Tab 1.Respondents’ profiles (*Source:* our elaboration)

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| **Variable** | **Frequency** | **Percentage** |
| *Gender*  Female  Male | 177  123 | 59%  41% |
| *Age*  under 18  18-30  31-45  46-60  over 60 | 7  58  80  102  53 | 2%  19%  27%  34%  18% |
| *Place of Residence*  Italy  Other countries | 197  103 | 66%  44% |
| *Travel intensity (trips per year)*  Occasional traveler (1-2)  Frequent traveler (>2) | 165  135 | 55%  45% |
| *Intensity of museum visits (per year)*  Occasional museum visitor (1-3)  Frequent museum visitor (>3) | 204  96 | 68%  32% |
| *Overnight stay (or not) in Urbino*  Overnight  Not overnight | 105  195 | 35%  65% |
| *First visit of Urbino (yes, no)*  Yes  No | 187  113 | 62%  38% |