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

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| **Variable** | **Frequency** | **Percentage** |
| *Gender*FemaleMale | 177123 | 59%41% |
| *Age*under 1818-3031-4546-60over 60 | 7588010253 | 2%19%27%34%18% |
| *Place of Residence*ItalyOther countries | 197103 | 66%44% |
| *Travel intensity (trips per year)*Occasional traveler (1-2)Frequent traveler (>2) | 165135 | 55%45% |
| *Intensity of museum visits (per year)*Occasional museum visitor (1-3)Frequent museum visitor (>3) | 20496 | 68%32% |
| *Overnight stay (or not) in Urbino*OvernightNot overnight | 105195 | 35%65% |
| *First visit of Urbino (yes, no)*YesNo | 187113 | 62%38% |