Table S1. Equivalence between questions in the Rede Galabra questionnaire and the indicators used.

Cod.	Question	Indicator
	Citizens	
C1	Level of education	Level of education
C2	Municipality where you currently reside	Municipality of residence
C3	District / street / place of the City Council of Santiago where you reside or have resided	Residence within the city
C4	Indicate your family income level	Family income level
C5	Employment situation	Employment Situation
C6	Think about the city, what spaces outside your professional activity do you use most often?	Leisure places
C7	Places cited as loved ones. Own neighborhood or not	Affective areas
C8	Do you think these sites match the most significant ones for the rest of Santiago?	Coincidence in significant places
C9	Do you think that any important element of Santiago is not known outside? Would you highlight any other element? (only valid if an alternative is reported).	Alternative tourist elements
C10	Total years of daily use of Santiago	City use time
C11	Where do you usually shop?	Shopping establishments
C12	In what part of the city do you shop?	Shopping Site
C13	Do you live in the old town?	Use of the historic area
C14	Rate the place of attachment or identification to the territory.	Place attachment
C15	Degree of local or Galician community participation	Community participation
C16	Contact with tourism from an economic perspective in your family	Economic dependence on tourism
C17	Do you agree with the image of Santiago that is sold (tourist promotion, trade, hotels, restaurants) from Santiago and that you perceive in your daily city?	Tourist image of the city
C18	Do you feel that your lifestyle is changing due to the arrival of visitors to the city?	Citizen lifestyle
C19	Do you like the city today or 20 years ago (by the early 90s)?	City evolution
	Traders	
T1	Level of education	Level of education
T2	Municipality where you currently reside	Municipality of residence
T3	Employment situation	Employment Situation
T4	Indicate your family income level	Family income level
T5	Do you prefer the commercial offer and economic life of today or do you prefer the life of 20 years ago, in the early 1990s?	Offering evolution
T6	Do you perceive that the offer of your establishments changes due to the arrival of visitors to the city?	Perception of changes in the offer
T7	Do you perceive that what other establishments offer changes due to the arrival of visitors to the city?	Perception of changes in the offer (other establishments)
T8	According to the classification presented, what was the type of customers that frequented your establishment (annual estimate)?	Customers in the early 90's

Table S2 (cont.). Equivalence between questions in the Rede Galabra questionnaire and the indicators used.

Cod.	Question	Indicator
	Traders	
T9	What is the profile of the client that currently visits your establishment during the high tourist season?	Customers today
T10	Current flagship products are different for local and visiting customers	Difference in most demanded product
T11	Have there been changes in the flagship products from 1993 to the present?	Evolution in most demanded product
T12	Degree of local or Galician community participation	Community participation
T13	Rate the place of attachment or identification to the territory	Place attachment
T14	Percentage of revenue from current visitors (in case of doubt take 2014 as the reference year)	Income from tourism
T15	Percentage of revenues from visitors in 1993/ beginning of activity	Income from tourism (early 90's)
T16	Contact with tourism from an economic perspective in your family	Economic dependence on tourism
T17	Do you agree with the image of Santiago that is sold (the rest of the trade, hospitality, catering, associations)?	Tourist image of the city
T18	Do you like the type of tourist you see in Santiago?	Type of visitor
T19	Do you believe that the Camino de Santiago is part of Santiago's identity?	Camino de Santiago as Image
	Visitors	
V1	Level of education	Level of education
V2	Profession (current or previous job)	Employment Situation
V3	Indicate your level of family income	Family income level
V4	Means of transport used	Transport used
V5	Satisfaction with the visit	Satisfaction with the visit
V6	Have you discovered any unknown activity for you? Is there any place in the city that has surprised you? Any place that you have discovered?	Discovered activities
V7	Where do you plan to eat and drink?	Places to plan to eat and drink
V8	Consumption of local food products	Expenditures on food products
V9	Did you finally buy something in Santiago?	Shopping in the city
V10	Where do you plan to do it?	Shopping places
V11	Are you staying in Santiago?	Accommodation in the city
V12	Spending in the city of Santiago de Compostela.	Spending on visit
V13	Total expenses per person / group?	Total spending per person

Table S2. Scores calculated for the indicators.

Cod.	Indicator	Score
	Citizens	
C1	Level of education	6.70
C2	Municipality of residence	8.59
C3	Residence within the city	8.17
C4	Family income level	5.46
C5	Employment Situation	7.65
C6	Leisure places	7.05
C7	Affective areas	8.85
C8	Coincidence in significant places	9.30
C9	Alternative tourist elements	6.89
C10	City use time	8.10
C11	Shopping establishments	7.72
C12	Shopping Site	6.48
C13	Use of the historic area	7.50
C14	Place attachment	7.07
C15	Community participation	4.46
C16	Economic dependence on tourism	9.05
C17	Tourist image of the city	6.99
C18	Citizen lifestyle	3.07
C19	City evolution	5.92
	Traders	
T1	Level of education	7.19
T2	Municipality of residence	8.23
T3	Employment Situation	9.99
T4	Family income level	6.47
T5	Offering evolution	3.79
T6	Perception of changes in the offer	4.76
T7	Perception of changes in the offer (other establishments)	9.04
T8	Customers in the early 90's	8.02
T9	Customers today	6.82
T10	Difference in most demanded product	7.43
T11	Evolution in most demanded product	8.90
T12	Community participation	2.84
T13	Place attachment	8.30
T14	Income from tourism	7.70
T15	Income from tourism (early 90's)	7.69
T16	Economic dependence on tourism	8.33
T17	Tourist image of the city	6.77
T18	Type of visitor	7.99
T19	Camino de Santiago as Image	9.44

Table S2 (cont). Scores calculated for the indicators.

Cod.	Indicator	Score
	Visitors	
V1	Level of education	7.75
V2	Employment Situation	8.71
V3	Family income level	5.35
V4	Transport used	4.51
V5	Satisfaction with the visit	9.14
V6	Discovered activities	6.18
V7	Places to plan to eat and drink	8.96
V8	Expenditures on food products	5.77
V9	Shopping in the city	5.93
V10	Shopping places	9.07
V11	Accommodation in the city	6.38
V12	Spending on visit	4.25
V13	Total spending per person	5.36