

Research Methodology

The European cities included in this study were selected according to those with the highest number of arrivals. We identified the most popular cities for tourists by calculating an average of arrival numbers from the [Euromonitor 2017](#) report and the [MasterCard 2016](#) report.

Ranking Criteria

- **Free attractions**

The number of free attractions available all year round, including museums, galleries, free street art, religious buildings, and castles. We researched this on [Tripadvisor](#) using the 'Free Entry' filter and calculating the sum of the results.

- **Free events**

We researched the number of free events available in each city using [Eventbrite](#) and selecting 'Free' on the 'Price' filter for our search and calculating the sum of the results for the 26/06/2019. The free events included all types of events available on this day.

- **Free water**

We researched the cities with tap water that was safe to drink. This is quantified in the data with 0 indicating 'no' and 1 indicating 'yes'. Sources: [London](#), [Paris](#), [Berlin](#), [Madrid](#), [Amsterdam](#), [Rome](#), [Vienna](#), [Lisbon](#), [Milan](#), [Krakow](#), [Prague](#), [Brussels](#), [Edinburgh](#), [Dublin](#), [Munich](#), [Barcelona](#), [Moscow](#), [Frankfurt Am Main](#), [Copenhagen](#), [Stockholm](#), [Hamburg](#), [Venice](#), [Florence](#), [Budapest](#), [Athens](#), [Sofia](#), [Dusseldorf](#), [Warsaw](#), [Rhodes](#), [Geneva](#), [Nice](#), [Edirne](#), [Heraklion](#), [Saint Petersburg](#), [Antalya](#), [Artvin](#), [Istanbul](#), [Zurich](#).

- **Free tours**

The number of free tours available in each city, researched and counted on [FreeTour.com](#). The 27/06/2019 was applied to ensure all research variables were consistent.

- **Free Wi-Fi**

The number of free Wi-Fi hotspots available in each city researched and counted on the 27/06/2019 on the Wi-Fi search platform [Wiman](#).

- **Free accommodation**

The number of people advertising their hospitality on the social networking and hospitality site [CouchSurfing](#), researched and counted in each city on the 27/06/2019.

Scoring

For each factor on the index, the research was standardised using a scale of 0-1. This was achieved by applying the following normalisation calculation:

$$x_{new} = \frac{x - x_{min}}{x_{max} - x_{min}}$$

All the factors in the ranking were weighted equally. The final result was standardised from 0-100 using the normalisation calculation: with 0 the lowest score and 100 the highest.

The city with 100 points secured first place in the ranking, and the city with 0 points last place.

The research was conducted in June 2019.