

Table S2. Demographic and travel characteristics of the sample.

| Characteristics                          | N=168 | Share % |
|--|-------|---------|
| <b>Gender</b>                            |       |         |
| Male                                     | 77    | 46.1    |
| Female                                   | 90    | 53.9    |
| <b>Education level</b>                   |       |         |
| High school                              | 53    | 31.7    |
| Undergraduate                            | 69    | 41.3    |
| Master/PhD                               | 45    | 26.9    |
| <b>Status</b>                            |       |         |
| Employed                                 | 133   | 79.2    |
| Unemployed                               | 3     | 1.8     |
| Student                                  | 25    | 14.9    |
| Retired                                  | 7     | 4.2     |
| <b>Age group</b>                         |       |         |
| <19 years                                | 7     | 4.2     |
| 20 - 29 years                            | 54    | 32.5    |
| 30-39 years                              | 47    | 28.3    |
| 40-59 years                              | 47    | 28.3    |
| 60-77 years                              | 11    | 6.6     |
| >78 years                                | 0     | 0.0     |
| <b>Average monthly income</b>            |       |         |
| below 1000 €                             | 69    | 41.1    |
| 1001 to 2000 €                           | 58    | 34.5    |
| 2001 to 5000 €                           | 33    | 19.6    |
| 5000 € and higher                        | 8     | 4.8     |
| <b>Country of origin</b>                 |       |         |
| Croatia                                  | 60    | 35.7    |
| Germany                                  | 32    | 19.0    |
| Italy                                    | 21    | 12.5    |
| Austria                                  | 10    | 6.0     |
| Slovenia                                 | 9     | 5.4     |
| Other                                    | 36    | 21.4    |
| <b>Type of accommodation</b>             |       |         |
| Rooms                                    | 32    | 19.0    |
| Apartments                               | 99    | 58.9    |
| Studio-type suites                       | 13    | 7.7     |
| Summer houses                            | 24    | 14.3    |
| <b>Frequency of stay in the facility</b> |       |         |
| First visit                              | 126   | 75.4    |
| Multiple visits                          | 41    | 24.6    |
| <b>Way of booking accommodation</b>      |       |         |
| Booking.com                              | 46    | 29.5    |
| Airbnb                                   | 31    | 19.9    |
| Expedia                                  | 3     | 1.9     |
| Tourist Agency                           | 16    | 10.3    |
| Direct contact with the host             | 51    | 32.7    |
| Web page                                 | 7     | 4.5     |
| <b>Motive for choosing accommodation</b> |       |         |

|  |     |      |
|--|-----|------|
| Price  | 108 | 64.3 |
| Location   | 108 | 64.3 |
| Relaxation   | 77  | 45.8 |
| Family atmosphere  | 58  | 34.5 |
| Ratings of previous visitors                                     | 43  | 25.6 |
| Events   | 18  | 10.7 |
| Understanding local customs                                      | 15  | 8.9  |
| Engaging in sports and recreation                                | 13  | 7.7  |
| Visiting relatives and friends                                   | 13  | 7.7  |
| <b>Source of getting information<br/>about the accommodation</b> |     |      |
| Advertising portals  | 93  | 55.4 |
| Direct sales   | 19  | 11.3 |
| Recommendation from a friend                                     | 30  | 17.9 |
| Social networks  | 13  | 7.7  |
| Web page   | 13  | 7.7  |