**Appendix 1.** Psychometric properties of the scales

| **Variable** | **Item** | | **Loadings (Std)** | **z-value\*** | **R2** | **Cronbach’s alpha** | **Composite Reliability** | **Average Variance** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **CBDBE** | *It makes sense to choose this destination rather than another one, even if they are similar* | | 0.87 | -- | 0.76 | 0.89 | 0.90 | 0.70 |
| *Even if there is another destination with the same characteristics, I prefer this one* | | 0.91 | 34.11 | 0.82 |
| *If there is another destination as good as this one, I still prefer this one* | | 0.91 | 32.61 | 0.82 |
| *If there is another destination, no different to this one, it seems more intelligent to choose this one*. | | 0.62 | 14.56 | 0.38 |
| **Manipulation check: Brand** | *Please indicate to what extent, in the video and blog you have seen, Spain is presented as:* | | 1 | -- | 1 | -- | -- | -- |
| *One single tourist destination with no distinction between different areas of the country* | *A place with many different tourist destinations located in different parts of the country* |
| **Manipulation check: Consistency** | *There is a logical connection between the video and the blog post* | | 0.83 | -- | 0.68 | 0.94 | 0.94 | 0.75 |
| *The image of Spain conveyed by the video and the image of Spain conveyed by the blog post are similar* | | 0.89 | 26.28 | 0.80 |
| *The video and the blog post fit well together* | | 0.90 | 25.73 | 0.82 |
| *The video and the blog post convey similar things* | | 0.86 | 22.24 | 0.74 |
| *The information presented in both the formats makes sense to me*. | | 0.85 | 22.48 | 0.72 |
| **Opinion – WordPress** | *Bad—Good* | | 0.91 | -- | 0.83 | 0.96 | 0.96 | 0.86 |
| *Dislike—Like* | | 0.94 | 43.38 | 0.88 |
| *Negative—Positive* | | 0.93 | 39.12 | 0.86 |
| *Unfavorable—Favorable* | | 0.94 | 44.87 | 0.89 |
| **Opinion – YouTube** | *Bad—Good* | | 0.93 | -- | 0.87 | 0.97 | 0.97 | 0.88 |
| *Dislike—Like* | | 0.94 | 40.62 | 0.88 |
| *Negative—Positive* | | 0.94 | 45.12 | 0.89 |
| *Unfavorable—Favorable* | | 0.94 | 38.29 | 0.88 |
| **Opinion – Message (blog)** | *Bad—Good* | | 0.89 | -- | 0.79 | 0.97 | 0.97 | 0.81 |
| *Unfavorable—Favorable* | | 0.87 | 34.34 | 0.76 |
| *Uninteresting—Interesting* | | 0.88 | 40.37 | 0.78 |
| *Uninformative—Informative* | | 0.85 | 33.68 | 0.72 |
| *Not useful—Useful* | | 0.87 | 33.39 | 0.76 |
| *Dislike—Like* | | 0.88 | 32.39 | 0.77 |
| *Not at all credible—Credible* | | 0.85 | 26.96 | 0.72 |
| *Unconvincing—Convincing* | | 0.88 | 34.66 | 0.78 |
| **Opinion – Message (video)** | *Bad—Good* | | 0.90 | -- | 0.82 | 0.96 | 0.96 | 0.76 |
| *Unfavorable—Favorable* | | 0.89 | 41.61 | 0.80 |
| *Uninteresting—Interesting* | | 0.90 | 38.90 | 0.81 |
| *Uninformative—Informative* | | 0.89 | 32.90 | 0.78 |
| *Not useful—Useful* | | 0.90 | 39.25 | 0.82 |
| *Dislike—Like* | | 0.92 | 42.20 | 0.84 |
| *Not at all credible—Credible* | | 0.89 | 36.86 | 0.78 |
| *Unconvincing—Convincing* | | 0.91 | 37.54 | 0.83 |
| **Knowledge about Spain** | *I consider myself to be highly knowledgeable about Spain* | | 0.92 | -- | 0.84 | 0.90 | 0.90 | 0.81 |
| *I consider myself to be something of an expert on Spain*) | | 0.89 | 27.65 | 0.78 |
| **Spain pre-image** | *The image I have of Spain is as good as, or even better than, that of other similar destinations* | | 0.82 | -- | 0.68 | 0.76 | 0.76 | 0.61 |
| *The overall image of Spain is very positive* | | 0.74 | 18.28 | 0.55 |

\* p-value less than 0.01 for all items.