**Figure 1:** Attractiveness of macaque photo props by nationality. “Cold” = neither intended to use macaque photo props nor did; “warm” = either intended to use macaque photo props but did not *or* used macaque photo props but did not intend to do so before visiting; “hot” = both intended to have photo taken with a macaque and did so.

**Figure 2**: Reasons for visiting Jemaa El Fna Square. N = 907 responses from 513 visitors with a median of two reasons per visitor (range 1-9).

**Figure 3**: Attitudes towards macaques of surveyed visitors (n= 502) in Jemaa El Fna Square.