Table S1. Items of the questionnaire that were submitted to the participants.

Code	Item
Gender	Gender
Age	Age
Marital_status	Marital status
N_children	Number of children
Education	Educational level
Monthly_income	Monthly income
ATT_01	Going to Riyadh Season is good
ATT_02	Going to Riyadh Season is valuable
ATT_03	Going to Riyadh Season is beneficial
ATT_04	Going to Riyadh Season is enjoyable
PBC_01	I am capable of going to Riyadh season
PBC_02	I am confident that, if I want to, I can go to Riyadh Season
PBC_03	I have enough resources, time, and opportunities to go to Riyadh season
SNM_01	Most people who are important to me think I should travel to Riyadh Season
SNM_02	Most people who are important to me want me to travel to Riyadh Season
SNM_03	People whose opinions I value prefer that I choose Riyadh Season for my next vacation trip
INT_01	I intend to travel to Riyadh Season in the next two years
INT_02	I am planning to travel to Riyadh Season in the next two years
INT_03	I will make an effort to travel to Riyadh Season the next two years
INT_04	I will certainly invest time and money to travel to Riyadh Season in the next two years
SNS content	The content helped me plan/organize my activities for Riyadh Season
SNS use	How many hours do you spend per week on social media?
TES	How often you write about your trip experience on social media

Table S2: outcomes of the model heterotrait-monotrait ratio (HTMT).

	1	2	3	4	5	6	7	8	9
1. ATT	.								
2. PBC	0.589	.							
3. SNM	0.644	0.794	.						
4. SNS use	0.117	0.106	0.143	.					
5. SNS content	0.312	0.419	0.465	0.015	.				
6. TES	0.066	0.149	0.107	0.055	0.096	.			
7. SNS use × SNM	0.134	0.195	0.212	0.053	0.104	0.066	.		
8. SNS content × SNM	0.335	0.463	0.538	0.072	0.228	0.102	0.239	.	
9. TES × SNM	0.110	0.112	0.138	0.062	0.139	0.063	0.271	0.143	.
10. INT	0.548	0.720	0.835	0.125	0.512	0.197	0.177	0.440	0.116

ATT: attitude; AVE: average variance extracted; Cα: Cronbach's alpha; CR: Composite Reliability; FL: Factor loading; PBC: perceived behavior control; SNM: subjective norms; SNS: social network servicing; INT: intention to visit; TES: trip experience sharing.

Table S3: Results of the mean and confidence intervals for the bootstrap heterotrait-monotrait ratio (HTMT).

Parameter	T Stat.	Bootstrap mean HTMT (95%CI)
ATT -> PBC	10.64	0.59 (0.49 to 0.67)
ATT -> SNM	10.9	0.64 (0.54 to 0.73)
ATT -> SNS use	2.16	0.13 (0.04 to 0.22)
ATT -> SNM*SNS use	2.12	0.16 (0.09 to 0.28)
ATT -> SNS content	4.65	0.31 (0.20 to 0.42)
ATT -> SNM*SNS content	4.68	0.33 (0.21 to 0.44)
ATT -> TES	1.96	0.08 (0.03 to 0.14)
ATT -> SNM*TES	1.97	0.14 (0.07 to 0.26)
ATT -> INT	7.97	0.55 (0.43 to 0.65)
PBC -> SNM	16.6	0.80 (0.71 to 0.87)
PBC -> SNS use	2.26	0.12 (0.06 to 0.21)
PBC -> SNM*SNS use	2.69	0.21 (0.10 to 0.34)
PBC -> SNS content	6.63	0.42 (0.31 to 0.52)
PBC -> SNM*SNS content	7.96	0.46 (0.36 to 0.54)
PBC -> TES	2.48	0.15 (0.06 to 0.25)
PBC -> SNM*TES	1.76	0.14 (0.06 to 0.27)
PBC -> INT	13.42	0.72 (0.63 to 0.80)
SNM -> SNS use	2.66	0.15 (0.07 to 0.24)
SNM -> SNM*SNS use	2.21	0.23 (0.08 to 0.39)
SNM -> SNS content	7.76	0.46 (0.37 to 0.56)
SNM -> SNM*SNS content	9.05	0.53 (0.43 to 0.62)
SNM -> TES	2.23	0.12 (0.05 to 0.21)
SNM -> SNM*TES	1.86	0.17 (0.07 to 0.31)
SNM -> INT	17.82	0.84 (0.75 to 0.91)
SNS use -> SNM*SNS use	1.37	0.09 (0.04 to 0.16)
SNS use -> SNS content	0.46	0.04 (0.00 to 0.10)
SNS use -> SNM*SNS content	1.89	0.08 (0.03 to 0.15)
SNS use -> TES	1.22	0.06 (0.01 to 0.15)
SNS use -> SNM*TES	1.85	0.08 (0.04 to 0.14)
SNS use -> INT	2.53	0.13 (0.06 to 0.22)
SNM*SNS use -> SNS content	1.94	0.12 (0.04 to 0.22)
SNM*SNS use -> SNM*SNS content	2.8	0.25 (0.11 to 0.39)
SNM*SNS use -> TES	1.88	0.09 (0.04 to 0.15)
SNM*SNS use -> SNM*TES	2.19	0.29 (0.10 to 0.50)
SNM*SNS use -> INT	2.42	0.19 (0.09 to 0.32)
SNS content -> SNM*SNS content	3.28	0.23 (0.10 to 0.34)
SNS content -> TES	1.84	0.10 (0.02 to 0.18)
SNS content -> SNM*TES	1.93	0.15 (0.05 to 0.28)
SNS content -> INT	8.49	0.51 (0.41 to 0.60)
SNM*SNS content -> TES	1.9	0.11 (0.04 to 0.21)
SNM*SNS content -> SNM*TES	1.37	0.19 (0.06 to 0.39)
SNM*SNS content -> INT	6.04	0.44 (0.31 to 0.54)

TES -> SNM*TES	1.47	0.09 (0.03 to 0.17)
TES -> INT	2.94	0.20 (0.09 to 0.30)
SNM*TES -> INT	1.68	0.16 (0.07 to 0.29)