

Does higher perceived scenic beauty correlate with increased length of stay and daily expenditure per tourist, controlling for destination type and income levels?

Yes, **scenic beauty correlates positively** with daily expenditure, but its link to length of stay is **indirect and inconsistent**.

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Requires at least 5 papers that directly answer your question. Try adjusting your query to find more papers.

Evidence broadly supports a positive aesthetic-expenditure link, but the relationship between scenic beauty and length of stay operates through mediating variables and is confounded by budget constraints that lengthen stays while reducing daily spending.

Scenic Beauty and Daily Expenditure

Satisfaction with landscape directly increases tourist spending: a one-unit increase in landscape satisfaction produces approximately a 7.6% rise in total daily expenditure in the Dolomites (Disegna & Osti, 2016). Tourists who rate natural attractions as very important spend 16.6% more than those who do not, confirming that nature-oriented aesthetic preferences drive higher daily spending (Massidda et al., 2022). Destination aesthetic judgment positively and directly affects willingness to pay, though aesthetic distance—the perceived gap between home and destination environments—paradoxically reduces willingness to pay (Genc & Temizkan, 2023). All five landscape aesthetic attributes (uniqueness, novelty, conditionality, harmony, authenticity) positively influence tourist satisfaction and loyalty, with landscape uniqueness carrying the strongest effect (Hao et al., 2025).

Destination Context	Aesthetic Measure	Expenditure Effect	Citation
Dolomites, Italy	Landscape satisfaction	+7.6% daily spending per unit increase	(Disegna & Osti, 2016)
UK outbound tourists	Natural attraction importance	+16.6% total spending	(Massidda et al., 2022)
Turkey (Istanbul/Antalya)	Aesthetic judgment	Positive WTP effect	(Genc & Temizkan, 2023)
Meta-analysis (multiple)	Landscape uniqueness	Strongest satisfaction/loyalty driver	(Hao et al., 2025)

FIGURE 1 Aesthetic quality effects on tourist expenditure across destinations

Scenic Beauty and Length of Stay

Tourists who highly value the natural environment display higher likelihoods of both overnight stays and longer visits, suggesting scenic natural attributes extend duration (Boto-García et al., 2018). Nature-based tourists are expected to stay longer because fulfilling nature-oriented activities requires traveling across multiple sites, which is time-consuming (Oklevik et al., 2021). Engagement in cultural and natural attractions significantly predicts longer length of stay among long-haul tourists, whereas entertainment activities predict daily expenditure instead (Gedecho et al., 2022). However, no single covariate is universally positive or negative for length of stay; effects vary by tourist segment and destination (Oklevik et al., 2021).

Income and Length-of-Stay Confounds

Income positively drives daily expenditure—high-income tourists spend 28.5% more than low-income counterparts—but length of stay exerts a **negative** effect on daily spending, as fixed holiday budgets spread across more days (Marrocu et al., 2015). Each additional night reduces daily expenditure by approximately 1.8%, meaning tourists captivated by scenic beauty who extend their stay may actually lower their per-day spending (Massidda et al., 2022). The relationship between length of stay and total expenditure follows an inverted U-shape, peaking at 21 days before declining, indicating a saturation effect (Wang et al., 2018). Destination contextual effects can account for up to 50% of expenditure variance at developed destinations, reinforcing that local scenic and infrastructural factors rival classical income and trip-related determinants (Artal-Tur et al., 2022).

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