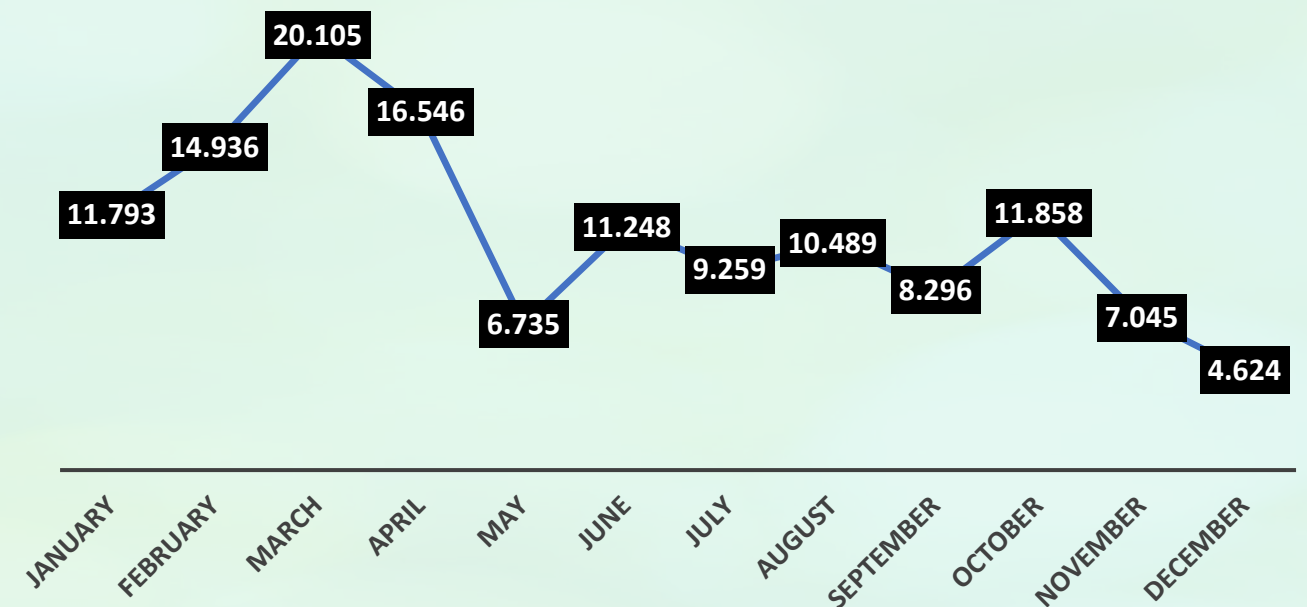
**132.934**

**WALKING DISTRIBUTION BY ECO-COUNTER**



Greater intensity of pedestrian traffic at the main access points and at the ends of the Sierra Greenway, especially in **Olvera**.

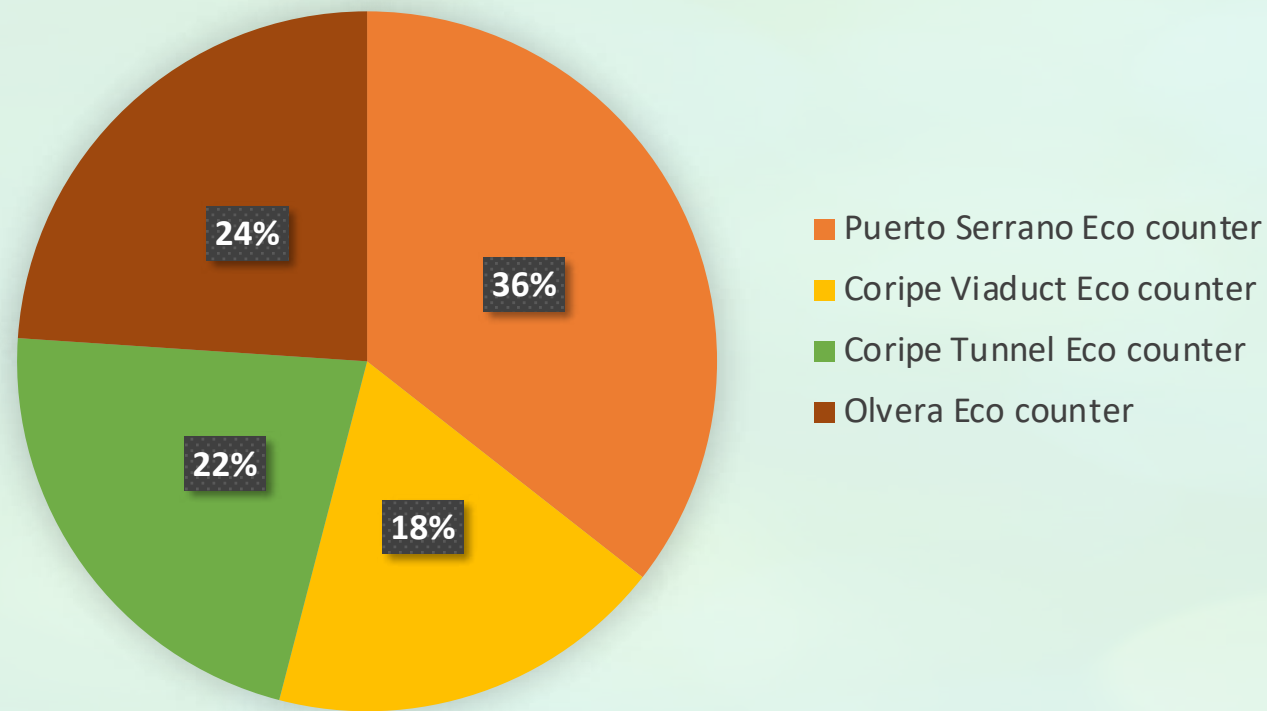
**MONTHLY TREND OF WALKERS**



- Walking use shows **marked seasonality**:
- Highs in **March–April**, coinciding with organised activities and private excursions.
  - Decline in **May**, intermediate levels in **summer** due to the heat, a rise again in **October** and a further fall to the annual minimum in **December** due to weather instability.

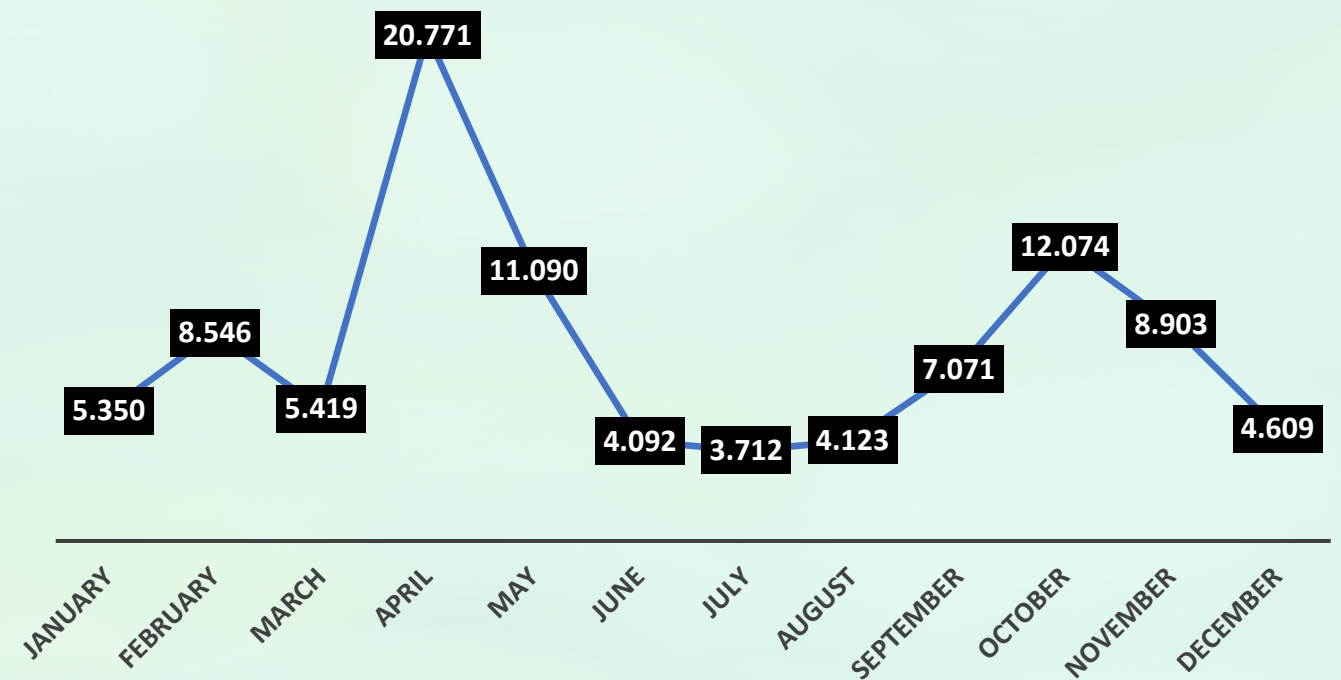
**CYCLING USAGE DATA** **95.760**

**CYCLING DISTRIBUTION BY ECO-COUNTER**



**Cycling use is concentrated in Puerto Serrano and Coripe,** favoured by their role as starting and transit points along the route, as well as by the bicycle rental offer and the variety of cycling modes available.

**MONTHLY TREND OF CYCLISTS**



- Cycling use shows very marked seasonal variation:**
- Peak in the months with the most favourable weather, especially **April**, with a second rise in **October**.
  - Sharp decline in **summer** due to heat and the holiday period.
  - Further drop at the **end of the year**.

## 4. Visitor data collected by the Green Patrol

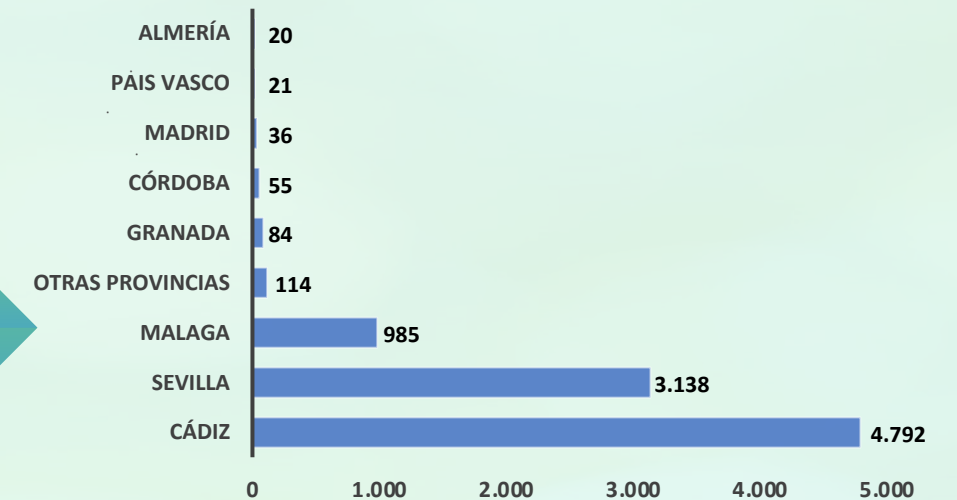
In 2025, the Green Patrol conducted interviews with **9,941 users**, a volume equivalent to approximately **4.35%** of the total uses recorded by the eco-counters. The service only operates on weekends and public holidays, with presence in Puerto Serrano, Coripe and Olvera.

**NATIONAL**  
9,245 users

**7%**

### VISITOR ORIGIN

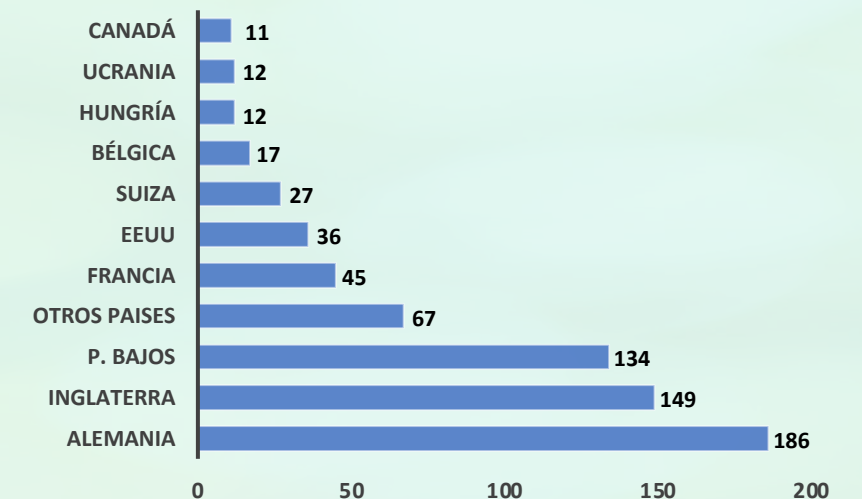
- **Cádiz and Seville** alone account for most of the national users interviewed, confirming that the Greenway is mainly consolidated as a leisure, sport and short-break resource within the **Andalusian market**.
- **Málaga** appears as the third source market, already at some distance.



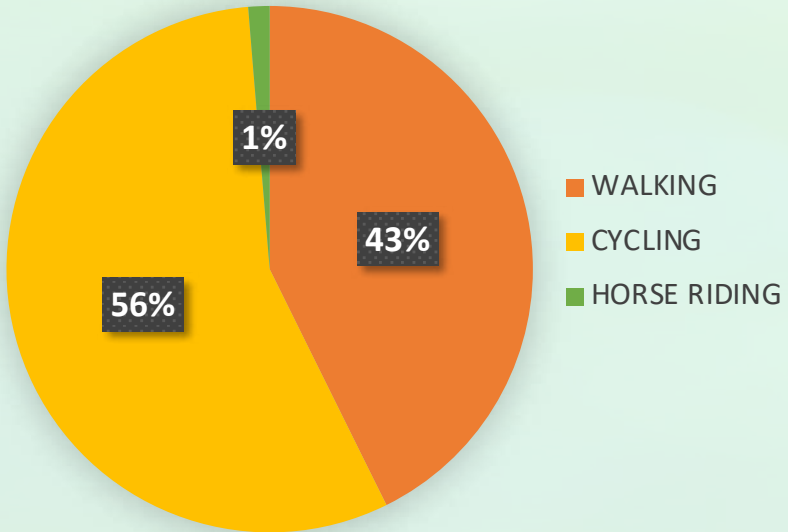
**INTERNATIONAL**  
696 users

**93%**

- **Germany, England and the Netherlands** lead international demand.
- Clear predominance of **European markets**, especially from central and northern Europe.
- Visitors from **up to 23 countries** have been received, reinforcing the external projection of the Sierra Greenway.

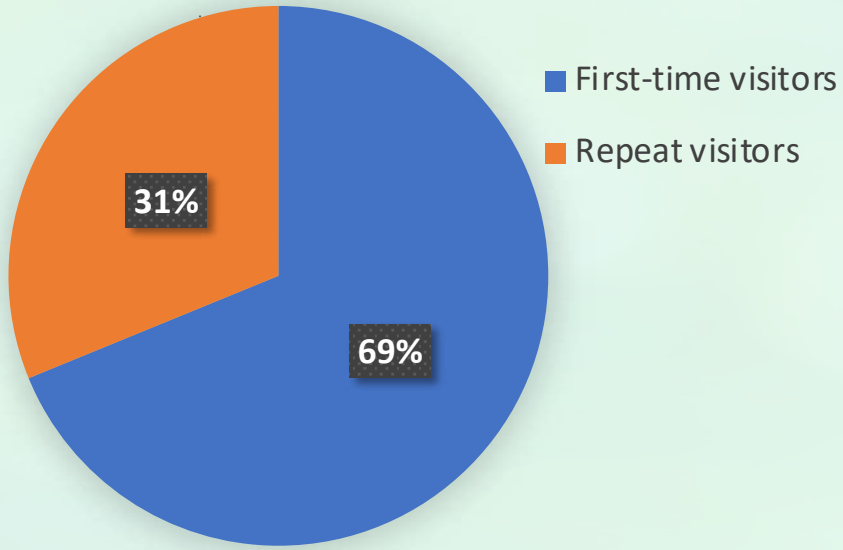


### Mode of travel along the Greenway



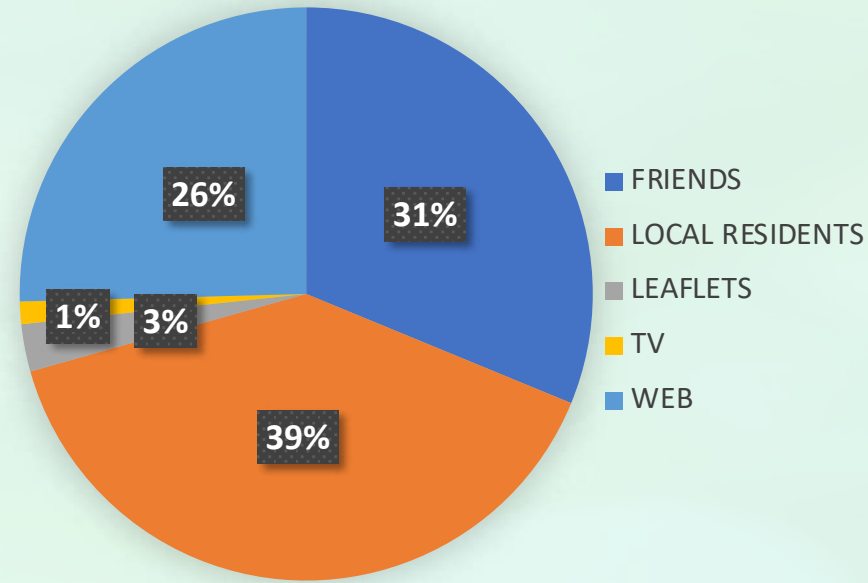
- **Cycling** stands out as the **main mode of use** among those interviewed.
- **56% cyclists** versus **43% walkers**.
- This predominance is linked to **weekend sports use** and the **bicycle rental offer**.

### Frequency of visit to the Greenway



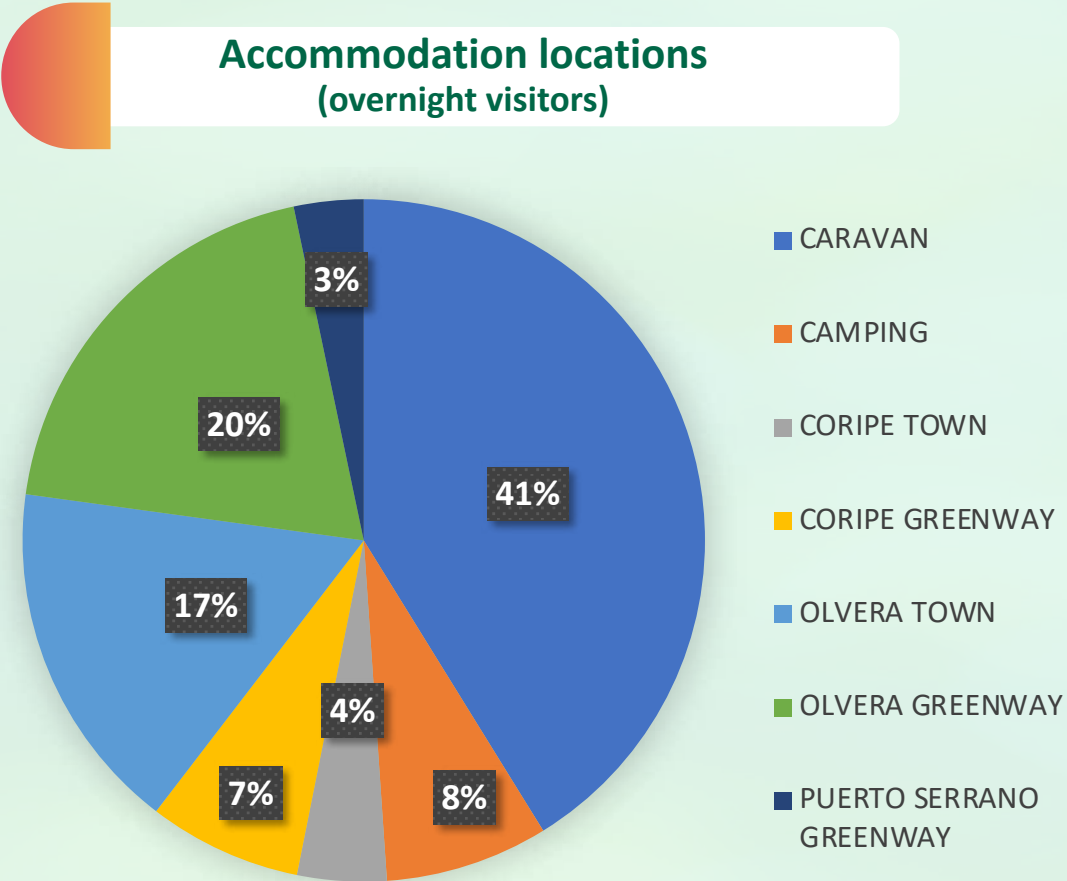
- Strong capacity to attract new users. 68.8% of visits** correspond to people coming **for the first time**.
- The Sierra Greenway combines **the attraction of new visitors** with **the loyalty of part of its audience**.

### How visitors heard about the Greenway

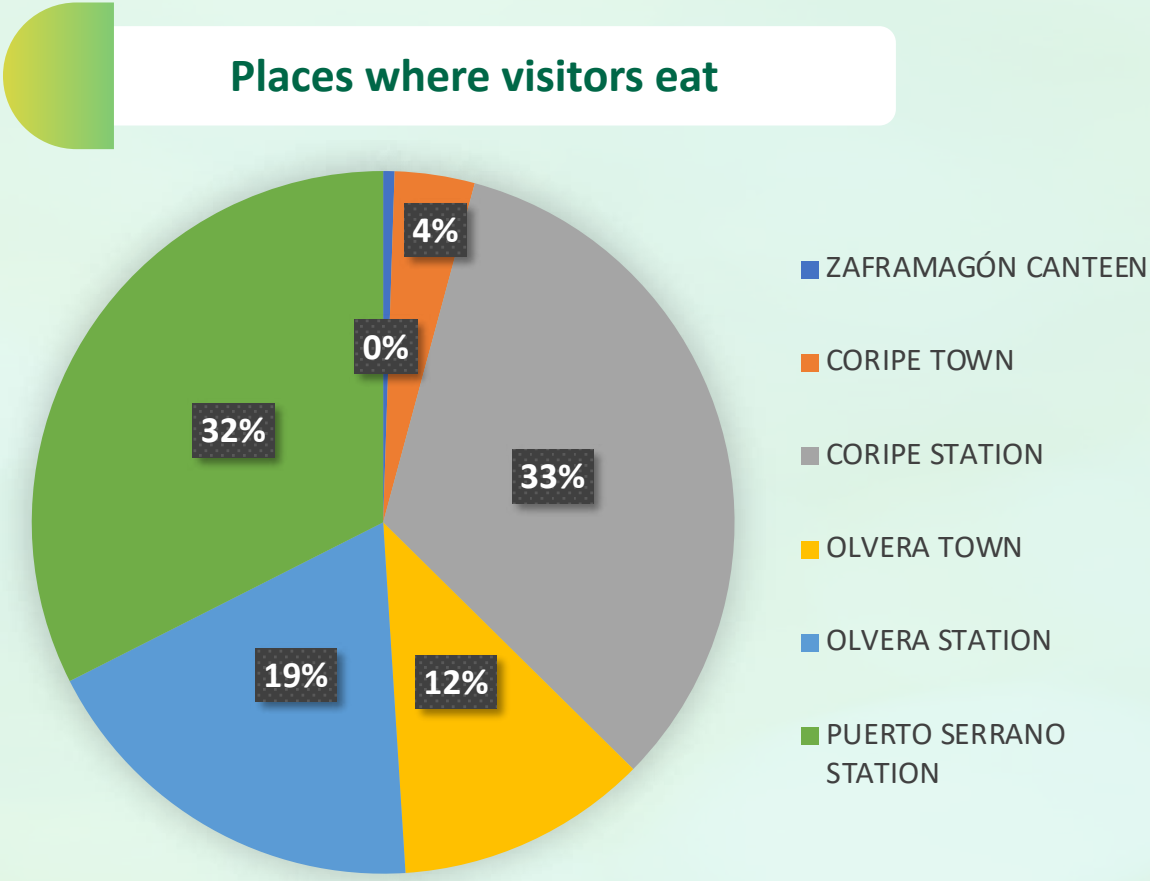


- The Greenway is known mainly through **proximity, recommendation and the internet**.
- 39.4%** of users know it because they are **from the area**.
- Word of mouth (31.2%)** and the **web (25.4%)** clearly surpass traditional promotional media.

### Accommodation and food services: economic impact on the surrounding area



- **Caravanning (41%)** is the predominant accommodation mode.
- **Olvera** stands out as the main focus of overnight stays in regulated accommodation.
- The Greenway generates an impact on the local accommodation supply, although visits **without overnight stay predominate**.



- Food services are concentrated in the **stations and main access points**.
- Many users do **not** consume in bars or restaurants because they are caravan users, athletes, residents or visitors who bring their own food.
- Among those who do eat in the area, **Corripe Station (33%)** and **Puerto Serrano Station (32%)** stand out.
- Consumption is mainly linked to **functional stops integrated into the route itself**.

## 5. Visitor data collected at the Interpretation Centres



### Zaframagón Interpretation Centre and Ornithological Observatory

The Zaframagón Interpretation Centre and Ornithological Observatory is located between the provinces of **Seville and Cádiz**, 6 km from Coripe Station and 15.5 km from Olvera Station. Linked to the **Peñón de Zaframagón Nature Reserve**, it constitutes the main tourist attraction of the Sierra Greenway due to its landscape, interpretive and wildlife value, especially in relation to **griffon vulture observation**.

#### MONITORING SYSTEM

High-sensitivity digital camera with 360° rotation, 300 mm motorised zoom, infrared night vision and up to 99 programmable positions, connected via fibre optics.

#### EXHIBITION SPACE

- Five thematic vulture sculptures linked to climate change awareness
- Interpretive panels about the Peñón de Zaframagón Nature Reserve and the griffon vulture

#### VISITOR SERVICES

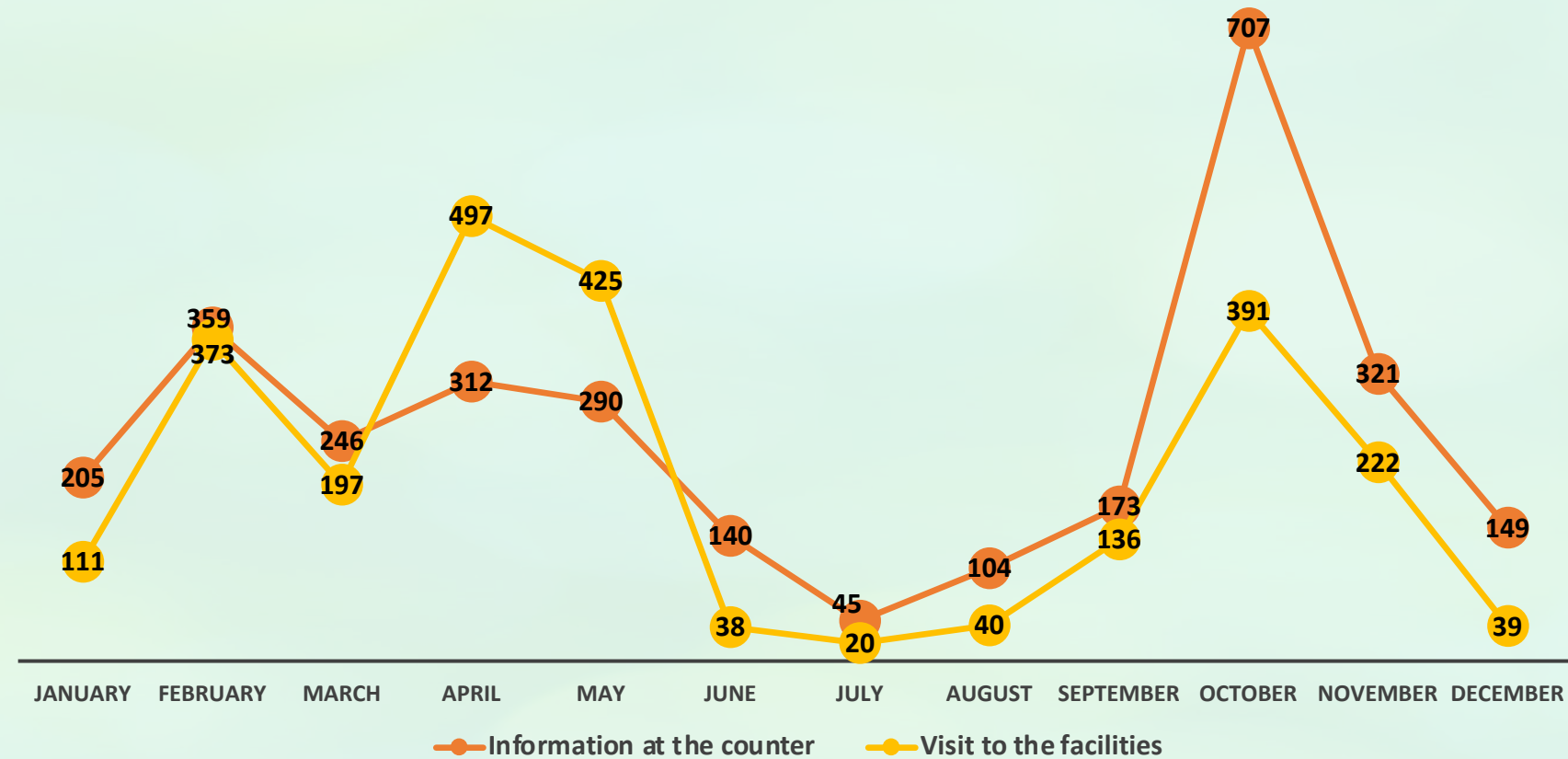
Souvenir shop, environmental information, basic assistance, public toilets and free Wi-Fi access  
(in an area with no mobile coverage)

#### Annual centre activity:

**5,540 total users**

Significant activity within the set of facilities associated with the **Sierra Greenway Natural Trail**, allowing analysis of both the volume of attention provided and the type of use of the centre.

## MONTHLY DISTRIBUTION OF VISITS TO THE ZAFRAMAGÓN INTERPRETATION CENTRE AND ORNITHOLOGICAL OBSERVATORY



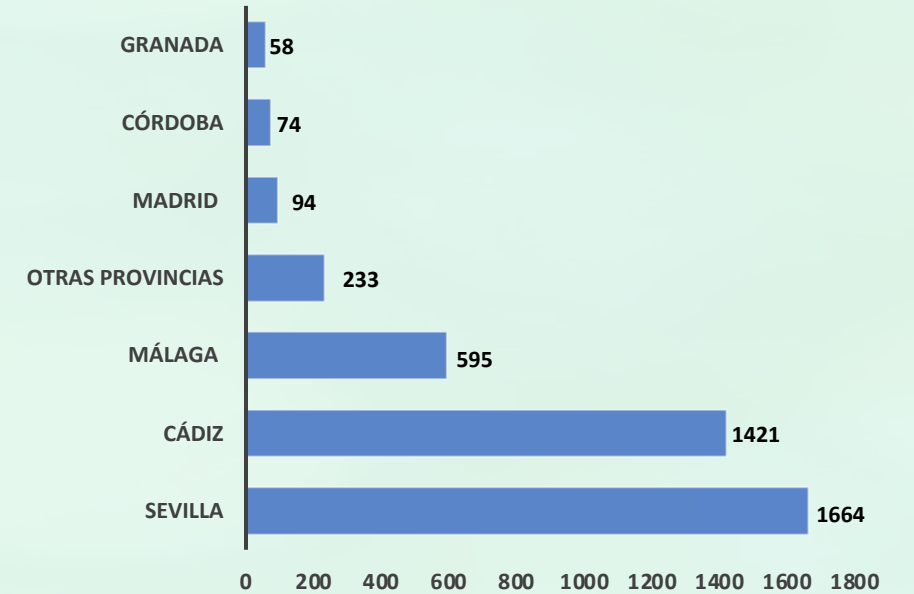
- This Centre combines informational and interpretive functions:**
- **55.3%** counter assistance and **44.7%** visits to the facilities.
  - Activity peaks in **spring** and **October**, with the lowest levels in **summer** due to the heat.
  - In the months of greatest ornithological interest and organised visits, the **interpretive visit gains greater prominence.**

## VISITOR ORIGIN

**NATIONAL**  
4,139 users

**75%**

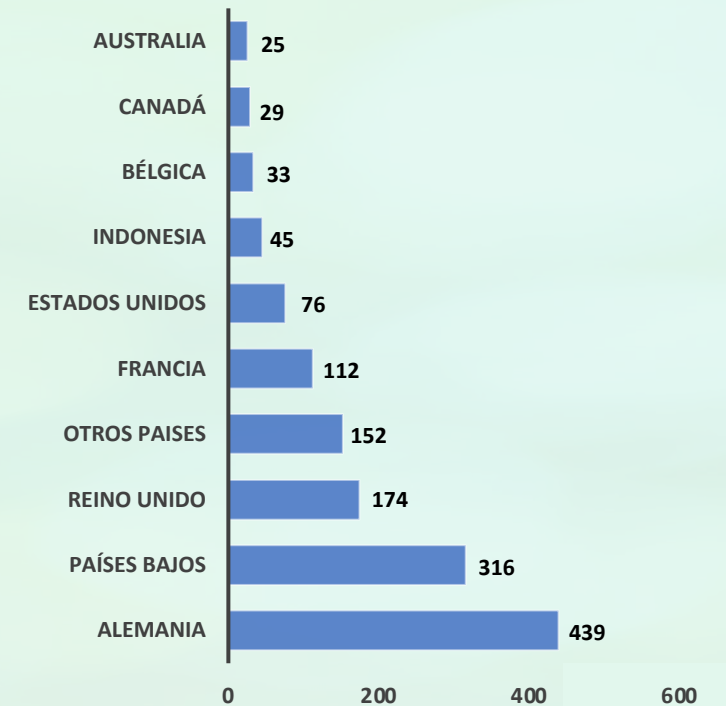
- This centre mainly attracts **Andalusian local demand**.
- **Seville** and **Cádiz** account for most national visitors.
- **Málaga** appears as the third source market, at a considerable distance.



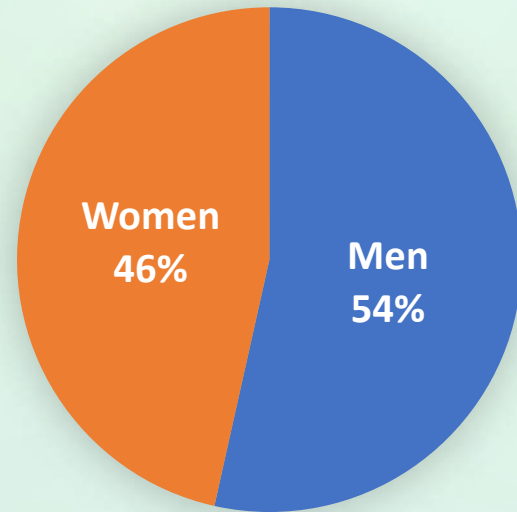
**INTERNATIONAL**  
1,401 users

**25%**

- **Germany** and the **Netherlands** lead this centre's international demand.
- Strong weight of **European markets**, especially with a notable presence from the **United Kingdom** and **France**.
- Notable external projection within the Sierra Greenway, with international visits from **up to 20 different countries** throughout the year.

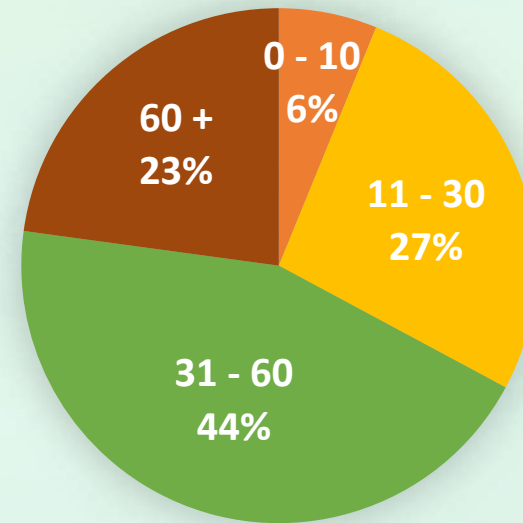


### Gender distribution



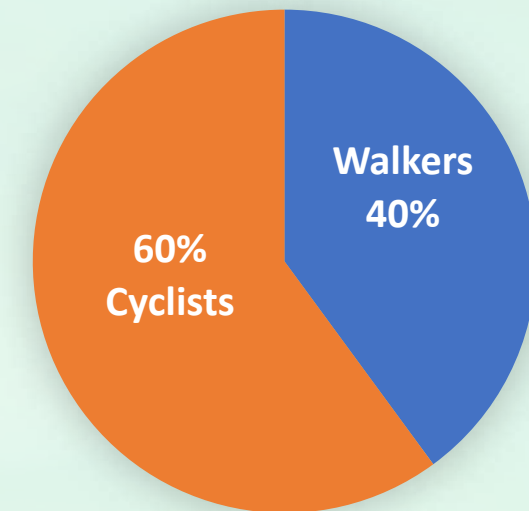
■ Men ■ Women

### Age distribution



■ 0 - 10 ■ 11 - 30 ■ 31 - 60 ■ 60 +

### Mode of travel



■ Walkers ■ Cyclists

- **Balanced gender distribution.**
- Slight **male predominance**: **2,964 men** compared to **2,576 women**.
- Diverse demand with **no significant imbalance** between both groups.

- Clear predominance of the **adult visitor**.
- The **31 to 60 age group** accounts for the largest share (**43.8%**). It is followed by visitors aged **11 to 30** and those **over 60**.
- The presence of children is limited, consistent with access being **only on foot or by bicycle**.

- Access to the centre is mainly **by bicycle (60%)** compared to **40% on foot**.
- A pattern consistent with the **Coripe – Zaframagón** section and with the centre's integration into the route of the **Sierra Greenway Natural Trail**

## “Sierra Greenway” Interpretation Centre – Olvera



The “**Sierra Greenway**” Interpretation Centre, located in the area of **Olvera Station**, serves as a space for **reception, contextualisation and visitor support**. It is also a **fully accessible facility**, designed to facilitate visits and understanding of its contents for all kinds of audiences. Its guided route allows visitors to interpret the origin of the former railway infrastructure, its transformation into a greenway and its significance for the surrounding municipalities.

Information  
panels

Interactive media  
and immersive  
4D projection

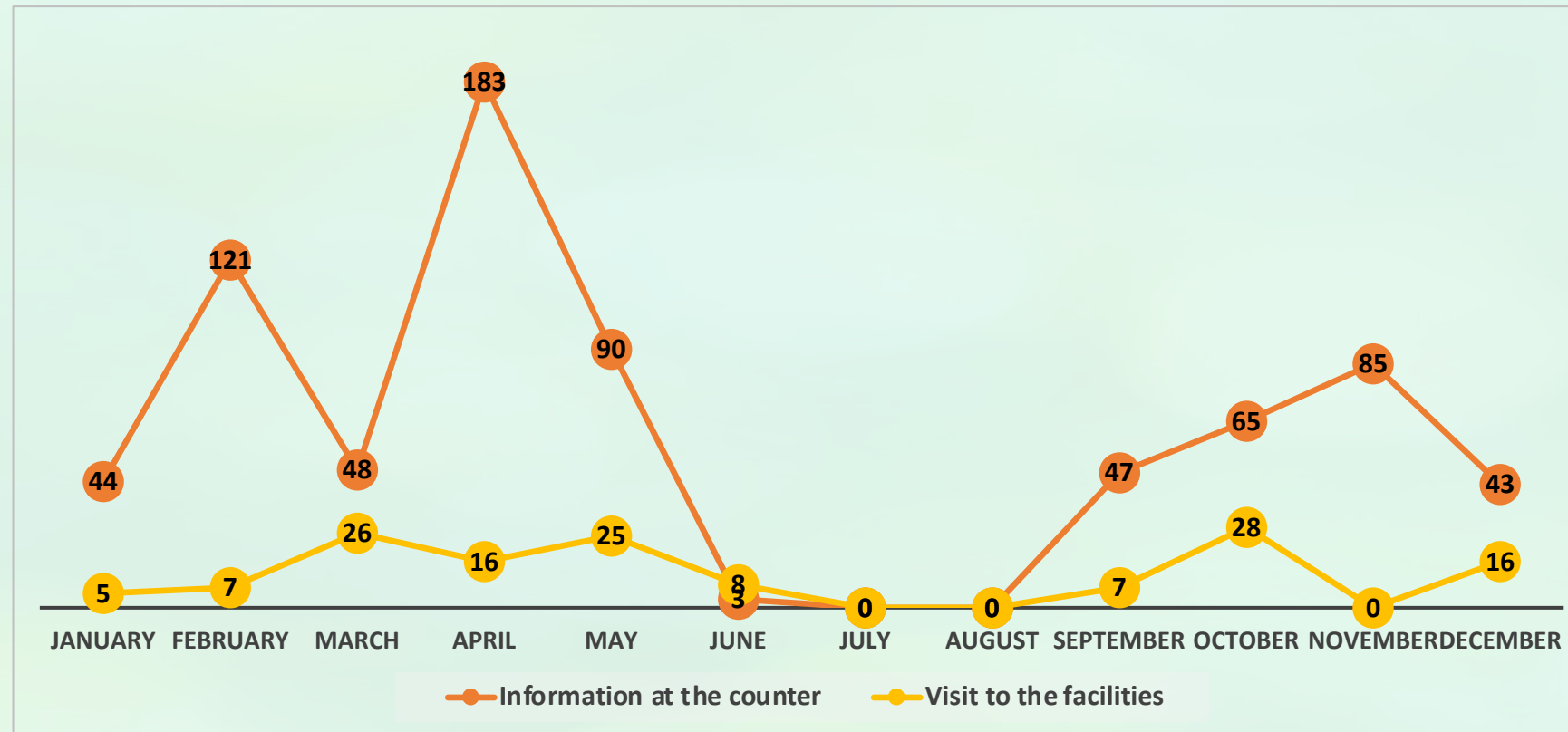
Souvenir shop,  
public toilets  
and  
showers

**Annual Activity:**

**867 total users**

Activity is lower than that of the Zaframagón Interpretation Centre and Ornithological Observatory, although still relevant as a **visitor reception and information point in Olvera**. It should also be noted that its opening schedule is more limited, as it operates only on weekends and public holidays, as well as on other days upon prior request.

## MONTHLY DISTRIBUTION OF VISITS TO THE “SIERRA GREENWAY” INTERPRETATION CENTRE – OLVERA



- This centre combines an **informational and interpretive function**:
- **84%** counter assistance and **16%** visits to the facilities.
  - Seasonal activity concentrated in **spring**.
  - Peaks in **April, February and May**, with a rise in **autumn**.
  - Lows in **June** and closure in **July and August**.
  - Attendance increases with **mild temperatures, public holidays and greater tourist mobility**.

## VISITOR ORIGIN

**NATIONAL**  
653 users

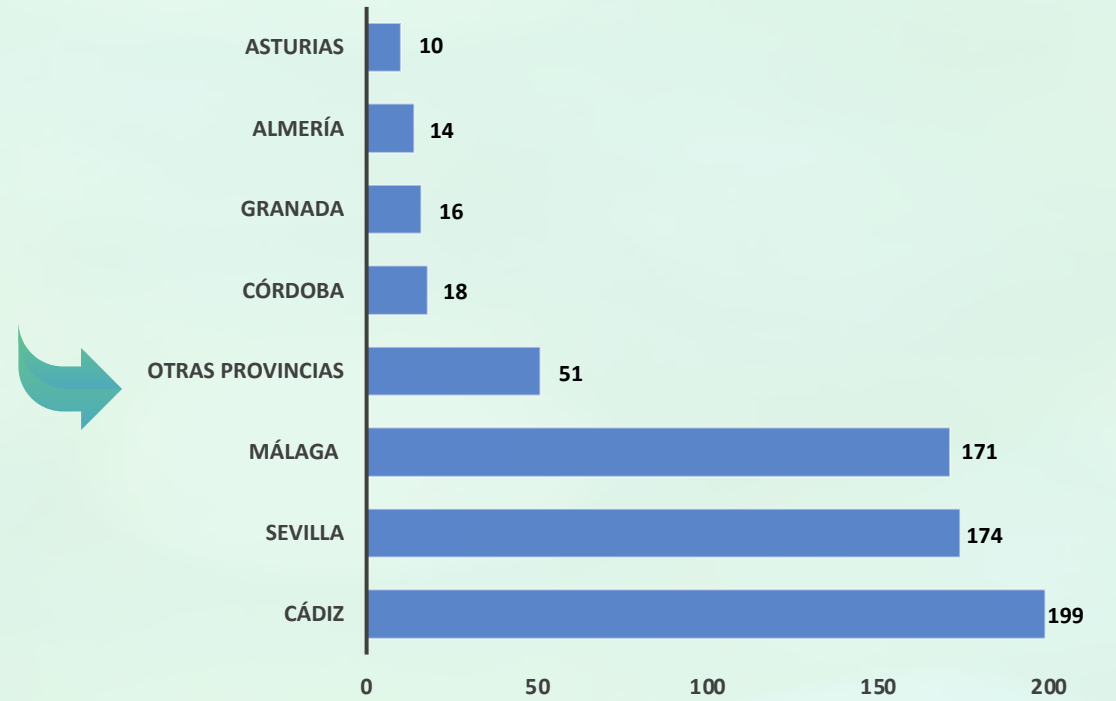
**75%**

-This centre mainly attracts **Andalusian local demand**.

- **Cádiz, Seville and Málaga** clearly account for most national visitors.

The weight of the remaining provinces is much lower.

-Predominance of the **immediate regional market** in the demand attended.

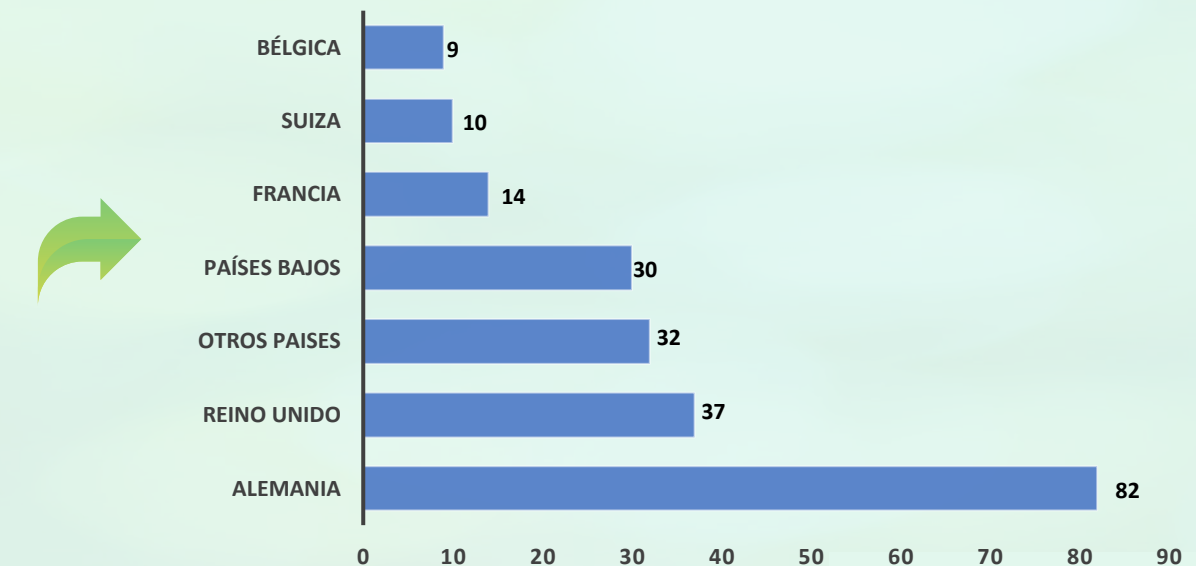


**INTERNATIONAL**  
214 users

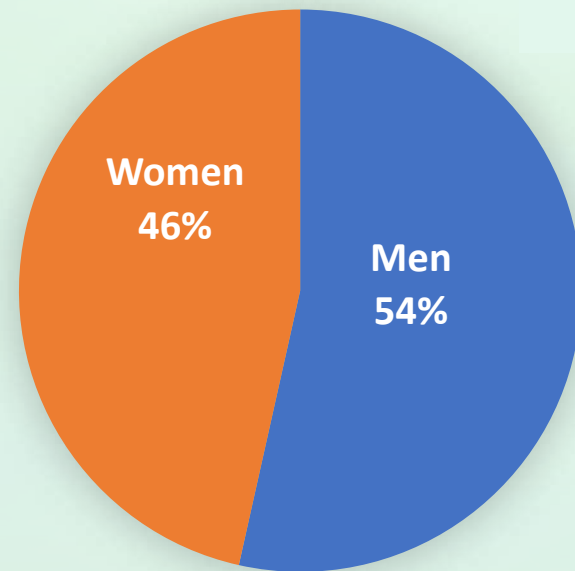
**25%**

- **Germany** clearly leads international demand. It is followed by the **United Kingdom** and the **Netherlands**, confirming the weight of the European market

- External demand is concentrated in a few countries, but with an **appreciable international projection**.

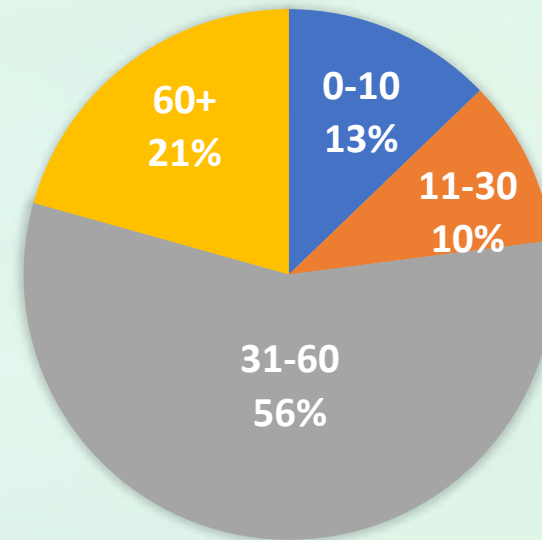


### Gender distribution



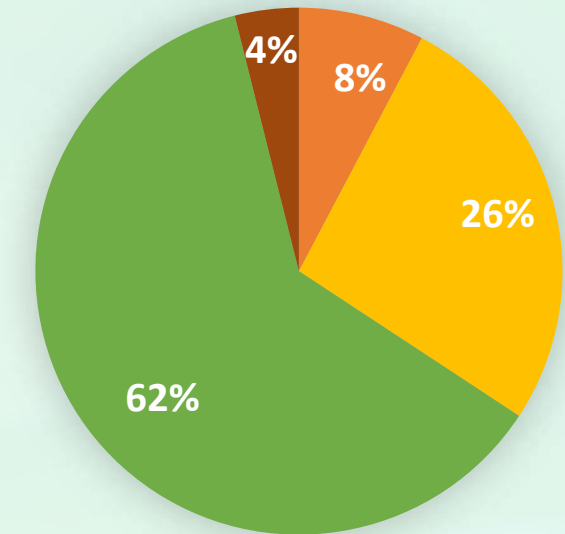
- **Balanced gender distribution**
- Slight male predominance: **54% men** versus **46% women**.

### Age distribution



- Clear predominance of the **adult public**.
- The presence of **children under 10** and **people over 60** reflects a centre that is **accessible and attractive for family and senior profiles**.
- Diverse demand, although led by the **central age segment**.

### Mode of access to the centre



■ Bicycle ■ Others ■ Car ■ On foot

- The **car** accounts for a large share of arrivals, favoured by **road access**, the **large parking area** and the **nearby motorhome area**.
- The category "**Others**" mainly corresponds to **coaches hired for organised groups**.
- Bicycle and walking access have a smaller share than at the Zaframagón Interpretation Centre.

## 6. Conclusions and summary of the 2025 report

The data collected throughout 2025 make it possible to draw a complete picture of the use and visitor profile of the Sierra Greenway Natural Trail, confirming its consolidation as a reference infrastructure for active leisure, nature tourism and non-motorised mobility in Andalusia.

### Consolidated use above 200,000 records

With **228,694 uses recorded in 2025**, the Sierra Greenway is consolidated as a **high-demand resource** and remains above the **200,000 - use threshold** since 2020. This is especially significant, moreover, since not all access points to the route are counted.

### Marked seasonality with peaks in spring and autumn

Both walking use (peak in March) and cycling use (peak in April) show a clear concentration in the months with the most favourable weather.

The summer months record the lowest values due to high temperatures, with recovery in October.

### Demand mainly Andalusian and local

**81%** of interviewed visitors are national, with **Cádiz** and **Seville** as the main source provinces. The Greenway is consolidated as a **nearby short-break resource**, although it maintains an appreciable **international projection**, especially in central European markets.

### Local economic impact concentrated in stations and in the municipality of Olvera

The stations of **Coripe** and **Puerto Serrano** account for **65%** of catering consumption. **Caravanning (41%)** leads overnight stays, and **Olvera** acts as the main focus of stays linked to the visit, with **37%** of the recorded accommodation.

### Interpretation Centres as key complementary facilities

Zaframagón recorded 5,540 users (with notable international demand of 25.3%) and Olvera recorded 867 users. Both centres mainly perform information and reception functions, complemented by their interpretive and exhibition role.

“The Sierra Greenway Natural Trail maintains a significant capacity to attract new users — **68.8%** visit the route for the **first time** while also retaining part of its regular public, which confirms its dual role as both a **local resource** and a **tourist destination of regional and international reach**. At the same time, this capacity for attraction reinforces its role as a **driver of economic development in the territory**, by encouraging the arrival of visitors, energising activity in the surrounding municipalities and generating opportunities linked to **accommodation, food service, tourism services and local employment**.”

228,694

Total uses  
in  
2025

9,941

Interviews  
carried out  
by the Green  
Patrol

5,540

Visitors  
Zaframagón  
Interpretation Centre  
and Ornithological  
Observatory

867

Visitors  
“Sierra Greenway”  
Interpretation  
Centre (Olvera)



Vía Verde de la Sierra

## Fundación Vía Verde de la Sierra

📍 Antigua casa del Guarda de la Estación, s/n  
11659 Puerto Serrano (Cádiz)

☎ Tfn: 956 136 372

✉ info@fundacionviaverdedelasierra.com

🌐 www.fundacionviaverdedelasierra.com