

Supplementary Materials

This document includes a table presenting the descriptive statistics of the variables used in the regression analysis, as well as the complete survey used in the contingent valuation study, translated into English. It is worth highlighting that the survey was originally conducted in Spanish.

Table S1. Descriptive Statistics

Variable	Observations	Mean	Variance	Standard Deviation	Minimum	Maximum
Bid	713	148.09	7987.93	89.38	50	300
Gender	713	0.43	0.25	0.50	0	1
Age	713	34.36	123.22	11.10	18	77
Education level	713	0.67	0.22	0.47	0	1
Income 1 <= Bs. 2500	713	0.53	0.25	0.50	0	1
Income 2 > Bs. 2500 < Bs. 4000	713	0.28	0.20	0.45	0	1
Income 3 > Bs 400	713	0.18	0.15	0.39	0	1
User	713	0.15	0.13	0.36	0	1
Interaction	713	0.39	1.59	1.26	0	13
Importance	713	0.88	0.11	0.33	0	1

Survey for the Environmental Passport

Good morning, my name is _____, and I'm calling on behalf of Conservation Strategy Fund. We are conducting a survey on the National Protected Areas of the country and their long-term sustainability. If you agree to participate, you will be entered into a draw for two trips for two people to *Rurrenabaque: Madidi-Pampas*, one of the best tourist attractions and green destinations in the world.

The winners will be announced on the *Piensa Verde* Platform page: <https://piensaverdebolivia.org/>

You were randomly selected to participate in this study, and your cooperation is voluntary. This survey takes approximately 15 minutes to complete. Your name will not be used, so the results will be anonymous.

There are no wrong answers. Your time and cooperation in completing the survey are greatly appreciated.

Filter questions:

F1. Consent

Do you agree to participate in the survey?

1. Yes [Proceed with the filter question]
2. No [Thank and end the survey]

F2. Age

What is your age? [If under 18, thank and end the survey]

General Information:

P1. In which department do you live? [Do not read out the options]

1. La Paz
2. Oruro
3. Potosí
4. Chuquisaca
5. Cochabamba
6. Tarija
7. Santa Cruz
8. Beni
9. Pando

P23. In which city do you reside? [Do not read out the options]

1. Sucre

2. La Paz
3. El Alto
4. Cochabamba
5. Quillacollo
6. Tiquipaya
7. Sacaba
8. Oruro
9. Potosí
10. Tarija
11. Santa Cruz
12. Montero
13. Trinidad
14. Riberalta
15. Cobija.
97. Other city [Thank and end the survey]

Context [Read the text and continue with the questions]

I am going to tell you about our national protected areas. In Bolivia, we have 23 nationally protected areas covering around 16% of our territory. These areas are located in all departments of the country. These are areas designated for nature conservation and serve important environmental functions. We have National Parks, Wildlife Reserves, and Integrated Management Natural Areas, among other categories. Most of them offer scientific, educational, spiritual, and recreational opportunities. Some of the most well-known national protected areas include Madidi National Park and Integrated Management Natural Area, Torotoro National Park, Amboró National Park and Integrated Management Natural Area, and the Eduardo Avaroa National Andean Fauna Reserve, known for being near the Uyuni salt flats.

Now, I am going to ask you some questions. Please answer them honestly and let us know if you do not understand any of the questions.

P2. Have you visited any national protected areas in the last 5 years? (since 2018) [Do not read the options]

1. Yes [Proceed to P3]
2. No [Skip to P7]
3. Not sure [Skip to P8]
4. Don't know [Skip to P8]
5. No response [Skip to P8]

P3. [If P2=Yes] Which protected area(s) did you visit? Did you visit any other? [Do not read the options and mark all that are mentioned]

1. Reserva Eduardo Avaroa		13. Noel Kempff	
2. Torotoro		14. Tunari	

3. Madidi		15. El Palmar	
4. Sajama		16. San Matias	
5. TIPNIS		17. Apolobamba	
6. Amboró		18. E. Biológica del Beni	
7. Pilon Lajas		19. Otuquis	
8. Cotapata		20. Aguaragüe	
9. Carrasco		21. Iñaño	
10. Kaa-Iya		22. Manuripi	
11. Sama		23. El Cardón	
12. Tariquia		97. Other _____	
		99. Do not remember	

P4. [If P2=Yes] Since 2018, how often have you visited these National Protected Areas? Consider all visited. If you don't know the exact number, your best approximation is fine.

P5. [If P2=Yes] On your last visit to a national protected area, did you travel alone or with others? [Do not read the options]

1. Alone
2. Accompanied
3. Don't remember
4. Don't know
5. No response

P6. [If P2=Yes] What was the main reason you decided to visit these protected areas? Consider all visited. [Read the options and select the most important for the respondent]

1. Wildlife and fauna sighting
2. Enjoying natural landscapes
3. Supporting local communities
4. Exploring new national tourist destinations
5. Other: _____

P7. [If P2=No] What is the most important reason why you did NOT visit national protected areas in the last 5 years? [Read the options and select the most important]

1. Lack of knowledge about protected areas and which ones can be visited
2. No interest in visiting them
3. The cost of traveling to visit protected areas is too high
4. Didn't have time
5. Due to the pandemic

6. Other.

P8. [Answered by all] What national protected area is closest to your home? [Do not read the options, if the respondent doesn't know, note it down and move to the next question]

1. Reserva Eduardo Avaroa		14. Tunari	
2. Torotoro		15. El Palmar	
3. Madidi		16. San Matias	
4. Sajama		17. Apolobamba	
5. TIPNIS		18. E. Biológica del Beni	
6. Amboró		19. Otuquis	
7. Pilón Lajas		20. Aguaragüe	
8. Cotapata		21. Iñaño	
9. Carrasco		22. Manuripi	
10. Kaa-Iya		23. El Cardón	
11. Sama		96. Other	
12. Tariquia		97. Do not know	
13. Noel Kempff		98. Do not respond	
		99. Do not remember	

P9. Do you plan to visit a National Protected Area during 2023? [Do not read the options]

1. Yes
2. No
3. Not sure
4. No response

P10. Would you say that the pandemic lockdown made you think differently about the importance of activities in open spaces and tourism in protected areas? [Do not read the options]

1. Yes [Proceed to P10a]
2. No [Skip to P11]
3. Don't know [Skip to P11]
4. No response [Skip to P11]

P10a. Could you briefly explain your answer?

P11. [Answered by all] During the past year, have you made any monetary donations? For example, to animal shelters, children's/adults' homes, and SOS Villages. [Do not read the options]

1. Yes
2. No
3. Not in the last year, but did so previously
4. Don't know
5. No response

P12. I'm going to read you a list of statements. Please tell me if it reflects your opinion about Bolivia's national protected areas. [Read the options and note Yes/No/Don't know-No response]

1. National Protected Areas are important for nature conservation
2. National Protected Areas are important for having clean air and/or water
3. National Protected Areas are important as recreational spaces
4. National Protected Areas are important for local communities and their economies
5. Bolivia should have more National Protected Areas
6. Other: _____

P13. Where do you usually spend your vacations? [Open question, do not read the options; note the answers according to the categories shown in the list]

1. At home, doesn't travel
2. Countryside, natural areas outside the city
3. Other cities in Bolivia
4. Other countries in Latin America and the Caribbean
5. United States
6. Europe
7. Other: _____

Willingness to pay scenario

Let's suppose that, due to the need to raise funds for the current and future management of Protected Areas, an individual passport system is implemented. This passport would allow you to visit the national protected areas as many times as you want during a year. This individual passport would cover the entrance fee to each protected area. Or, if you have no plans to visit the protected areas during that year but still want to support them, you could also purchase this passport as a way to make a donation to these areas. The proceeds from the sale of this passport would be **STRICTLY** allocated for conservation, monitoring, and maintenance activities of the National Protected Areas. The resources would **NOT** go to the central government, nor to the departmental or municipal governments.

As a reminder, I want to inform you that protected areas are natural areas that serve essential functions for the lives of Bolivians, such as water generation, air purification, as well as for tourism and scientific research. Some of our most well-known areas include Madidi National Park, Eduardo Avaroa Reserve, better known for its colorful lagoons and the Uyuni salt flats on its outskirts, and Cotapata National Park, where the Death Road is located.

Considering the information I just provided you with, please note that your response will be used for recommendations to the entities responsible for the administration of these protected areas. Also,

note that this passport would grant you unlimited access, for a year, to the national protected areas that are enabled to receive tourists, which are: (READ LIST).

1. Reserva Eduardo Avaroa y Torotoro en Potosí
2. Madidi y Cotapata en La Paz
3. Amboró, Kaa Iya, Noel Kempff y Otuquis en Santa Cruz
4. Tunari y Carrasco en Cochabamba
5. Sajama en Oruro
6. Pilón Lajas, compartido por La Paz y Beni
7. El Palmar en Chuquisaca
8. Tariquía, Sama y Aguarague en Tarija
9. TIPNIS compartido por Cochabamba y Beni

P14. Would you be interested in acquiring this passport? [If the answer is YES, proceed to question 16. If the answer is NO, proceed to question 15]

1. Yes [Proceed to P16]
2. No [Proceed to P15]

P15. Would you be interested in acquiring this passport if it had a duration of 2 years instead of one?

1. Yes [Proceed to P24]
2. No [Proceed to P22]

To program P16, we have 5 amounts that must be assigned in equal proportions of the sample (one amount for each subsample: 50, 80, 120, 190, or 300) and include 2 more questions, depending on whether you answer Yes or No to the assigned amount.

To answer the following question, please be honest, take into account your income, the one-year validity of the passport, and that the money you allocate to the purchase of this passport will no longer be available for other expenses.

P16a. Would you be willing to pay 50 Bs. for this passport?

1. Yes [Go to P16a_1]
2. No [Go to P16a_2]

P16a_1. Would you be willing to pay 80 Bs. for this passport?

1. Yes [Go to P17]
2. No [Go to P17]

P16a_2. Would you be willing to pay 30 Bs. for this passport?

1. Yes [Go to P17]
2. No [Go to P22]

P16b. Would you be willing to pay 80 Bs. for this passport?

1. Yes [Go to P16b_1]
2. No [Go to P16b_2]

P16b_1. Would you be willing to pay 120 Bs. for this passport?

1. Yes [Go to P17]
2. No [Go to P17]

P16b_2. Would you be willing to pay 50 Bs. for this passport?

1. Yes [Go to P17]
2. No [Go to P22]

P16c. Would you be willing to pay 120 Bs. for this passport?

1. Yes [Go to P16c_1]
2. No [Go to P16c_2]

P16c_1. Would you be willing to pay 190 Bs. for this passport?

1. Yes [Go to P17]
2. No [Go to P17]

P16c_2. Would you be willing to pay 80 Bs. for this passport?

1. Yes [Go to P17]
2. No [Go to P22]

P16d. Would you be willing to pay 190 Bs. for this passport?

1. Yes [Go to P16d_1]
2. No [Go to P16d_2]

P16d_1. Would you be willing to pay 300 Bs. for this passport?

1. Yes [Go to P17]
2. No [Go to P17]

P16d_2. Would you be willing to pay 120 Bs. for this passport?

1. Yes [Go to P17]
2. No [Go to P22]

P16e. Would you be willing to pay 300 Bs. for this passport?

1. Yes [Go to P16e_1]
2. No [Go to P16e_2]

P16e_1. Would you be willing to pay 400 Bs. for this passport?

1. Yes [Go to P17]
2. No [Go to P17]

P16e_2. Would you be willing to pay 190 Bs. for this passport?

1. Yes [Go to P17]
2. No [Go to P22]

P17. On a scale of 1 to 5, where 1 is "very uncertain" and 5 is "very certain", how certain are you of your response to the previous question? [Only in the case that the respondent insists heavily on NOT KNOWING, it is possible to mark this alternative]

Very uncertain	Uncertain	Somewhat certain	Ceratin	Very certain	Do not know
1	2	3	4	5	98

P18. How much more would you be willing to pay additionally if the passport had a duration of 2 years? Take into account that previously, you mentioned that you would pay XX Bs (highest amount) for the one-year passport. [Note to the programmer: insert the amount specified in question 16x_1 if respondent answered YES, the value of 16x if respondent answered NO in 16x_1, or the value of 16x_2 if respondent answered YES].

P18_a. What would be the most convenient payment method for you to purchase the Passport? [Read the options and choose the one that the respondent prefers the most]

1. QR
2. Bank transfer
3. Cash payment through banking
4. Cash payment at retail stores (supermarkets, eco-friendly stores, pharmacies, etc.)
5. Other: _____
6. Don't know
7. No response

P19. Would you have a preference in supporting one or several specific Protected Areas with the funds raised from the sale of the passport?

Yes

No [Skip to P28]

P20. Which Protected Area(s) would you be interested in supporting? [Read the options]

1. Reserva Eduardo Avaroa		14. Tunari	
2. Torotoro		15. El Palmar	
3. Madidi		16. San Matias	
4. Sajama		17. Apolobamba	
5. TIPNIS		18. E. Biológica del Beni	
6. Amboró		19. Otuquis	
7. Pílon Lajas		20. Aguaragüe	

8. Cotapata		21. Iñaño	
9. Carrasco		22. Manuripi	
10. Kaa-Iya		23. El Cardón	
11. Sama		97. Other	
12. Tariquia		98. Do not know	
13. Noel Kempff		99. Do not respond	

P28. In the event of using the passport to visit the National Protected Areas, how many would you like to visit during the one-year period of passport validity?

P29 (P28 > 0). Which Protected Area(s) would you be interested in visiting? [Read the options]

1. Reserva Eduardo Avaroa		13. Noel Kempff	
2. Torotoro		14. Tunari	
3. Madidi		15. El Palmar	
4. Sajama		16. San Matias	
5. TIPNIS		17. Apolobamba	
6. Amboró		18. E. Biológica del Beni	
7. Pilon Lajas		19. Otuquis	
8. Cotapata		20. Aguaragüe	
9. Carrasco		21. Iñaño	
10. Kaa-Iya		22. Manuripi	
11. Sama		23. El Cardón	
12. Tariquia		98. Do not know	
		99. Do not respond	

P30. In case the purchase of the passport is a donation, in which of the following options would you prefer the raised resources to be invested? [Read all the options and select the most important for the respondent]

1. Strengthening the conservation work done by park rangers in protected areas

2. Reinforcement of monitoring systems (e.g., wildlife recording, care of water sources, control of wildlife trafficking, inspections of works and projects within protected areas)
3. Sustainable community enterprises
4. Improving tourist services (viewpoints, trails, restrooms, signage)
5. Don't know (Do not read)
6. No response (Do not read)

P31. What would you expect in return if you were to purchase the passport as a donation? [Read all the options and select the most important for the respondent]

1. Information about the conservation status of the National Protected Areas
2. Information about the amount raised and how it is invested
3. A product that can be enjoyed without the need to travel to the protected areas (e.g., a virtual visit to a Protected Area)
4. Information about some emblematic species (e.g., photos and/or videos of jaguars, spectacled bears, birds, etc.)
5. A souvenir or gift related to the Protected Areas (e.g., T-shirt, magnets, cap, or other accessories)
6. Other: _____
7. Don't know (Do not read)
8. No response (Do not read)

P21. Which institution would you prefer to manage the funds raised from the sale of the Passports? [Read the options and select only one] (Note to the programmer: after this question, apply a skip to P29)

1. The National Service of Protected Areas (SERNAP)
2. An independent Foundation or Organization from the public sector
3. A private institution
4. Other: _____
5. Don't know [Do not read]
6. No response [Do not read]

P22. [P15=No] Voy a leer una lista de afirmaciones. Por favor, dígame cuál refleja mejor la razón por la cual no compraría el pasaporte [Leer Alternativas y seleccionar una sola]

1. El precio del pasaporte es muy alto
2. El costo del viaje para visitar Áreas Protegidas es muy alto
3. No tiene suficiente información para responder
4. Los turistas nacionales no deberían pagar por la conservación
5. No confía en que el dinero recaudado será usado apropiadamente
6. Otro: _____

Characterization of the Interviewee

P24. Gender

1. Male
2. Female

P26. What was the highest level and course of education you completed?

Ninguno	1
Curso de alfabetización	2
Inicial (Pre-kinder, kinder)	3
SISTEMA ANTIGUO	
Básico (1 a 5 años)	4
Intermedios (1 a 3 años)	5
Medio (1 a 4 años)	6
SISTEMA ANTERIOR	
Primaria (1 a 8 años)	7
Secundaria (1 a 4 años)	8
SISTEMA ACTUAL	
Primaria (1 a 6 años)	9
Secundaria (1 a 6 años)	10
UNIVERSITARIO	
Técnico universitario	11
Licenciatura	12
Maestría	13
Doctorado	14
NO UNIVERSITARIO	
Normal Superior	15
Militar o Policial	16
Técnico de Instituto	17
Otro	18

P27. In which of these categories does the total of your monthly net income fall? [Read the options]

1. Hasta Bs. 2.500
2. Bs. 2.501 a Bs. 4.000
3. Bs. 4.001 a Bs. 5.500
4. Bs. 5.501 a Bs. 7.000
5. Bs. 7.001 a Bs. 9.000
6. Más de Bs. 9.000
7. No sabe [No leer]
8. No responde [No leer]

Thank you very much for your cooperation and time.

Would you agree to provide your phone number to the institution Conservación Estratégica (CSF), for control purposes? We will not disclose your name or phone number.

1. Yes
2. No