Tab 1. Indicators related to the City of Culture (Source: Annual Reports. Authors' own work).

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| --- | --- | --- | --- |
|  | ***2018*** | ***2019*** | ***2020*** |
| *Visitors* | 830,212 | 1,152,380 | 555,609 |
| *Access to the web* | n.d. | n.d. | 228,147 |
| *Visitors to the Museum in person*  *Participants in guided tours*  *Participants in educational tours by videoconference* | 72,969  20,760 | 129,004  22,145 | 60,779  12,466  3,748 |
| *Visitors to cultural activities* | 171,653 | 191,308 | 75,804 in person  30,582 online |
| *Cultural activities* | 156 | - | 102 |
| *Exhibitions and recreational and educational activities* |  | 35 | 24 |

Tab. 2. Interviews conducted and qualified opinions within the framework of this research. (Source: authors' own work).

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| --- | --- | --- | --- |
| **Interviewee** | **Profile** | **Date** | **Type** |
| Mercedes Vázquez Bertomeu | Member of the San Pedro Neighbourhood Association “A Xuntanza” | 20.10.2021 | Online |
| Iago Lestegás | Resident of Santiago de Compostela, architect, doctor in Geography and Spatial Planning. | 20.10.2021 | By phone |
| Xerardo Pereiro Pérez | Lecturer of Social Anthropology at the University of Trás-os-Montes e Alto Douro (north of Portugal). | 24.10.2021 | Online |
| David Reinero | Journalist for the online news website praza.gal. DR is an investigative journalist specialised in surveillance of power, who has extensively analysed the cultural policies and public facilities developed by the Xunta de Galicia. | 23.10.2021 | Online |
| Xosé Allegue | Chief Architect of the Santiago de Compostela Consortium | 26.10.2021 | Online |
| Marta Lois González | Lecturer of Political Science at the University of Santiago, currently a member of the city's local government, MLG has been responsible for the management of the area of tourism. | 29.10.2021 | By phone |
| Marcos Lorenzo Gallego | Culture officer in Ferrol Council. MLG has been project coordinator in the Galicia City of Culture | 2.11.2021 | Online |
| Miguel Anxo Rodríguez González | Professor of Contemporary Art History at the University of Santiago de Compostela. | 19.11.2021 | In presence |
| Jorge Linheira | Cultural Technical Infrastructures responsible in Pontevedra Municipality | 24.11.2021 | By phone |
| Ana Isabel Vázquez Reboredo | Manager of the Fundación Cidade da Cultura | 2.12.2021 | In presence |

Tab. 3. Vision and objectives of the City of Culture in the different strategic documents at local and regional level. (Source: Cited strategic documents. Authors' own work).

|  |  |  |
| --- | --- | --- |
| **Strategic Document** | **Image of the CoC** | **CoC objectives** |
| 2006 City of Culture Usage Plan | Visual icon of Galicia in the 21st century | Galician cultural activity driver |
| 2012-2018 City of Culture Strategic Plan | - Strategic project for Galicia: social, economic and cultural development.  - Cultural industry engine: creation, production, distribution and commercialisation. | -Positioning the CoC internationally  - Engine of change towards a new production model in Galicia based on culture, creativity, innovation and  external connections. |
| Galicia City of Culture 2nd Strategic Plan (2021-2027) | CoC as a manufacturer of cultural content for all of Galicia | -Promote the cultural sector, internationalisation  -Integration of the Galician public university system |
| Strategic Marketing Plan for Tourism: Santiago de Compostela, 2004 | CoC as a future project that presents good opportunities for the city  CoC as a new high-capacity and high-quality facility | Good integration between the CoC project and Santiago's old city |
| 2007 Santiago de Compostela Strategic Plan | CoC as the central element of a city of knowledge | Exploit the CoC to achieve greater international visibility |
| 2009-2015 Santiago de Compostela Tourism Strategic Plan | - | Integration of the CoC with Santiago's old city |
| 2014-2020 Santiago DUSI (Sustainable and Integrated Urban Development) Strategy | City of Culture as an intercultural node of Galicia | Integration of the City of Culture in the urban fabric |
| 2017-2022 Santiago de Compostela Tourism Strategic Plan | Identification of the CoC as a main tourist attraction for the City, and as a resource driver | Introducing new ways of connecting the City of Culture, even recovering the cable car project  CoC as a complement to the MICE cultural and tourism offer |
| 2010-2014 Galicia Strategic Plan Horizon 2020 | Link between Europe and America | Extend the Galicia brand internationally |
| 2015-2020 Galicia Strategic Plan | Driving force for innovation in the Galician cultural and creative sectors | Develop an interdisciplinary program of contemporary cultural action |
| 2020-2030 Galicia Strategic Plan | Supporter of Galician culture entrepreneurship, technology, and programming | -Integration in the cultural life of Galicia, adapting its spaces to cultural production and not the other way around.  - Host to various entities and coordinating bodies. |