**S1 Table.**

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| **WTA category** | **Wild or captive?** | **Attraction's primary (actual) focus?** | **Primary source of revenue** | **Permanent venue?** | **Typically single or multiple taxon?** |
| Wild attractions | Wild | Tourist revenue | Tourism | Varies | Single |
| Sanctuary attractions | Captive (often free to roam) | Improved welfare of subject individuals | Tourism | Yes | Varies |
| Farmed wildlife attractions | Captive | Tourist revenue | Semi-consumptive provision of animal products | Yes | Single |
| Captive interactions | Captive | Tourist revenue | Tourism | Yes | Single |
| Street performance | Captive | Tourist revenue | Tourism | No | Single |
| Special cases | Captive | Tourist revenue | Tourism | Varies | Multiple |