

**Table S.1** Crop types, distribution, and water requirements in the study area.

<b>Crop type</b>	<b>% invested area*</b>	<b>Average yearly crop requirement [m<sup>3</sup>/ha]*</b>
Tobacco	6.2%	2,655
Sunflower		
Melon	15.3%	3,988
Tomato		
Eggplant		
Pepper		
Fennel	29.0%	2,495
Cauliflower		
Lettuce		
Potato		
Grape	14.0%	2,741
Orchard	3.5%	3,140
Olive	32.0%	837
Total/average	100.0%	2,260

**Table S.2** Relevant information to assess demand for beach services in Gallipoli and the related benefits

			Notes/Source
[a]	Number of existing concessions in Gallipoli	30	Source: Regional Coastal Plan (2007)
[b]	Conceded area in Gallipoli [m <sup>2</sup> ]	51,080	Source: Regional Coastal Plan (2007)
[c]	Average concession area in Gallipoli [m <sup>2</sup> ]	1,702.7	$[c] = [b]/[a]$
[d]	Estimated area of the new concession site [m <sup>2</sup> ]	15,000	500 long x 30 m rectangular area
[e]	Estimated number of new concessions net of 10 m space between two adjacent concessions	8	$[d] - 10 * ([e] - 1) * 30 = [c] * [e] \rightarrow [e] = 14,700 / ([c] + 300)$
[f]	Types of existing concessions in Gallipoli:	60% with bar and restaurant (cluster 3), 20% with bar only (cluster 1), 20% with beach services only (cluster 6)	Processing of information from <a href="http://www.pagine12.it/gallipoli/5576533997518848">http://www.pagine12.it/gallipoli/5576533997518848</a>
[g]	Average area of cluster 1 concessions	1,680 m <sup>2</sup> (of which 113.6 m <sup>2</sup> sheltered)	processed from [33] and reconciled with average Gallipoli concession size
[h]	Average area of cluster 3 concessions	2,001 m <sup>2</sup> (of which 241.4 m <sup>2</sup> sheltered)	processed from [33] and reconciled with average Gallipoli concession size
[i]	Average area of cluster 6 concessions	968 m <sup>2</sup> (of which 150 m <sup>2</sup> sheltered)	processed from [32] and reconciled with average Gallipoli concession size