**Read Me**

**Eye tracking data for website design of Ecotourism related SMEs**

The data set includes Time from **First Fixation to Click and** Click Count data from particpants who viewed a beta-version website that promotes ecotourism in Greece. A Tobii Nano eye tracker was used for the data collection.

Eye tracking data files about fixation duration, fixation count, and pupil dilation. Generation method: Tobii Nano Eye Tracker. Sample: Males and females from Greece, aged 21 to 43 years old. Stimuli: A beta version website that promotes SMEs around ecotourism and sustainable tourism (e.g Four Keys hotels, Vineyards, Sailing etc).

**Project funding** : Hellenic Foundation for Research and Innovation

0062

**Project Name :Enhancing user interactivity of tourism SMEs’ websites as a means to successfully promote ecotourism’**

**Project start and end dates February 2020 - February 2022**

## **Institutions**

Aristotle University of Thessaloniki

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