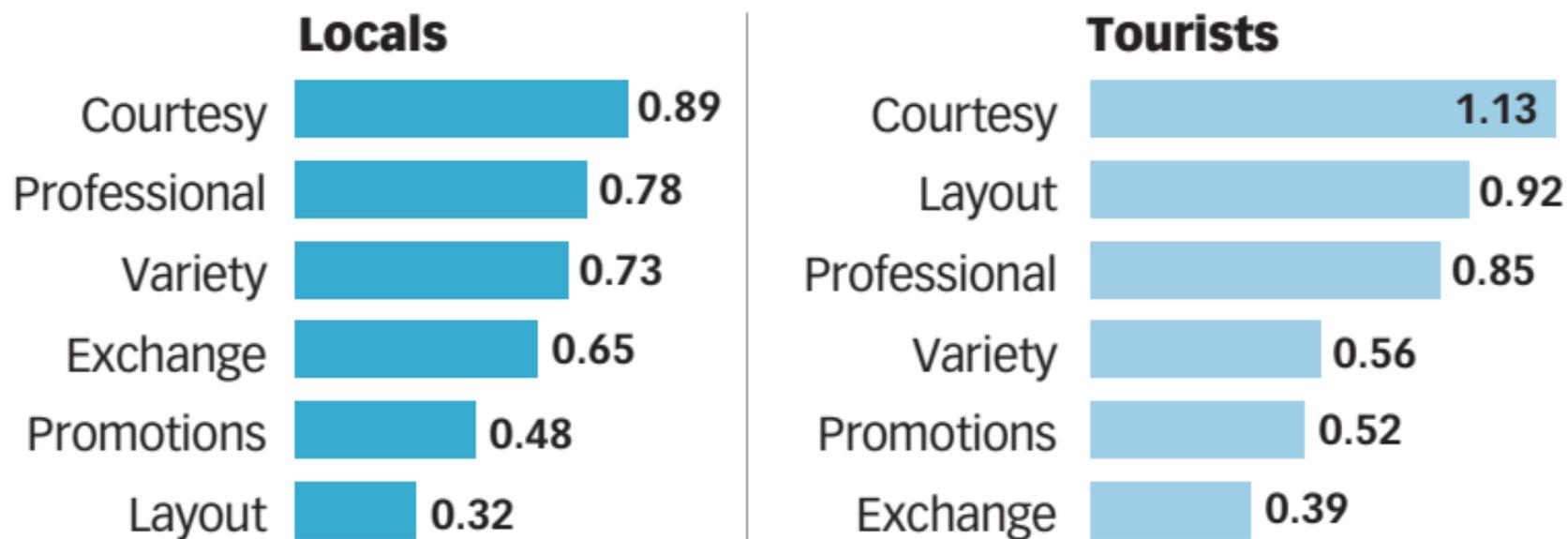


# Tourists and locals value different factors

Touchpoints ranked by impact on perceived quality



*Numbers represent the magnitude of impact. ie: How much perceived quality improves by for every 5-point increase in the touchpoint*