GOOD LIVING TOURISM

LIFESTYLE ASPECTS OF FOOD AND WINE TOURISM

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SUSTAINABLE TOURISM CRC

TECHNICAL REPORTS

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ABSTRACT

The Good Living Tourism project focused on the lifestyle aspects of food and wine tourism. The project comprised several studies including regional case studies and consumer research. This report presents the findings of two stages of the project: a qualitative study that explored the enhancement factors that help to build the food and wine experience, and a quantitative study that investigated consumer preferences in food and wine tourism.

Enhancement Factors (Qualitative Research)

The qualitative study consisted of focus groups where experienced wine tourism consumers discussed the key attributes that make up a positive experience. The results yielded a wide range of themes, however this report only focused on one of these themes: the enhancement factors that help to make the experience of visiting a food and wine region more enjoyable. Eight key enhancement factors were identified as existing across all focus groups, and comprised of authenticity of the experience, value for money, service interactions, the setting or surroundings, product offerings, information dissemination, personal growth and indulgence.

The findings indicated that there are many aspects to the experience that can be collectively described as enhancement factors. The food and wine tourist is rarely just interested in wine tasting; the total experience is of greatest importance. Whether the visit is a day out from the 'hustle and bustle' and stress of city life or a longer visit for a short break or holiday, there must be a pleasing blend of enhancing components to satisfy the visitor and to encourage return visits. This report has suggested recommendations for food and wine regions, ranging from the enhancement of the environment of wineries to the product offerings.

Consumer Preferences (Quantitative Research)

The quantitative study consisted of a self –complete questionnaire that was designed to obtain information about respondents' perceptions, values and opinions in general, and more specifically, how they related to food and wine tourism experiences. Six thousand questionnaires were forwarded to the Spirit House Restaurant and Cooking School, located in Yandina, Queensland for distribution in their newsletter. A total of 828 completed questionnaires were received, with approximately 87% being female respondents, and 82% from Queensland.

Results demonstrated that, when taking a holiday, the four most important themes were 'enjoyment and pleasure', 'being pampered', 'beautiful/undiscovered surroundings' and 'inspirational' experiences. The most used information sources for obtaining holiday information were previous personal experiences, brochures, word of mouth, magazines and the Internet. Respondents reported that they sought a lifestyle that was characterized by comfort, health, harmony, relaxation and fun. Activities that most provided enjoyment to this group were 'getting away', 'food' and 'art'. Almost half the group indicated an intention to take a holiday revolving around food and wine within the next twelve-month period.

ACKNOWLEDGEMENTS

SUMMARY

Objectives of Study

The Good Living Tourism Project investigated the important role food and wine play in attracting tourists to a destination. In particular, the project aimed to:

- Provide information about what constitutes a successful food and wine region
- Provide insight into what motivates tourists to visit such regions
- Identify how lifestyle products can enhance the experience of the region

A multi-method approach was applied to this project, which included a content analysis of food and wine promotional materials, food and wine region case studies, focus groups with consumers and a questionnaire of food and wine tourists.

The focus group research involved food and wine tourists in order to explore the meaning of food and wine regions as part of the tourist experience. In addition, other aims were to explore the product constellations purchased by tourists to food and wine regions and also the information search and decision making processes involved with the selection of a 'good living' tourism destination.

This focus group report focuses on one of the major themes that emerged from the groups: the enhancement factors that make the food and wine tourism experience a pleasure.

Following on from the qualitative research, the quantitative study aimed to develop a questionnaire that would enable data to be collected on the holiday features that were important to food and wine tourists. It also sought to collect information about lifestyle factors and information sources adopted by the holidaymakers.

Method

The qualitative research utilised a focus group approach where experienced food and wine tourism consumers discussed the key attributes that make up a positive food and wine experience. A set of questions provided a common structure for the focus groups. Focus groups were conducted in Queensland, Victoria and South Australia during 2003. The focus group discussions were transcribed and the contents were classified using NVivo software. The classification sought to identify key themes associated with food and wine tourism experiences.

With the quantitative survey, a self-complete questionnaire was mailed out to subscribers of the Spirit House Restaurant and Cooking School, located at Yandina, Queensland. The questionnaire was designed to obtain information about respondents' perceptions, values and opinions in general, and more specifically, as they related to food and wine tourism experiences. The questionnaire was sent out to subscribers of the Spirit House via their mailing house. Six thousand copies of the questionnaire were forwarded to the Spirit House for distribution in their newsletter. A total of 828 completed questionnaires were received. Not all respondents provided postcode information, however, from the 203 respondents that did, it was determined that the majority of respondents were from Queensland (82%). Using this distribution method allowed access to a large number of people with an assumed interest in food, based on their inclusion in the database of a restaurant and cooking school. The sample was biased toward female respondents with approximately 87% being in this category.

Key Findings and Future Action – Enhancement Factors

Eight key themes emerged as enhancement factors from this research:

Authenticity

Authenticity was obvious in a number of comments and can be reflected as consumers feeling they have had a special experience that they could not have had elsewhere. Comments related to the winery's location and environment, the opportunity to talk with the winemaker and staff and the visual delights of experiencing something out of the ordinary.

Value for Money

Getting a 'good deal' or feeling the experience was worth the monetary investment enhanced the overall

experience. This doesn't mean people wanted cheap products; rather they wanted to feel they had obtained value for what they spent.

Service Interaction

This theme was indicative of the level of customer service extended to the tourist. Personal interactions, whether with others on a social level or with the winemaker and winery staff, played an important role in creating the total experience. It seemed that positive service interactions made the tourist feel welcome, special and important, thus enhancing the overall experience.

Setting - Surroundings

Based upon the findings, it was the location of the winery that attracted people, including the outlook and the scenery, which both formed an important part of the total experience. The weather and the atmosphere may also have help create or enhance the setting.

Product Offering

Product offerings emerged as an important enhancement factor with consumers wanting more than just wineries. In particular, the combination of food outlets and special features in the way that wine tasting might be conducted were valued. For many participants, a food and wine experience was enhanced by the type of produce served or by opportunities to purchase other regional products. However, it was mentioned that products should be unique or related to the region.

Information Dissemination

It was evident that information dissemination was an important enhancement factor for tourists. In particular, respondents identified three major sources of information: print media including newspapers, visitor information centres, and through 'word of mouth' by talking with winery staff and other visitors to wineries.

Personal Growth

Learning about the region, eating and drinking in restaurants, and getting to know the people, all contributed to the experience. Interactions with the winemaker and staff, learning about the history of the winery, how the wine is made and matching food and wine helped build up memories that could be revived at a later date.

Indulgence - Lifestyle

Lifestyle tourism in the context of visits to food and wine regions was described by respondents in words that indicated a total pleasing experience away from the hard work of the week and the stress of the city.

Recommendations Based Upon the Findings Described Above

The Environment

For those food and wine regions within easy driving distance from the major cities, the tranquillity of the countryside needs to be preserved in order to allow visitors to feel that they have 'escaped' from the stress of the city. This requires careful planning of activities within the region so that areas of tranquillity are preserved. Similarly, each food and wine outlet could consider the uniqueness of the environment and create their own point of differentiation.

Maps and Signage

While all food and wine regions need to ensure that visitor maps are available with winery locations clearly marked and adequate signage in place, for those with a complexity of roads even more attention needs to be paid to this essential information source. This is an important way of investing promotional dollars to enable the food and wine tourist to find the attractions they want to visit. Information about opening hours could, ideally, be incorporated into such informational maps.

Provision of Infrastructure

Regions that attract more visitors for longer stays need to ensure that sufficient infrastructure of a good standard is available in terms of accommodation and places to eat. Again, investing in brochures disseminating such information is important. The addition of picnic areas within the winery setting is recommended.

First Impressions

First impressions need to be evaluated for each 'layer' of the region from the first glimpse of the region by road to the entrances to the wineries and the welcome from winery staff on arrival, in order to ensure that potential visitors are not discouraged even before they experience what the region, winery or other attraction has to offer. It is advisable to concentrate efforts into making first impressions good ones.

Service Quality

Service quality needs to be emphasised at each and every attraction with as much personal attention for visitors as can be feasibly provided, in order to encourage the building of relationships in the region and 'good memories' for visitors to take home. Proper customer service training needs to be considered to ensure that tourists are made to feel welcome.

A Learning Experience

Many visitors like to learn informally on their food and wine tourism trips and this needs to be considered when designing displays and during personal interactions with visitors in the winery or food produce operation. Lessons on, for example, wine making or food preparation using regional produce, could also be included in product development.

Product Offerings

The availability of quality produce, wine and local produce as well as artwork and crafts for visitors to purchase needs to be addressed, as these purchases are likely to remind food and wine tourists of their stay long after their visit. At the point of purchase, the display of, and information about, products is important. There still appears to be an opportunity to make more of regional produce. While some places include regional produce on the menu it may be viable to expand this area and also include information about the produce, thus enhancing the experience for consumers.

Key Findings and Future Action – Consumer Preferences

Wine Regions Visited

The five most visited specific regions within Australia were Hunter Valley (27.4%), Stanthorpe (19.3%), Yarra Valley (15.5%), Barossa Valley (14.5%) and Mornington Peninsula (9.2%).

Likelihood of Taking a Holiday Around Food and Wine

Respondents were asked to indicate how likely they were to take a holiday based around food and wine activities in the next twelve months. Forty-eight percent of respondents were either very likely or likely to take a food and wine holiday in the next 12 months.

Important Factors When Taking a Holiday

Respondents were asked a range of questions about the importance of attributes when taking a holiday. Using a statistical technique, we looked for specific dimensions of importance to this sample. Important areas were grouped along various themes. In total, we identified seven key themes that help describe dimensions of importance for the respondents.

Enjoyment and Pleasure

This was the single most important theme. The items comprising this theme were mainly to do with deriving

pleasure, happiness and enjoyment from the holiday experience.

Pampered

Positive interaction with customer service people was the most important item within this theme. Overall this theme was of moderate importance.

Beautiful/Undiscovered Surroundings

This theme was somewhat important in choosing a holiday destination with beauty of the surroundings rated as very important to consumers.

Inspirational

This theme involved personal growth and personal experiences that people undergo while holidaying, representing feelings about inspiration, enlightenment and opportunity for growth. This theme was of moderate importance in choosing a holiday destination. The single item 'inspiration' was rated the most important item of this theme while developing as a person was least important.

Novelty

All items were moderately important with a high level of importance being placed with opportunities to learn new things and have novel experiences.

Past Experience and Friend's Influence

Less important as a key attribute of a holiday destination, however a recommendation of a destination by friends was important, highlighting the importance of word of mouth.

Social Self-Enhancement

Not seen as being of major importance when choosing a holiday destination. The single most important item was whether the holiday experience would be something to talk about to friends.

Information Sources

Previous personal experience rated as the most utilized information source, with brochures and word of mouth also rating highly.

Ideal Lifestyle

The respondents indicated that a comfortable, healthy, harmonious and relaxed lifestyle was their preference. More active and sociable lifestyles were ranked in the middle of the ideal lifestyle range while the least ideal lifestyles were traditional and particularly country style and hip.

Personal Preference

The highest ranked items in this section were the opportunity to mix socially with people and being with people. Originality or individuality when obtaining products rated highly in the product purchase category.

Activities That Provide Enjoyment

This section included identifying specific activities that respondents enjoy, with dining out, cooking, attending concerts/theatre and hosting dinner parties all rating highly.

Spending Compared to Others

Respondents rated their own interest in food and wine as higher compared to most other people. At the same time, they rated the amount they spend on collecting wines as less than most other people.

Recommendations Based on the Results of this Report

The following recommendations based on the results of this report are of particular importance:

Investing promotional dollars into brochures and Internet sites appears to be worthwhile based on this sample. In contrast, less investment on radio and through wine clubs. Providing good experiences and trying to promote positive 'word of mouth' would also be wise.

- Consider the personal welcome and service experience for tourists. Feeling welcome and having positive interactions with staff was rated highly. Proper training in this area is recommended.
- Respondents indicated that they would like a comfortable, healthy, harmonious and relaxed lifestyle. Food and wine regions could pick up on how their products may enhance and facilitate this goal.
- Pay especial attention to the promotion of products and brands that have original characteristics/features and which offer the tourist an opportunity for expressing individuality.

Chapter 1

INTRODUCTION

Background

This 'Good Living Tourism' project focuses on the lifestyle aspects of food and wine tourism. The GLT project comprises several studies including regional case studies and consumer research. This report focuses on the enhancement factors that help build a food and wine experience, and consumer preferences regarding food and wine and related activities.

The destination mix of the tourism product comprises a variety of sub-products such as natural attractions, built attractions, accommodation, entertainment, retailing and restaurants. Each one of these components may contribute to a destination's attractiveness and influence consumer choice when selecting a holiday. Previous research (see, for example, Sparks, Wildman & Bowen 2001) has emphasised a growing trend toward experiential tourism with a focus on food and wine. This newer tourism concept accentuates relaxation, indulgence and the combining of experiences as symbolic of 'good living'. However, despite the growing interest in the area of food and wine, relatively little research into consumer perceptions and motivations has been undertaken.

In recent studies on the formation of the image of a tourism destination, influencing factors were investigated and identified to include quality of the destination experience, the environment, the attractions at the destination and the value for money offered (Baloglu & McCleary 1999; Leisen 2001). Whilst these findings were for general tourist destinations they would also apply to food and wine regions. The environment has also been noted by others to attract visitors to a region and this may be the principal reason for their visits rather than for food and wine tasting (Hall & Johnson 1998). Hall, Sharples, Cambourne and Mancionis (2000) have argued that visitation to a wine region is frequently motivated by 'grape wine' specifically or 'the attributes of a grape wine region' referred to as the winescape. These winescapes are characterised by three main elements: the presence of vineyards; the wine-making activity and the wineries where the wine is produced and stored (Telfer 2000). Getz (1998) also argues that attributes of a wine region, such as the scenery and open spaces, also provide an incentive to visit the region, yet this may not be for the purposes of wine or food tasting. In addition, the experience of the visit for many of the respondents in Dodd and Bigotte's (1997) research was noted to be the most important factor, while for others, the wine tourists, purchasing wine was equally important.

In other work, cultural and educational aspects of food and wine tourism have been discussed (Ravenscroft & Van Westering 2001) and argued to be as important as the food and wine, for example, the history and heritage of wine and food regions (Aune 2002). However, while much has been written about the attributes of wines and wineries around the world (Tzimitra-Kalogianni, Papadaki-Klavdianou, Alexaki & Tsakiridou 1999; Frochot 2000; Telfer 2000; Hall, Sharples, Cambourne & Mancionis 2002) there has been little research to date that has focussed on the total experience of the food and wine tourist that includes attributes of the region. The qualitative part of the study therefore aims to provide insights into the total food and wine tourism experience, from a consumer perspective, in order to enable food and wine regions to gain a better understanding of what constitutes a total food and wine tourism experience.

An investigation of the relationship between food and wine and consumer lifestyle was the focus of the quantitative stage of the project. It has been suggested (see Charters & Ali-Knight 2002) that a definition of wine tourism should encompass such characteristics as a lifestyle experience, supply and demand, an educational component, linkages to art, wine and food, incorporation with the tourism destination image and as a marketing opportunity which enhances the economic, social and cultural values of the region. Limited studies have undertaken wine tourism segmentation that examines aspects of psychographic characteristics including values, attitudes and lifestyles of wine tourists (see Charters & Ali-Knight 2002; Hall 1996). Williams and Kelly (2001) describe the socio demographic, purchasing and trip behaviours and activity patterns of visitors to wine regions and suggest the existence of wine tourist clusters with distinct geographic, socio demographic and behavioural characteristics.

A number of researchers (see, for example, Park & Lessig 1977; Malhotra 1981; Bearden & Rose 1990; Eastman, Goldsmith & Flynn 1999; Sirgy & Su 2000; Allen 2001; Allen, Ng & Wilson 2002) have studied the relationship between personal values and consumer behaviour, however to date this has not been widely applied specifically to wine tourist segments. Bearden and Etzel (1982) note that while it is accepted that 'people act in

accordance with a frame of reference produced by the groups to which they belong' many individuals do not behave like the majority of people in their recognized group and this behaviour is influenced by whether the products purchased are publicly or privately consumed and luxuries versus necessities. Riley (1995) examines the underlying dimensions of prestige associated with travel and suggests that transfer of prestige is reliant on the contextual, situational and perspective differences of individuals and this in turn is influenced by the product's relative exclusivity and personal or empathetic desirability. Perhaps of relevance to understanding the wine tourist can be found in the propositions put forward by Vigneron and Johnson (1999) in their paper on prestige consumption. They develop a conceptual framework for analysing prestige seeking consumer behaviour, which is defined according to the perceived value (conspicuous, unique, social, hedonic, quality) of the purchase. Travel to a 'good living' tourist destination requires a series of decisions to be made by the tourist at various stages of the travel itinerary planning process.

The quantitative component of the study aimed to provide good living destinations with an understanding of what attributes of holidays are important, the types of lifestyles that are considered ideal, consumer activities and types of information sources visitors used their travel decision.

Aims of the Study

The qualitative part of the study aimed to utilise focus groups, involving participants who are food and wine tourists, in order to explore the meaning of food and wine regions as part of the tourist experience. In addition, other aims were to explore the product constellations purchased by tourists to food and wine regions and also the information search and decision making processes involved with the selection of a 'good living' tourism destination.

The qualitative report focuses on one of the major themes that emerged from the focus groups: the enhancement factors that make the food and wine tourism experience a pleasure.

The quantitative study aimed to develop a questionnaire that would enable data to be collected on the holiday features that were important to food and wine tourists. It also sought to collect information about lifestyle factors, activities and information sources adopted by the holidaymakers.

Chapter 2

METHODOLOGY

Enhancement Factors

During 2003, nine focus groups were conducted: four in Victoria, three in Queensland and two in South Australia.

Selection of Participants

All participants were 'lovers of food and wine'. For five of the focus groups, participants were recruited from both general and academic staff via the university email systems at the three participating universities, Victoria University in Victoria, Griffith University in Queensland and the University of South Australia. Participants for the other four focus groups were recruited through local wine or food clubs in the three states.

A total of 78 people participated: 37 in the four focus groups held in Victoria, 25 in the three focus groups held in Queensland and 16 in the two focus groups in South Australia. There was a mix of both males and females from within the age range 18-65 years.

Procedure

The focus groups were organised in rooms where the participants were able to sit around a single table and where refreshments were provided to enable participants to mingle and relax before the focus groups started.

Each focus group was scheduled to last one hour and proceedings were tape-recorded and transcribed later. Notes were also taken by a person other than the moderator to ensure that a complete record of each session would be available for analysis.

A semi-structured approach was adopted for the focus groups. See Appendix A for a copy of the focus group moderator's guide. After an initial 'round robin' of introductions to make participants welcome, the discussion began with questions relating to the participants' interest in food and wine tourism, the kinds of people they perceive to be interested in it and what attracts people to a food and wine region. Discussion progressed onto what types of experiences are sought when visiting a food and wine region and what the participants associated with 'good living' tourism. Subsequent discussion centred on products for sale in a food and wine region, the attractions visited and what was learned during the visit.

Data Analysis

The focus group discussions were transcribed and the contents were classified using NVivo qualitative data analysis software. The classifications, called nodes, sought to identify key themes associated with wine tourism experiences that came out of the finer grained observations and discussion that emerged.

As each of the interview transcripts was reviewed, passages relevant to these nodes were coded under the relevant node/sub node. Passages relevant to more than one node/sub node were coded under each of the nodes so identified.

The data was analysed by three researchers to ensure validity of the coding scheme. Any coding that differed between researchers was discussed and the best and most valid decision made. Chapter three reports the results for the focus group study.

Consumer Preferences

The Questionnaire

A self-complete questionnaire was mailed out to subscribers of the Spirit House Restaurant and Cooking School, located at Yandina, Queensland. The questionnaire was designed to obtain information about respondents' perceptions, values and opinions in general, and more specifically, as they related to food and wine tourism experiences. This project was exploratory in that it aimed to develop a questionnaire to be used to gain a better understanding of food and wine tourists' holiday and lifestyle preferences.

The first section of the questionnaire was designed to obtain information on what features of a holiday are important. These questions were largely based around a range of issues identified by the researchers in focus groups as well as previous literature (e.g. Williams & Kelley 2001; Tian, Beardan & Hunter 2001). The second section explored the sort of lifestyle respondents adopted. The third section was designed to obtain information about product usage and social interaction levels. The fourth section investigated activities undertaken by respondents. The fifth section compared spending of the sample to others. The sixth section investigated use and helpfulness of a range of information sources. Finally, the last section comprised several demographic items including respondents' gender, age, education level, relationship and employment status, occupation, current lifecycle stage and income level. See Appendix B for a copy of the questionnaire.

Sample

Six thousand questionnaires were printed at Griffith University and then distributed by the Spirit House Restaurant and Cooking School, Yandina, Queensland, using their database of clients throughout Australia. The Spirit House included a copy of the questionnaire with their newsletter mailed out to clients in November 2003. A total of 828 completed questionnaires were received. Not all respondents provided postcode information however from the 203 respondents that did it was determined that the majority of respondents were from Queensland (82%).

Using this method of distribution allowed access to a large number of people with an assumed interest in food, based on their inclusion in the database of a restaurant and cooking school. The limitations of using this method, however, are the loss of control over the distribution process. The sample was biased toward female respondents with approximately 87% being in this category.

Procedure

The questionnaire was sent out to subscribers of the Spirit House via their mailing house. Six thousand copies of the questionnaire were forwarded to the Spirit House for distribution in their newsletter. A prize draw of shopping vouchers was offered as an incentive with each version to encourage responses, with most respondents entering into the draw. Chapter five reports the results of the questionnaire study.

Chapter 3

RESULTS – ENHANCEMENT FACTORS

Enhancement Factors

While the focus group results yielded a wide ranging model of themes, this report will focus on one of these themes - the enhancement factors that help to make the experience of visiting a food and wine region more enjoyable. An integrative process was adopted to identify specific enhancement factor themes. Eight key enhancement factors were identified as existing across the focus groups. These factors comprised authenticity of the experience, value for money, service interactions, the setting or surroundings, product offerings, information dissemination, personal growth and indulgence or lifestyle. A concept map of the enhancement factors is shown in Figure 1.

Figure 1: Model of focus group themes (enhancement factors)
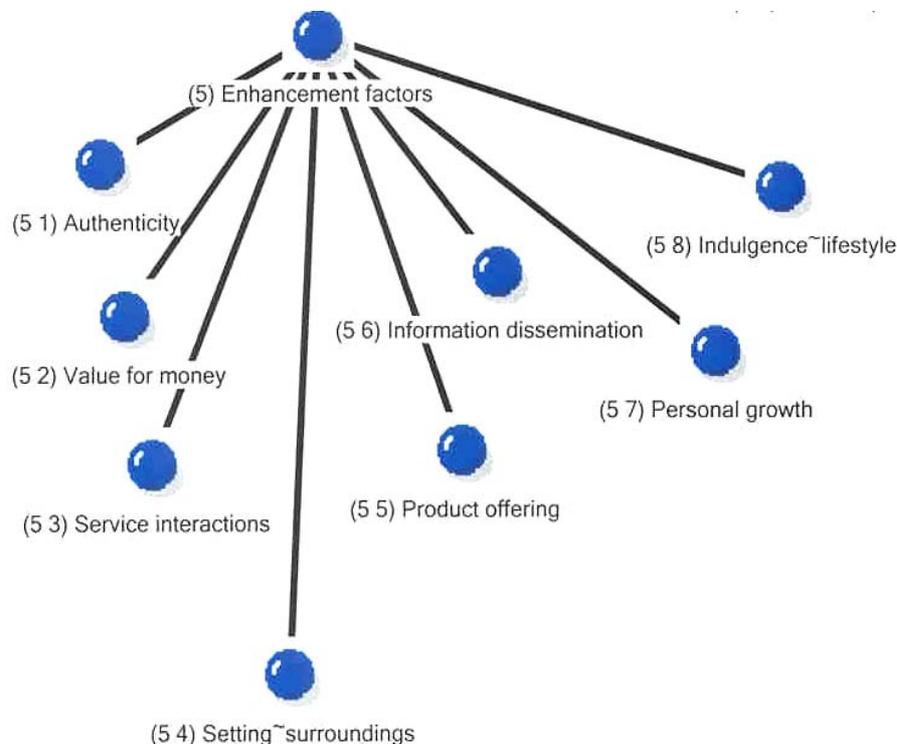
Authenticity

The first theme to emerge was labelled authenticity and was typified by visitors looking for an authentic experience. Authenticity may come from the broader perspective of the location itself, with the winery being 'in the middle of nowhere', or through music festivals and agricultural fairs being conducted in a 'huge paddock' behind the winery. Or it might be the finer details of what can be seen, what is actually happening or the pleasure of being able to talk to the wine maker at the winery. However, participants indicated that they wanted their experience to feel 'real' and to some degree unique to them.

Similarly, the environment where the wineries are located was very important to the visitor. There may be an 'air of romanticism' surrounding the winery but it was definitely 'the whole experience, not just the wine' that was important. In the words of one participant, it was the 'environment or part of that particular region (being visited) … a unique experience that is special to that region.'

A sense of the environment being an authentic part of the experience clearly impacted on how much

enjoyment was derived.

At the winery, visual delights involved something out of the ordinary, such as with the work of winemaking actually going on in front of the visitors. This also applied to other produce like coffee growing as one respondent described 'a family that grow coffee, they will show you how they turn the coffee beans with their feet. They called it the 'family walk.''

Participation in activities was shown to have novelty value too, even picking carrots 'because you want to participate and it's unusual.'

Displays of unusual produce may also attract attention and especially when they relate the produce to the dishes that are served in the restaurant. To be able to purchase from boutique wineries wines that are not available elsewhere, was also something special.

The knowledge of the people at the winery, whether about the history of the winery or that of the family of winemakers and the problems they have faced over the years, for the food and wine tourist, these stories were of interest. However, when it came to knowledge about wine, while visitors liked to learn, they also did not want to feel intimidated by people around them who are very knowledgeable:

> I really liked the more kind of casual, kind of rustic wineries where you would just go and you didn't feel like you were walking into a very sterile environment and clearly being surrounded by people who would know stuff.

Beyond this, getting to know the people, whether at the winery itself or at other food businesses in the region, also made the visitor feel good about the experience. This combination of the authentic product with the familiarity that can develop with the people in the region added another dimension to the tourist experience:

> It's that sense of … developing a kind of affinity with the place that is established by those personal contacts and that lack of packaging, and that sense that you're getting somebody's particular speciality rather than just the stuff with a label on it.

Value for Money

Another theme to emerge was value for money. Getting a 'good deal' or feeling the experience was worth the monetary investment enhanced the overall experience. This doesn't mean people wanted cheap products; rather they wanted to feel they had obtained value for what they spent. Many visitors still expected complimentary wine tasting has this had become accepted as 'part of the ethos' of visiting a winery. However, participants would find a charge to be more acceptable if something extra was offered with it, such as a complimentary wine glass. The price of buying wine at the cellar door was also assessed against what the same wine would cost in the local supermarket and against the experience that goes with the winery visit, as this quote illustrates: 'And you think, is the five dollars (extra) worth the experience of having been to the winery? Sometimes it is, and sometimes it isn't.'

But again, if something extra was offered such as a 'cooler pack' that could take the edge off the higher price. In addition, reasonable shipping costs may also encourage interstate visitors to purchase more wine.

For some though, a higher price paid for local produce at markets is not a problem if the experience is an enjoyable one: 'Money is not the problem. You don't look at price … I'm having fun … It's the value that you put on it.'

And it is not just the wine that must provide value, visitors may 'look for better value accommodation' so that they can get 'a top notch meal for one or two nights' or at least 'eat reasonably well without having to resort to [fast food].'

Service Interactions

A third theme was labelled service interaction and was indicative of the level of customer service extended to tourists. Personal interactions, whether with others on a social level or with the winemaker and winery staff, played an important role in creating the total experience. Most people wanted personal attention and expressed a preference to visiting smaller winery operations where interactions were more personal, rather than being part of a large crowd and having to wait for attention. First impressions of a winery were important and this was reflected in the response to the initial contact person. Further, if the service was good, this could be the determining factor for subsequent visits. As one respondent noted: 'To me it's definitely a service thing. If I go somewhere and it's great wine and great food but the service is no good, there's no way I'll go back.'

Visitors were left with a good impression and felt well disposed towards the operator if they were given time and personal attention. It was the response of the person that was important, as noted about one winemaker: 'She made our visit there the most memorable cellar door I have ever visited. She was just [full of] personality,

engaging, fun, she knew her wine, [was] almost exuberant, enthusiastic.'

Such interactions enabled the visitor to build up memories and provide material to share with friends later at dinner parties. Incidents were remembered that shed a favourable light on the winemaker, ranging from advice about the effect of travelling and heat on wine even though the winemaker may lose sales because of it, to opening an expensive wine for tasting 'just for them'. These made the visitor feel special and left a good impression. All of this carried over into subsequent visits building up into recognition of the visitor by the winemaker and information based on personal knowledge such as this respondent observed: 'So when I went in, he'd say, 'I know a couple of other wines that you'd really like.'

It seems that positive service interactions make the tourist feel welcome, special and important, thus enhancing the overall experience.

Setting – Surroundings

Based upon the findings, it was the location of the winery that attracted people, including the outlook and the scenery, which both formed an important part of the total experience. The weather and the atmosphere may also have helped create or enhance the setting.

On two occasions, when wedding receptions were held at wineries, the experiences were described quite differently but were equally memorable:

When we got there it was hailing and the clouds were rolling down off the mountain so it was absolutely gorgeous. The wine was excellent and we bought wine from that winery so it was a terrific experience.

...as the sun set over the vineyard, over a mountain, they had the ceremony and I think that's just a memory that will last forever.

Visitors may have seasonal preferences for their visits with aspects like open fires in winter 'with a nice bottle of red' adding to the experience.

On a more practical level, some visitors liked to use regional maps of the locality with wineries identified so that they could plan their day and incorporate the scenery as well as the wineries into the drive. Some looked for picnic facilities at the winery where they could bring their food and purchase wine to drink. It was clearly evident that participants were looking for interesting or attractive settings as part of the overall experience.

Variety in the architecture of the wineries was also looked for, whether with historical buildings or modern design. As one respondent noted: 'I really love an area … where you can go from rustic to cutting edge architecture.'

Often the initial presentation of the winery was important, as this respondent observed: 'A number of wineries have a lovely entry way of roses.'

Even wineries in early stages of development were interesting and often attracted visitors to return to see what further developments had taken place since their previous visits.

Furthermore, if the visit were memorable, it seemed that buying wine again at home would bring the experience back to the participant.

Product Offerings

While wine tasting may have been the central purpose of the visit for some, many people looked for a choice of product offerings ranging from the wine itself to local food produce, for example, cheeses that they could purchase to take home. Others looked for a variety of eating places like restaurants and cafés where they could dine 'al fresco' on local produce. It was expected that the wine would be from the local region and, if the purpose of eating was to accompany wine tastings, the availability of seasonal food platters and information about matching food and wine was appreciated.

They had a placemat and on the placemat there was the names of certain wines that they were going to serve this month and then the circle which is the plate actually tells you what is going to be on the plate and there were nine different things on the plate like crocodile, kangaroo, seafood and avocado … [It was nice] to try each wine with each food and to match what works for you and then you could take that away with you.

Besides food and wine, other products were sought, some of which were related to craft activities in the region like woodworking, painting and pottery. However, not all 'gift items' were necessarily approved of, especially if the main focus was to utilise the 'gifts' to advertise the winery. That said, gifts that were associated with wine and food, like wooden bottle openers, were considered appropriate. In addition, some products were intangible like jazz concerts, opera and other similar activities, that were seen as enhancing the total experience:

Many of the wineries have galleries or gift shops or paintings and I think that adds a great deal …I think if you are just going from winery to winery doing tastings, it just gets a little boring … Some have wonderful

outdoor seating areas, some have restaurants, some have galleries, and I think that kind of variety adds a lot to the area.

For many participants, a food and wine experience was enhanced by the type of produce served or by opportunities to purchase other regional products. However, it was mentioned that products should be unique or related to the region.

Information Dissemination

There was considerable discussion about information sources related to wine and food tourism. It was evident that information dissemination was an important enhancement factor for tourists. In particular, respondents identified three major sources of information: print media, including newspapers like The Age with the Epicure supplement and 'glossy' brochures; visitor information centres; and through 'word of mouth' by talking with winery staff and other visitors to wineries. One respondent noted:

It's got a lot to do with the brochure. I'll go 'Oh, that looks interesting, that doesn't'. It's got a lot to do with glossy pictures … and whether someone else has said, 'Oh this place is good.'

The respondents described some of the difficulties they had experienced finding wineries, noting that some regions needed better maps and more signage. Further, they also observed that information about whether visitors were accepted at the winery and opening times of cellar doors was also needed but not always available. Some wines were also hard to find for purchase outside the winery and lists of where the wines were sold, besides at the cellar door, were considered to be useful.

Farmers' markets in the city were also noted to be a useful way of being introduced to the local produce of the region and to attract people to actually visit the region. Information about these sorts of activities was deemed important. In general, when participants had good sources of information about a region, they found they had enhanced experiences.

Personal Growth

For many, a visit to a food and wine region was a learning experience and not just about wine. As one respondent explained, it was: 'The experience of the new area, the beauty of the area, the history of the area, of the whole thing. It's just a whole learning experience.'

Learning about the region, eating and drinking in restaurants and getting to know the people, all contributed to the experience. Interactions with the winemaker and staff, learning about the history of the winery, how the wine is made and matching food and wine helped build up memories that could be revived later. As one respondent noted: 'And it's really a part of remembering a good weekend or a good trip away.'

Thus, a clear theme emerged demonstrating that, for many, personal growth was something to be valued in a wine and food experience.

Discussions with, and listening to, others talking about wine, tours of the winery and special attention from the wine maker all added a special kind of educational value: 'So when you're drinking the wine later, you know where it's come from, how it was made and how it was loved by the wine maker.'

In particular, when there was something unique about the winery the experience became more memorable: 'So if there's something a little bit different or special to that winery that is only there, that makes it sort of a really great experience.'

Indulgence – Lifestyle

The final theme to emerge was to do with lifestyle and the indulgent aspect of the experience. Lifestyle tourism in the context of visits to food and wine regions was described by respondents in words that indicated a total pleasing experience away from the hard work of the week and the stress of the city. Words respondents used that helped to describe the experience included 'country', 'freedom', 'change of pace', 'no pressure', 'indulgence', 'pampering', 'relaxing', 'self-indulgence', 'decadence', 'comfort', 'cosy', 'service/being waited on', 'nurturing', 'social' and 'shopping'. As one respondent put it: 'You know, we've done the hard stuff and now we're pleasuring ourselves a bit.'

This indulgent aspect may be anything from just making a day of it to staying in the region and enjoying the accommodation, food and wine or the overall experience with 'almost that element of decadence'. As this respondent remarked:

There is something really indulgent, taking off on a Sunday and going up to the Yarra Valley, and sitting

somewhere like Domaine Chandon, beautiful gardens, glass of wine, a bit of cheese or something, talking, chatting. I don't know whether it's because I grew up in the country or it's just getting out, away from the hustle and bustle.

And for those who preferred to include some exercise, the pleasure of walking round the vines or cycling if permitted further enhanced the experience: 'combining the exercise ... out there with the vines, that's a great experience.'

Chapter 4

SUMMARY AND RECOMMENDATIONS – ENHANCEMENT FACTORS

Summary

Eight key themes emerged as enhancement factors from this research. Based upon these themes, it can be seen that regional differentiation is an important aspect to consider for food and wine tourism. The findings from the focus groups in this project indicate that there are many aspects to the experience that can be collectively described as enhancement factors. The food and wine tourist is rarely just interested in wine tasting; the total experience is of greatest importance. Whether the visit is a day out from the 'hustle and bustle' and stress of city life or a longer visit for a short break or holiday, there must be a pleasing blend of enhancing components to satisfy the visitor and to encourage return visits.

First impressions were repeatedly stressed by respondents in relation to several of these enhancements; these included first impressions of the scenery surrounding the winery, of the location and entrance to the winery itself as well as of the people at the winery, their manner of greeting and welcoming the visitor. Participants were interested in the diversity of the attractions that a region can offer, not only the wineries themselves but the places to eat, the accommodation, farmers' markets, local crafts, art galleries and shops and an attractive setting. Diversity within the wineries themselves in terms of their different historical backgrounds, their architecture, whether rustic or modern, the associated food offerings, whether top class restaurants, cafés, or shops that sell quality local produce for the visitor to picnic on or to take home, were all mentioned by respondents as providing greater interest to their visit.

Further, the experience must appeal to the physical senses and provide the desired change from working life. To be in and have the freedom of the country, to experience the change of pace with no pressure, to feel indulged, pampered, relaxed, nurtured, even decadent, but certainly to experience the comfort and pleasure of receiving good service, being waited on and enjoying the social aspects of good company, either of friends or the winemakers, make the visit enjoyable.

Value for money is important and some visitors may make trade-off decisions regarding how much they will spend on one aspect, for example accommodation, in order to spend more on another, for example dining out at good restaurants in the region. However, for many, money is not a problem provided that they are 'having fun' and enjoying a quality experience. Decidedly, the quality of the experience is a contributing factor regarding how much more money visitors are prepared to spend on wines from the cellar door and on purchasing local produce.

In order to ensure that the experience begins well, adequate information is necessary for visitors to plan their trip, for example, maps or brochures or information from visitor information centres. Once in the region, 'local knowledge' information from winery and visitor information centre staff can further assist visitors in planning their itinerary.

The need to feel welcome, to be recognised and to enter into discussion with the winemaker to learn more about the winery and winemaking in an enjoyable way without feeling intimidated, all contribute to making the visitor feel special. This is particularly the case if visitors feel they are specially invited to taste a certain wine or given information 'just for them'.

For some, good service is a determining factor for subsequent visits, once again highlighting the importance of personal interactions. It is the memories that the visitors take away with them of the unique aspects of their visit and the familiarity that they have developed with the people of the region that also help to bring people back time and time again. The purchase of local produce for later consumption can also rekindle these memories, ensuring the region is not quickly forgotten and more likely to be visited again and/or recommended to friends.

Recommendations

The following recommendations are based upon the findings just described.

The Environment

For those food and wine regions within easy driving distance from the major cities, the tranquillity of the countryside needs to be preserved in order to allow visitors to feel that they have 'escaped' from the stress of the city. This requires careful planning of activities within the region so that areas of tranquillity are preserved. Similarly, each food and wine outlet could consider the uniqueness of the environment and create their own point of differentiation.

Maps and Signage

While all food and wine regions need to ensure that visitor maps are available with winery locations clearly marked and adequate signage in place, for those with a complexity of roads even more attention needs to be paid to this essential information source. This is an important way of investing promotional dollars to enable the food and wine tourist to find the attractions they want to visit. Information about opening hours could, ideally, be incorporated into such informational maps.

Provision of Infrastructure

Regions that attract more visitors for longer stays need to ensure that sufficient infrastructure of a good standard is available in terms of accommodation and places to eat. Again, investing in brochures disseminating such information is important. The addition of picnic areas within the winery setting is recommended.

First Impressions

First impressions need to be evaluated for each 'layer' of the region from the first glimpse of the region by road to the entrances to the wineries and the welcome from winery staff on arrival, in order to ensure that potential visitors are not discouraged even before they experience what the region, winery or other attraction has to offer. It is advisable to concentrate efforts into making first impressions good ones.

Service Quality

Service quality needs to be emphasised at each and every attraction with as much personal attention for visitors as can be feasibly provided, in order to encourage the building of relationships in the region and 'good memories' for visitors to take home. Proper customer service training needs to be considered to ensure that tourists are made to feel welcome.

A Learning Experience

Many visitors like to learn informally on their food and wine tourism trips and this needs to be considered when designing displays and during personal interactions with visitors in the winery or food produce operation. Lessons on, for example, wine making or food preparation using regional produce, could also be included in product development.

Product Offerings

The availability of quality produce, wine and local produce as well as artwork and crafts for visitors to purchase needs to be addressed, as these purchases are likely to remind food and wine tourists of their stay long after their visit. At the point of purchase, the display of, and information about, products is important. There still appears to be an opportunity to make more of regional produce. While some places include regional produce on the menu it may be viable to expand this area and also include information about the produce, thus enhancing the experience for consumers.

Chapter 5

RESULTS – CONSUMER PREFERENCES

Demographic Profile

In the following section, the results regarding demographic information such as gender, age, employment status, education level, household income and marital status, are reported. Tables 1 and 2 show the summary of the demographic profile of the respondents.

Table 1: Demographic profile (n = 828)

Sample Characteristic		Percentage
Gender	Male	12.7%
	Female	87.3%
Age	15-24	1.3%
	25-34	12.7%
	35-44	27.7%
	45-64	52.6%
	65+	5.7%
Education	Yr 10 or less	6%
	Yr 11 or Yr 12	11.5%
	Certificate/Diploma	16.9%
	Trade Qualifications	3.6%
	University/College Degree	35.8%
	Postgraduate Degree	24.9%
	Other	1.2%
Household Income	<$20,000	1.2%
	$20,000-$30,000	3.5%
	>$30,000-$40,000	6.7%
	>$40,000-$50,000	10%
	>$50,000-$70,000	19.5%
	>$70,000-$100,000	23.8%
	>$100,000-$150,000	20.8%
	>$150,000	14.5%
Marital Status	Married	70.3%
	Couple	11.6%
	Single	10.3%
	Separated/Divorced/Widowed	7.4%
	Other	0.5%

The majority of respondents were female (87.3%), in the 45-64 age bracket (52.6%) and married (70.3%). Many were well educated with either University or College degrees (35.8%) or a Post-graduate degree (24.9%). Many reported household incomes of $70,000 or greater (59.1%).

Table 2: Employment status and occupation (n = 828)

Sample Characteristic		Percentage
Employment Status	Full Time	36%
	Part-Time	18.2%
	Self-Employed	16.6%
	Casual	6.2%
	Retired	15.6%
	Not Employed	5.2%
	Other	2.2%
Occupation	Administrative/Clerk	11.8%
	Professional	50.5%
	Sales/Tradesman	12.8%
	Artist/Designer	2.5%
	Cust. Service/Care/Hospitality	10.1%
	Other	12.3%

The majority of respondents were employed (70.8%) with professional occupation being reported by over half of the employed respondents (50.5%). Approximately 15% of respondents were retired.

Holiday Patterns

Respondents were asked how many times a year they go on a holiday and how long their holidays last. Table 3 shows the summary of the frequency and length of taking a holiday.

Table 3: Holiday frequency and length (n = 828)

Sample Characteristics		Percentage
Holiday Frequency	Once a year	21.8%
	Twice a year	39.3%
	Three times a year	21.5%
	Four times a year	12.1%
	Other	5.2%
Holiday Length	Weekend only	1.1%
	Short-break (3-4 days)	12%
	One week	27.2%
	Two weeks	39.2%
	One month	11.3%
	Other	9.2%

Almost 40% took a holiday twice a year while holidaying once a year (21.8%) and three times a year (21.5%) was also common. When the respondents did take a holiday, almost forty percent of them reported holidaying for two weeks. The second most common holiday length was one week with shorter and longer breaks being less common.

Respondents were also asked which food and wine regions they visited in the last three years. Figure 2 shows the breakdown of major food and regions visited by respondents while Figure 3 shows the top five specific regions visited in Australia.

Figure 2: Percentages of major food and wine regions visited (n = 828)
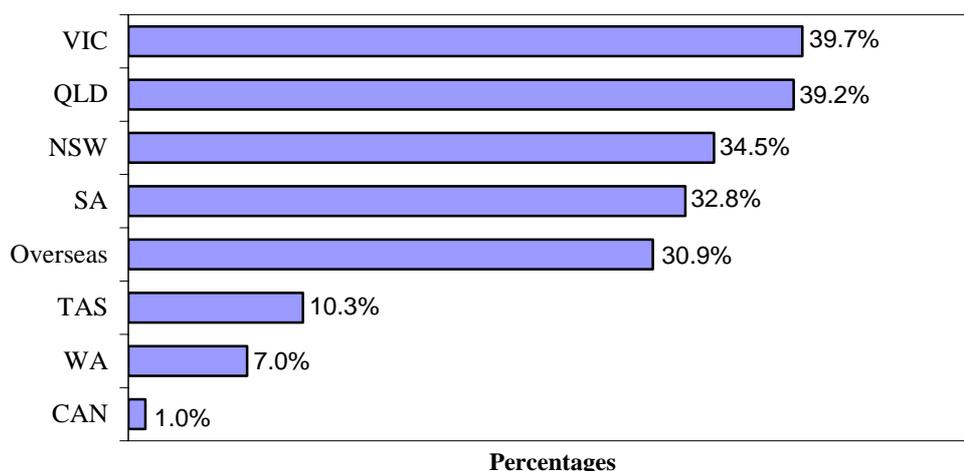
Victoria (39.7%) and Queensland (39.2%) were regions most visited by respondents followed by New South Wales (34.5%), South Australia (32.8%) and Overseas regions (30.9%). Much less visited were regions in Tasmania (10.3%), Western Australia (7%) and Canberra (1%).

Figure 3: Percentages of top five specific food and wine regions visited (n = 828)
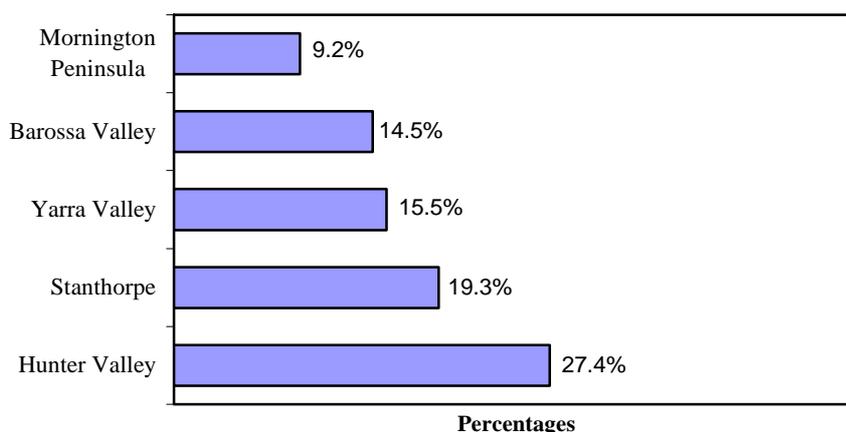
The five most visited specific regions within Australia were Hunter Valley (27.4%), Stanthorpe (19.3%), Yarra Valley (15.5%), Barossa Valley (14.5%) and Mornington Peninsula (9.2%).

Likelihood of Taking a Holiday Based Around Food and Wine Activities in the Next 12 Months

Respondents were asked to indicate how likely they were to take a holiday based around food and wine activities in the next twelve months. Figure 4 shows the results. Forty-eight percent of respondents were either very likely or likely to take a food and wine holiday in the next 12 months. In contrast, 31% were unlikely or very unlikely to do the same.

Figure 4: Percentages of likelihood of food and wine activities in the next 12 months (n = 828)
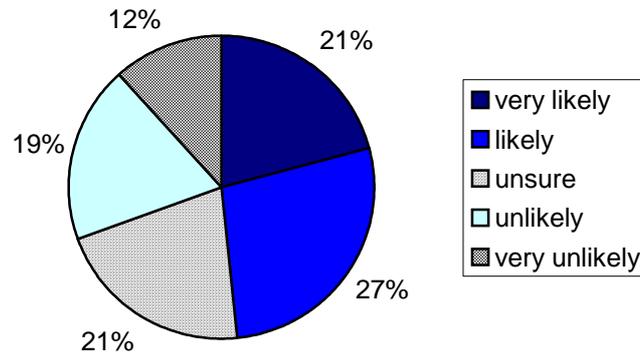
Important Factors When Taking a Holiday

The Ideal Holiday scale consisted of a range of questions regarding the importance of attributes when taking a holiday. Respondents answered on a one to seven scale, where one meant 'very unimportant' and seven meant 'very important'. The results, displayed in Table 4, indicate that pleasure, happiness and enjoyment were most important to respondents' holiday choice. Other important and more tangible factors related to the destination offering beautiful surroundings and the opportunity to engage in positive customer service interactions.

Less important when taking a holiday were aspects relating to improving one's social standing among friends or associates. Specifically, respondents were less concerned with impressing one's social group and engaging in activities that met with how they wanted others to see them. Similarly less important was the chance to purchase rare and expensive wines that are unavailable elsewhere.

Table 4: Important factors when taking a holiday

Important factors	Mean (Scale: 1 to 7)
It gives me pleasure	6.29
It makes me feel happy	6.28
I choose a destination because I think I will enjoy myself not one dictated by social acceptability	6.20
The destination offers beautiful surroundings	5.98
The people I meet are very welcoming	5.98
I have positive interactions with the customer service people	5.94
I am able to get in touch with nature	5.22
The destination offers me a chance to learn new things	5.20
The holiday destination is not visited by mass tourists	5.17
It makes me feel inspired	5.17
Regional produce unique to the destination is available	5.16
My holiday choice is determined by whether I think I will enjoy myself and not dictated by price	5.15
The destination offers new experiences	5.14
It makes me feel enlightened	4.98
I do not have to spend a lot of money to enjoy the holiday	4.82
There will be opportunities for me to indulge myself	4.82
The experience allows me to develop as a person	4.73
I have not been to the destination before so that I am always exploring new things	4.45

Important factors	Mean (Scale: 1 to 7)
The destination is unusual or undiscovered	4.27
The holiday experience will be something I can talk about to my friends	4.19
I am able to get luxuries and extras even if I have to pay extra	4.10
The destination has been recommended by friends and/or associates	4.01
It will allow me to gain knowledge that I can share with my friends	3.90
The destination is one that I have heard about from friends and/or associates	3.71
The destination offers experiences that my friends have not yet experienced	3.51
I have had previous experience with the holiday place so that I know the service will be good	3.51
The destination is popular among my friends and/or associates	3.11
I can purchase rare and expensive wines that are not available elsewhere	2.60
It will allow me to engage in activities that meet with how I want others to see me	2.37
It will impress my social group	2.08

Using a statistical technique (Factor Analysis, see Appendix C for explanation) we looked for specific dimensions of importance to this sample. Thus, the 30 items of importance displayed above were grouped into various themes. In total, seven key themes were identified that help describe holiday importance dimensions.

Enjoyment and Pleasure

The theme identified as most important by respondents related to the enjoyment and pleasure of the holidaying experience. As illustrated in Figure 5, this theme received an overall rating of 6.25. The items comprising this theme were mainly to do with deriving pleasure, happiness and enjoyment from the holiday experience.

Figure 5: Importance of enjoyment and pleasure
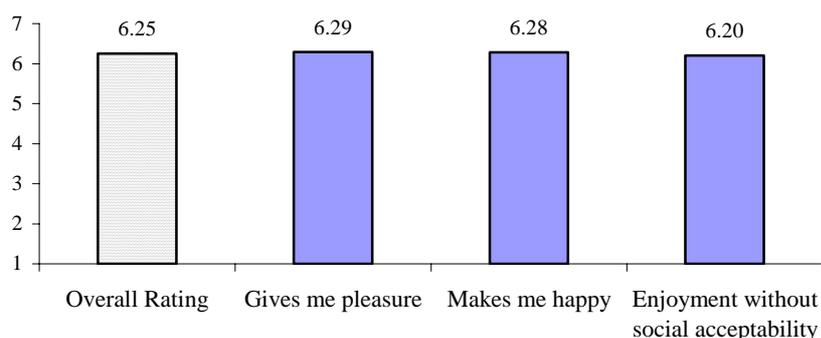
All three items scored highly, with an average rating of six or above. This suggests the critical importance of enjoyment and pleasure in choosing a holiday destination. Overall, 94% of respondents considered this set of items to be somewhat to very important.

Pampered

The next most important theme identified in this study was the importance of being pampered while on holiday (see Figure 6). This theme is made up of four items which focus upon indulgence, feeling good and being pampered.

Figure 6: Importance of being pampered
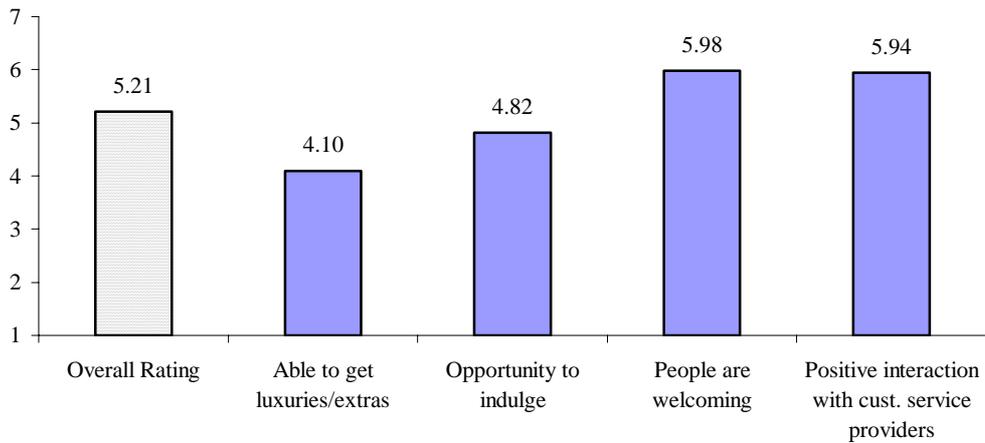
Feeling welcome and having positive interactions with customer service people were the most important items within this theme. Within this context, a positive interaction may well signal the special touches provided by personalized versus standardized service. Opportunities to indulge oneself and having access to luxuries and extras were relatively less important. Overall, 67.5% agreed being pampered was somewhat to very important.

The Setting

Comparable in importance to being pampered was the importance of a beautiful or undiscovered setting hidden away from mass tourists (see Figure 7).

Figure 7: Importance of beautiful/undiscovered surroundings
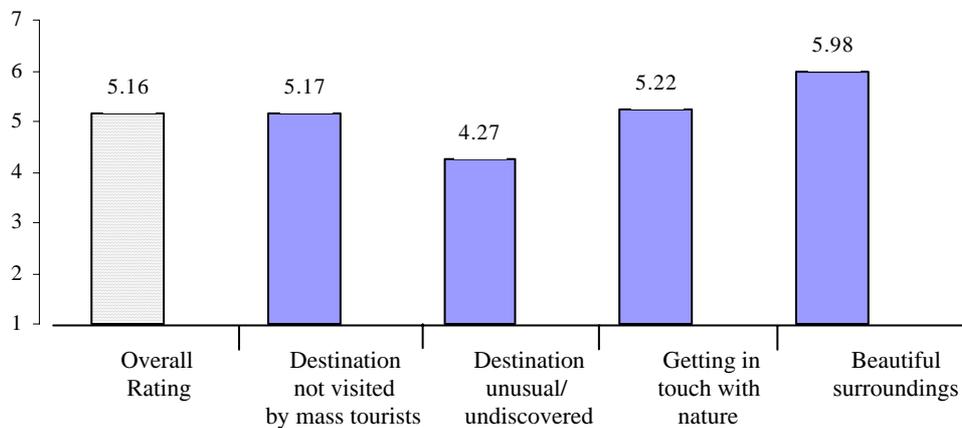
This theme with an overall rating of 5.16 was shown to be somewhat important to respondents when taking a holiday. While a moderate importance rating was given for the destination being unusual or undiscovered, the other items within the theme rated much higher. In particular, the beauty of surroundings was rated as very important. Overall, 64.5% of respondents considered this set of items to be somewhat to very important.

Inspirational

The 'inspirational' theme, involving the personal growth and experiences that people undergo while holidaying, was also deemed to be somewhat important to respondents. This theme represents feelings of

inspiration, enlightenment and opportunity for growth. Figure 8 shows the average ratings for each of the three questions that comprised this theme and an overall rating.

Figure 8: Importance of 'inspirational' theme
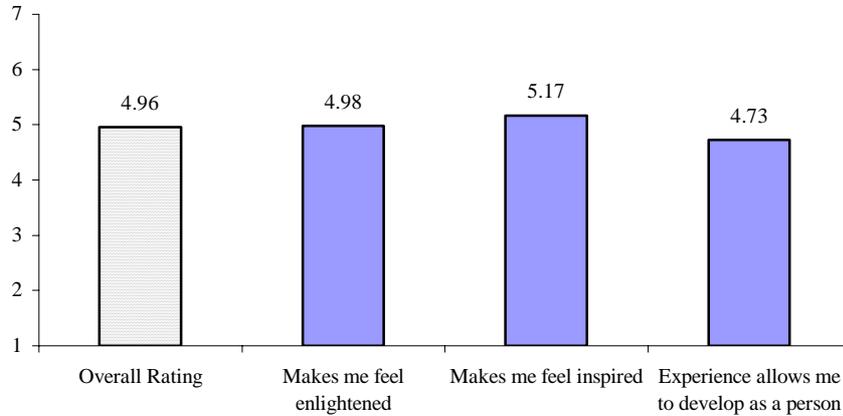
The single item 'makes me feel inspired' was rated the most important item of this theme while developing as a person was least important. Overall, 68.5% of respondents considered this set of items to be somewhat to very important.

Novelty

The fifth most important theme to emerge related to the novelty of the holiday experience (see Figure 9).

Figure 9: Importance of novelty
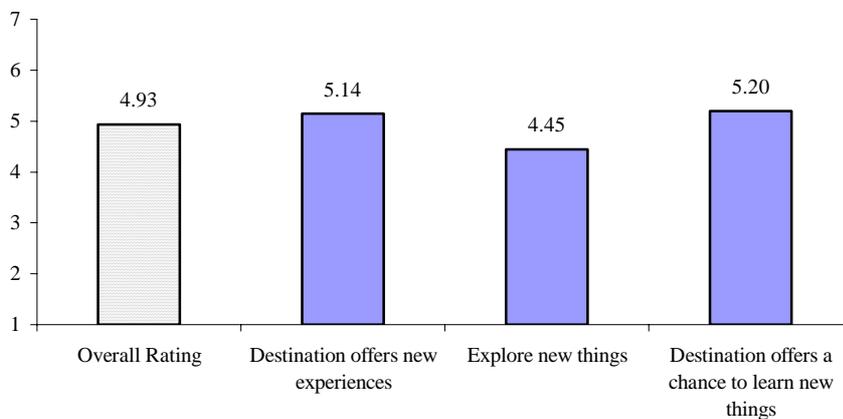
The items within this theme were moderately important factors in holiday choice. Having the opportunity to learn new things and partake in new experiences was more important than exploring new things. Overall, 55% of respondents considered this set of items to be somewhat to very important.

Past Experience and Friend's Influence

Less important to respondents' holiday destination choice was the past experience and influence of friends or associates. Figure 10 shows the average ratings for the three questions that comprised this theme and the overall rating.

Figure 10: Importance of past experience and friends/associates influence
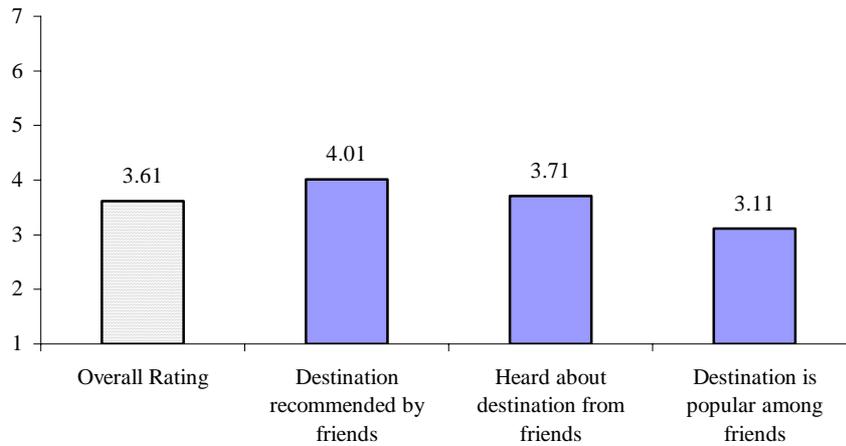
Of the three items which make up this theme, the destination being popular among friends was least important. The destination being recommended by friends was relatively more important, and highlights the significance of 'word of mouth'. Only 16% of respondents indicated this theme was somewhat to very important.

Social Self-Enhancement

The theme identified as least important by respondents related to 'social self-enhancement'. Figure 11 shows the average ratings for the four items that made up this theme and an overall rating.

Figure 11: Importance of social self-enhancement
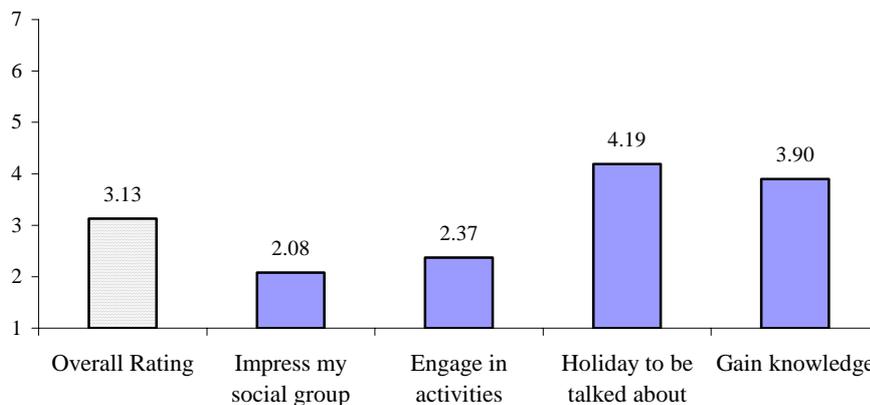
With an overall rating of 3.13, being able to self-enhance socially was not seen as important when taking a holiday. However, there was a great deal of variation in the individual items within this theme. The most important item with an average rating of 4.19 was whether the holiday experience would be something to talk about to friends. Gaining knowledge that one can share with friends was second most important with a rating of 3.90. In contrast, impressing a social group or engaging in activities that meet with how one would want others to see oneself was not a defining factor in taking a holiday. Only 6.5% of respondents indicated this theme was somewhat to very important.

Summary of Importance Factors

Figure 12 shows the overall ratings for each theme.

Figure 12: Summary of overall ratings for each theme
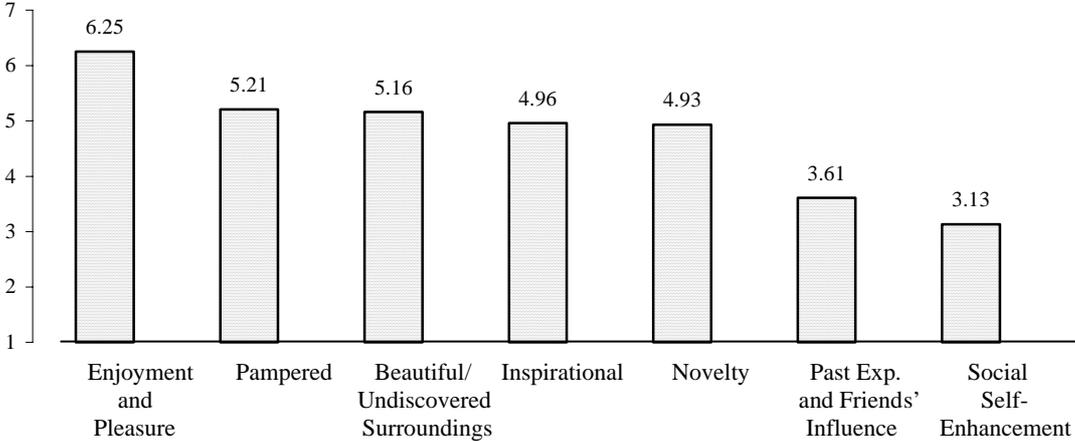
Enjoyment and pleasure was the most important theme when choosing a holiday destination, with an overall rating of 6.25. This was followed by the pampering aspect (5.21), the beauty of surroundings (5.16) and more person-based themes such as 'inspirational' (4.96) and 'novelty' (4.93). Past experience and the influence of friends received a much lower importance rating at 3.61. The least important theme when choosing a holiday destination was the aspect of social self-enhancement, with an overall rating of 3.13.

Items That Did Not Load on any Theme

Some items did not fit easily into any of the themes just described and were hence removed from the analysis. Further explanation on these removals has been provided in Appendix C. Figure 13 shows the individual items that were removed and their average scores.

Figure 13: Items that did not load on any theme
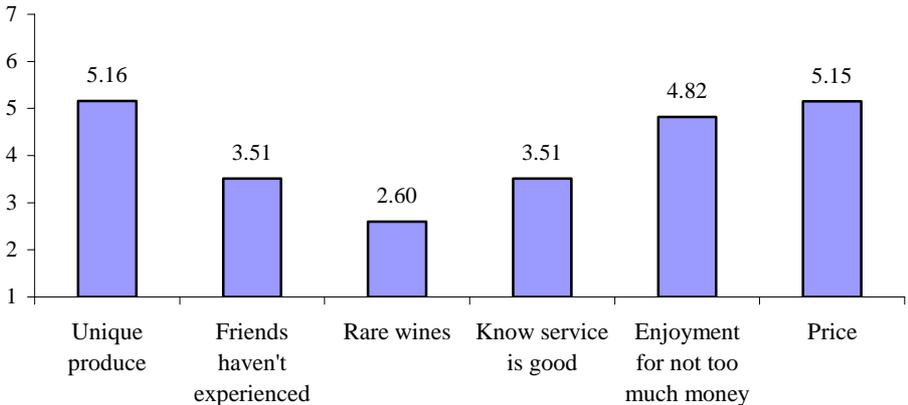
Although these items did not group together with other items to form a theme, they nevertheless indicate the strength of importance respondents placed on certain factors and are therefore important in their own right. Of particular import were the availability of unique produce and the idea that one would enjoy oneself and not be dictated by price. Selecting holiday destinations friends have not experienced or on prior knowledge of the service was less important, as was the destination offering rare and/or expensive wines.

Information Sources

In this section of the questionnaire, we were interested in gaining an understanding of the various information sources and their importance when choosing a destination. In particular, the frequency of utilizing each information source was measured. The results are presented in Figure 14, rank ordered from most to least frequently used.

Previous experience was rated by the vast majority of people as the most utilised information source when choosing a holiday destination. Next, brochures and word of mouth were important information sources with 87.3% and 85.9% respectively. The Internet was widely used with just over three-quarters citing this source. Motoring organisations and exhibitions or travel shows were used less often, at 41.6% and 35.4% respectively. Radio at 14.8% and wine clubs at 10.3% were the least utilised information source when choosing a destination.

Figure 14: Percentages of utilising each information source
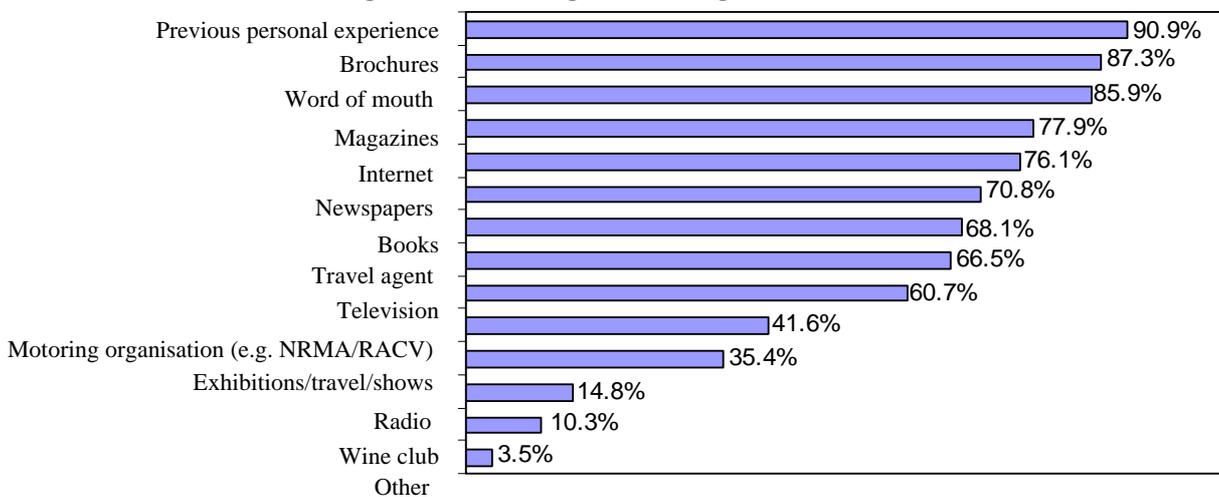
Perceived Helpfulness of Information Sources

In addition, each information source was rated on how helpful they were. Respondents rated each information source as either 'very helpful', 'helpful' or 'not at all helpful'. The results are presented in Figure 15.

Previous personal experience was shown to be the most helpful information source with 68.6% of the responses being 'very helpful' and 30.7% 'helpful. The second most helpful information source was the Internet with 52.2% indicating this source as 'very helpful'. All other information sources were mostly rated as 'helpful' with word of mouth, travel agents and books having substantial proportions of 'very helpful' ratings as well. Radio and wine clubs were deemed least helpful with 24.2% and 23.8% respectively. This may be because these sources are very region specific.

Figure 15: Percentages of helpfulness for each information source
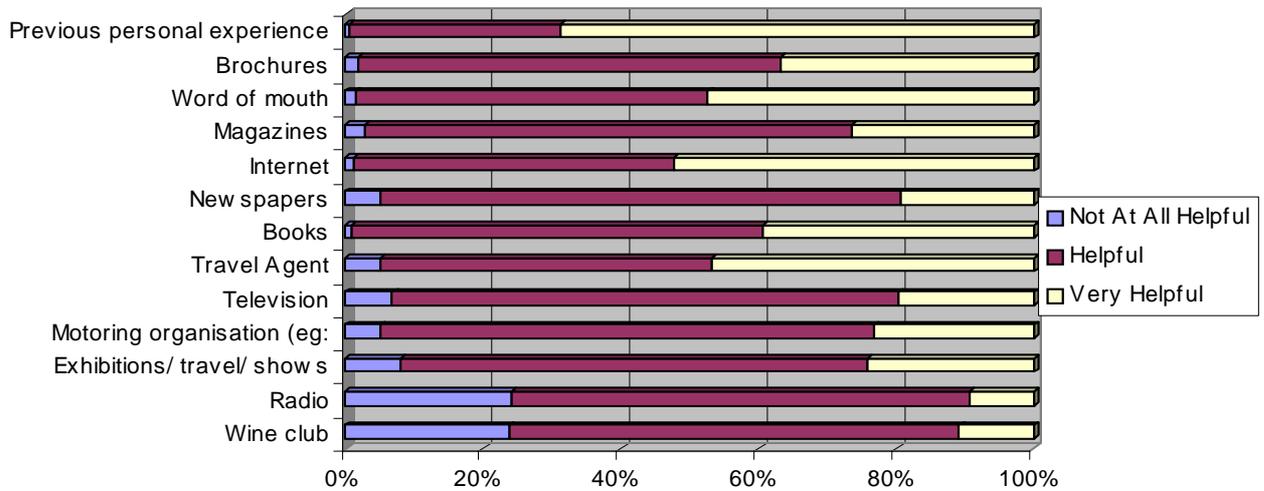
Ideal Lifestyle

In this section, questions were asked regarding respondents' ideal lifestyle, or the type of lifestyle they would prefer most. This was assessed by asking the respondent how much they agreed a particular word (descriptor) represented their ideal lifestyle. Respondents were instructed to answer on a one to seven scale where one meant 'strongly disagree' and seven meant 'strongly agree'. The results are presented in Table 5.

The results show that most people see an ideal lifestyle as one that is comfortable, healthy, harmonious and relaxed. More active and sociable lifestyles were ranked in the middle of the ideal lifestyle range while the least ideal lifestyles for this group were traditional, country style and hip.

Table 5: Respondents' ideal lifestyle

Lifestyle	Mean (Scale: 1 to 7)	% of sample indicating agreement[*]
Comfortable	6.28	96.5%
Healthy	6.28	95%
Harmonious	6.16	91.5%
Relaxed	5.94	91%
Fun	5.89	91%
Peaceful	5.89	89.5%
Hassle free	5.72	82.5%
Stimulating	5.68	87%
Active	5.65	87%
Sociable	5.61	85.5%
Family oriented	5.41	73.5%
Exciting	5.37	80%
Simple & uncomplicated	5.32	74.5%
Modern	4.99	66.5%
Quiet	4.94	66%
Contemporary	4.77	59.5%
Refined	4.65	55.5%
Luxurious	4.54	54%
Traditional	4.21	45%
Country style	3.79	36.5%
Hip	2.79	16.5%

* The percentage figures are rounded to .5% and represent the proportion of respondents who slightly to strongly agreed with the ideal lifestyle descriptor.

A statistical technique similar to the one used in testing the Ideal Holiday scale was used to reduce the number of ideal lifestyle items into a more meaningful sub-set. In all, five key themes were revealed.

The Simple Life

With an overall rating of 5.76 out of seven, respondents were most endeared with the theme labelled 'the simple life'. This theme was made up of six items relating to simple life pleasures such as peace, harmony, health and relaxation. The items which respondents agreed most described their ideal lifestyle were 'healthy', 'harmony', 'relaxed' and 'peaceful', in that order. Respondents were less likely to agree that the word 'quiet' described their ideal lifestyle (see Figure 16).

Figure 16: Importance of simple life
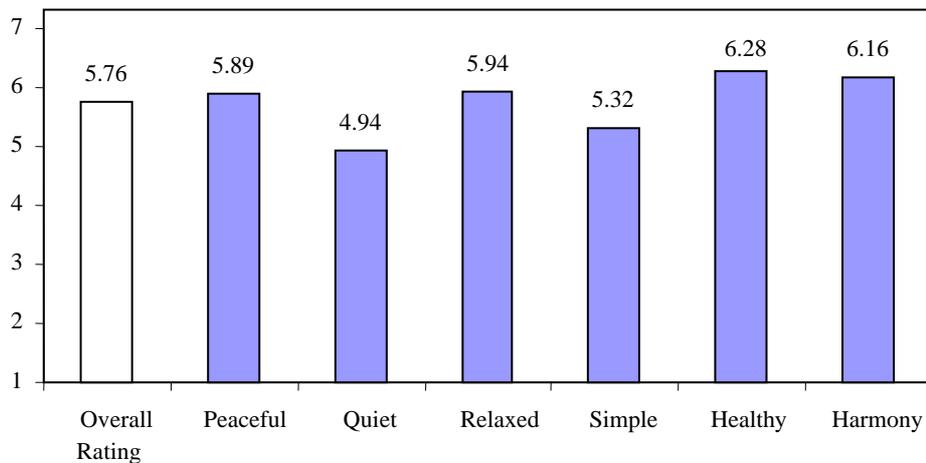
The Active Life

An active lifestyle was another theme respondents were highly likely to describe as their ideal lifestyle. 'The active life' theme was made up of five items, characterised by terms such as 'fun', 'exciting' and 'stimulating'. All five items received moderately-high ratings, with respondents displaying a greater tendency towards the 'fun' lifestyle descriptor (see Figure 17).

Figure 17: Importance of active life
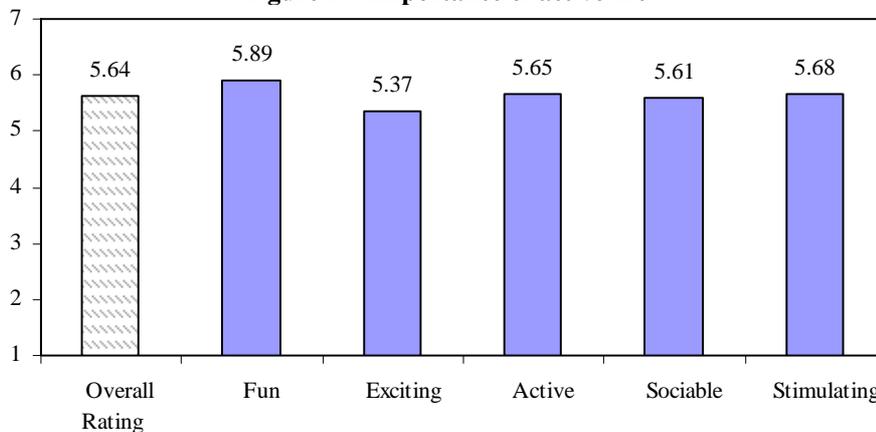
The Comfortable Life

The next theme respondents identified with was characterised by comfort and luxury. This theme, labelled 'the comfortable life', was shown to be moderately idealistic to respondents. Within this theme, 'comfort' was more significant than 'luxury'. Figure 18 shows the average ratings for the two questions that comprised this theme, together with an overall rating.

Figure 18: Importance of comfortable life
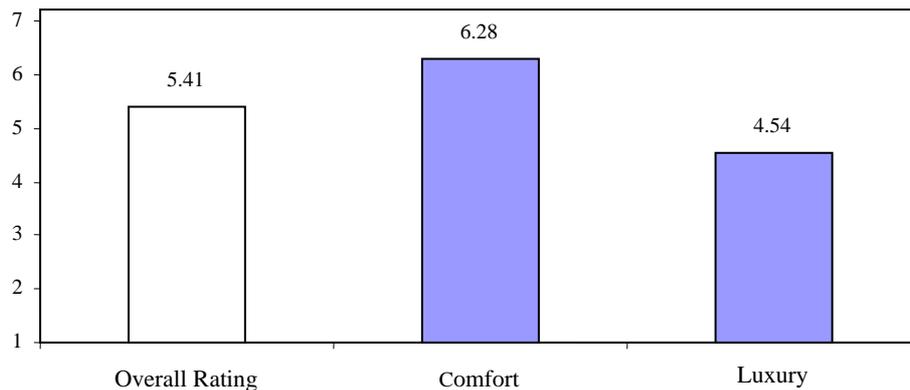
The Trendy Life

A trendy lifestyle was another theme to emerge from the Ideal Lifestyle scale. This theme, consisting of descriptors such as 'contemporary' and 'refined', was less likely to epitomise respondents' ideal lifestyle. Of the three items which made up the theme, the term 'modern' held most appeal with an average rating of 4.99 out of seven (see Figure 19).

Figure 19: Importance of trendy life
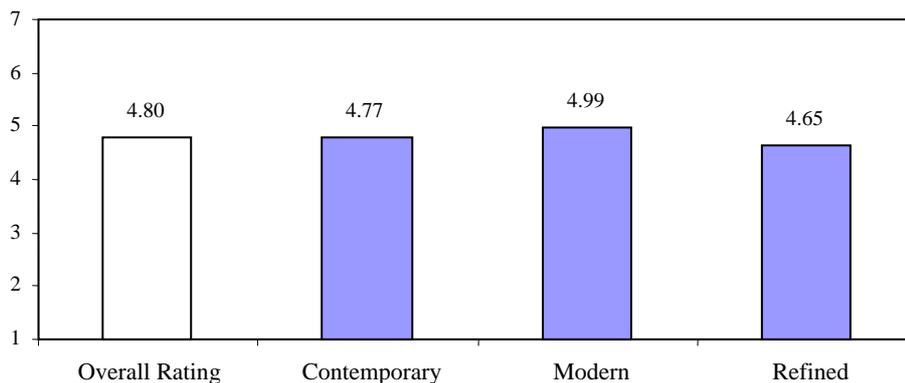
The Country Life

The final lifestyle theme, identified as 'the country life', was least attractive to respondents. Only two items made up this theme: 'traditional' and 'country'. Respondents related more to the 'traditional' term although the low average scores for both items indicate they are less than ideal in describing respondents' perfect lifestyle. Figure 20 depicts the overall rating and individual ratings for this theme.

Figure 20: Importance of country life
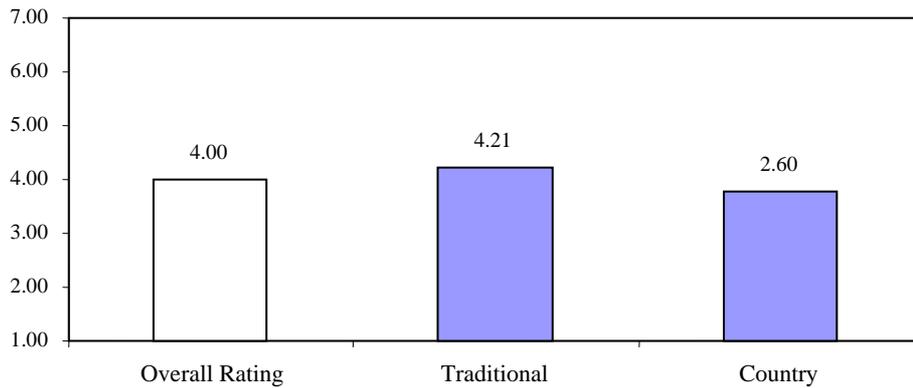
Summary of Ideal Lifestyle Factors

Figure 21 summarises the overall ratings for each of the FIVE ideal lifestyle themes. Respondents clearly favoured a simple and/or active lifestyle.

Figure 21: Summary of overall ratings for each theme
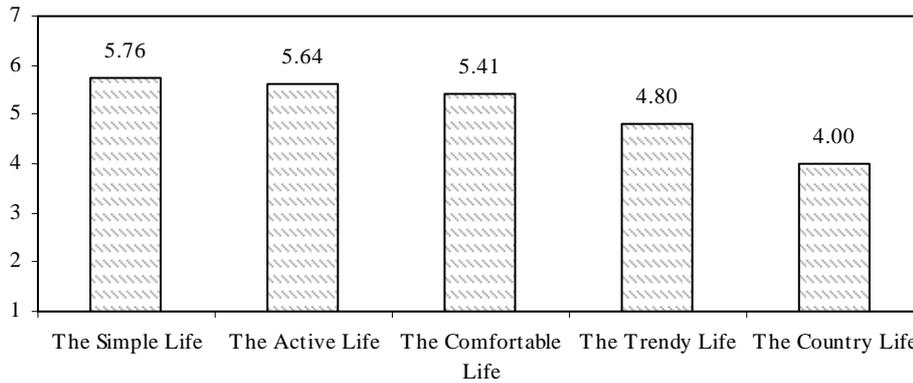
Items That Did Not Load on any Theme

Three items of the Ideal Lifestyle scale could not be grouped into any of the five lifestyle themes previously described. This indicates the items are stand-alone factors in describing one's ideal lifestyle. As seen in Figure 22, respondents were most likely to agree that their ideal lifestyle would be one which was 'hassle-free'. In contrast, a 'hip' lifestyle was not one respondents aspired to.

Figure 22: Items that did not load on any theme
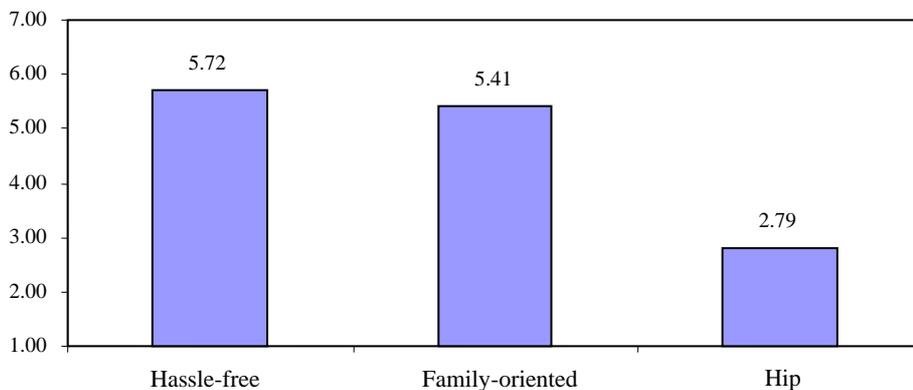
Personal Preferences

Personal Social Preferences and the Importance of Originality in Obtaining Products

Table 6 displays the results from the 16-item Uniqueness and Sociability scale. Responses indicate that the food and wine tourists that made up this sample enjoy and prefer being around other people. In particular, respondents welcome the opportunity to mix socially with people (5.77) and like being with people (5.72).

Respondents were less likely to express a desire to be unique when buying new products or brands. This is evidenced in the low ratings for items such as 'collecting unusual products as a way of telling people I'm different' and purchasing 'unusual products or brands as a way to create a more distinctive personal image'.

Table 6: Results from Uniqueness and Sociability Scale

Personal preferences	Mean (Scale: 1 to 7)
I welcome the opportunity to mix socially with people	5.77
I like to be with people	5.72
I prefer working with others rather than alone	5.20
I'd be unhappy if I were prevented from making many social contacts	4.95
I find people more stimulating than anything else	4.70
I often try to find a more interesting version of run-of-the-mill products because I enjoy being original	4.17
The products and brands that I like best are the ones that express my individuality	4.01
Having an eye for products that are interesting and unusual assists me in establishing a distinctive image	3.74
I often look for one-of-a-kind products or brands so that I create a style that is all my own	3.71
Often when buying merchandise, an important goal is to find something that communicates my uniqueness	3.57
I often combine possessions in such a way that I create a personal image for myself that can't be duplicated	3.56
I'm often on the lookout for new products or brands that will add to my personal uniqueness	3.31
I actively seek to develop my personal uniqueness by buying special products or brands	3.26
I often think of the things I buy and do in terms of how I can use them to shape a more unusual personal image	3.20
I have sometimes purchased unusual products or brands as a way to create a more distinctive personal image	3.15
I collect unusual products as a way of telling people I'm different	2.84

Factor Analysis was undertaken on the Uniqueness and Sociability scale as a means of reducing the 16 items to common themes. This analysis revealed two key themes, 'Sociability' and 'Uniqueness'.

Sociability

The 'sociability' theme is indicative of a desire to mix and be with others. With an overall rating of 5.27 out of seven, respondents moderately agreed that this theme described them. Particular items within the theme were more accurate descriptors than others. For example, respondents were more likely to agree that they welcome the opportunity to mix socially with people and that they enjoy being with people. Respondents were less likely to agree they find people stimulating and that they would be unhappy if they were prevented from making many social contacts, indicating perhaps that they are not totally dependent on the kindness of others.

Figure 23: Importance of sociability
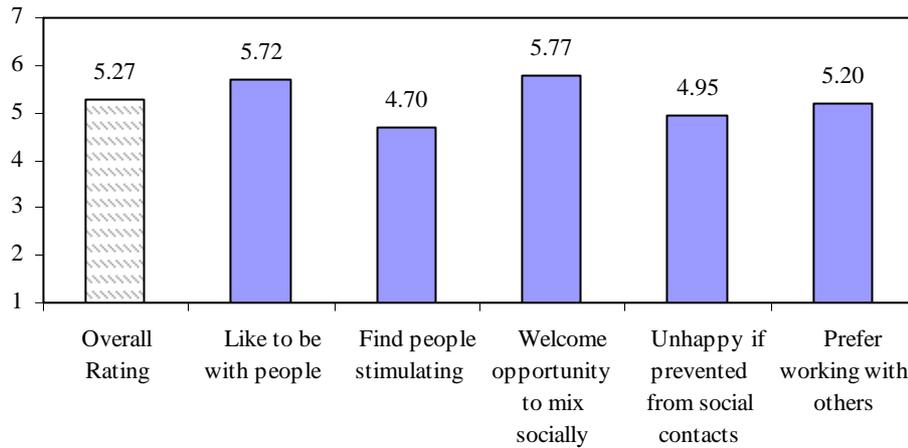
Uniqueness

The other theme was identified as 'uniqueness' and consists of 11 items relating to the importance of obtaining products or brands which display one's uniqueness or individuality. As can be seen in Figure 23, respondents did not convey a lot of importance to accumulating products as a means of expressing their uniqueness.

Figure 24: Importance of uniqueness
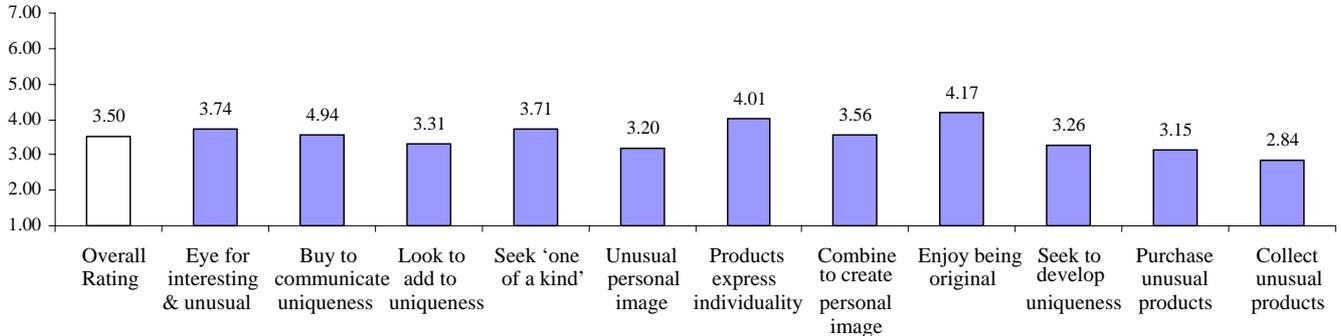
Activities that Provide Enjoyment

In this section we were interested in finding out more about the specific activities that respondents enjoyed. To do this, we asked respondents to rate their level of enjoyment on a range of activities. Table 7 presents the ranked mean scores for each of these activities.

The most enjoyable activities were going on holidays (6.74), dining out (6.65) and visiting places of natural beauty (6.41). Respondents rated reading motor magazines (2.10), watching car races (2.25) and gaming (2.70) as least enjoyable.

Table 7: Enjoyment of activities

Activities	Mean (Scale: 1 to 7)
Going on holidays	6.74
Dining out	6.65
Visiting places of natural beauty	6.41
Cooking	6.27
Going out for coffee	6.14
Going to concerts and theatre	6.00
Farmers markets	5.88
Going to festivals or special events	5.86
Having dinner parties	5.84
Attending cooking classes	5.78
Reading food magazines	5.75
Visiting exhibitions, art galleries, museums	5.71
Watching TV programs about food and wine	5.70
Visiting wineries	5.67
Driving holidays	5.64
Exercise	5.58
Shopping for clothes	5.46
Listening to classical music	5.40
Romantic films	5.36
Reading home & lifestyle magazines	5.35
Listening to modern music	5.30
Bush walking	5.11
Foreign (art house) films	4.88
Watching TV programs about home renovations	4.69
Boating	4.57
Attending wine appreciation classes	4.53
Attending yoga classes	4.42
Action films	4.41
Making handicrafts	4.37
Watching live sport	4.33
Reading fashion magazines	4.32
Shopping for groceries	4.28
Reading wine magazines	4.27
Going to the gym	4.02
Wine club activities	4.01
Reading business magazines	3.22
Gaming e.g. casinos, horse racing	2.70
Watching car races	2.25
Reading motoring magazines	2.10

Using Factor Analysis, we looked at specific dimensions of activity enjoyment levels for this sample. From this analysis, we identified five key themes that help describe the enjoyment levels of respondents.

Getaway

The theme seen as most enjoyable by respondents was labelled 'getaway'. Figure 24 displays the individual items that make up the theme together with the overall rating.

Figure 25: Importance of a getaway
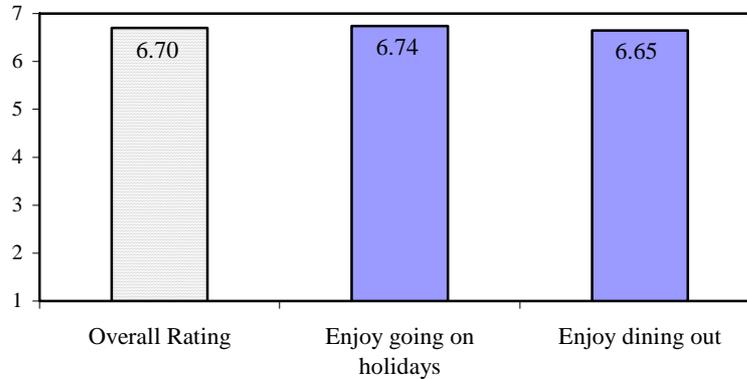
Respondents indicated they highly enjoyed going on holidays (6.74) and dining out (6.65). Overall, 98% of respondents agreed to strongly agree that they enjoyed this activity.

Food Lovers

Food-related activities were also identified as highly enjoyable by respondents. This theme, labelled 'food lovers', contained activities that related to the enjoyment of preparing, learning and reading about food. Figure 25 shows the average ratings for the five questions that comprised this theme, and the overall rating.

Figure 26: Importance of 'food lovers' activities
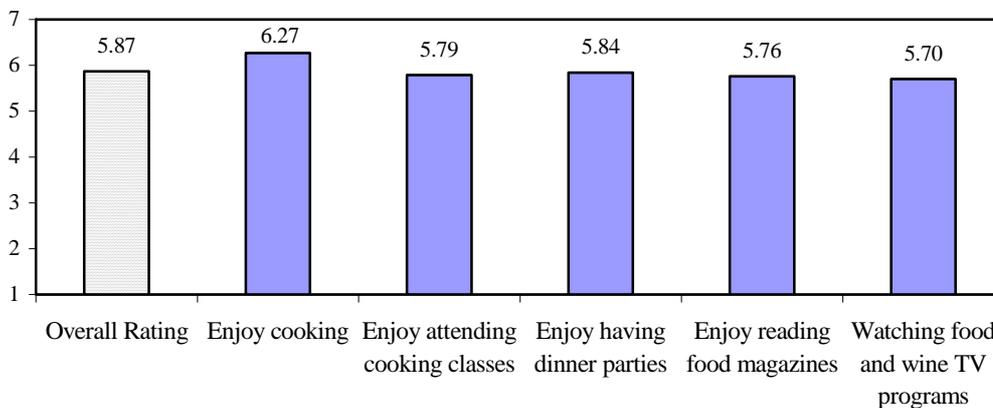
Respondents particularly enjoyed the activities of cooking or preparing food (6.27), hosting dinner parties (5.84) and attending classes to further their knowledge and cooking skills (5.79). Similarly, respondents also enjoyed other activities that assisted in furthering their 'food' knowledge, such as reading food and cooking magazines (5.76), and watching food and wine related television programs (5.70). Overall, 85% of respondents agreed to strongly agree that they enjoyed this activity.

Art Lovers

Another theme which respondents enjoyed was labelled 'art lovers'. Figure 26 shows the overall rating for this theme, as well as the activities that are included within the theme.

Figure 27: Importance of 'arts lovers' activities
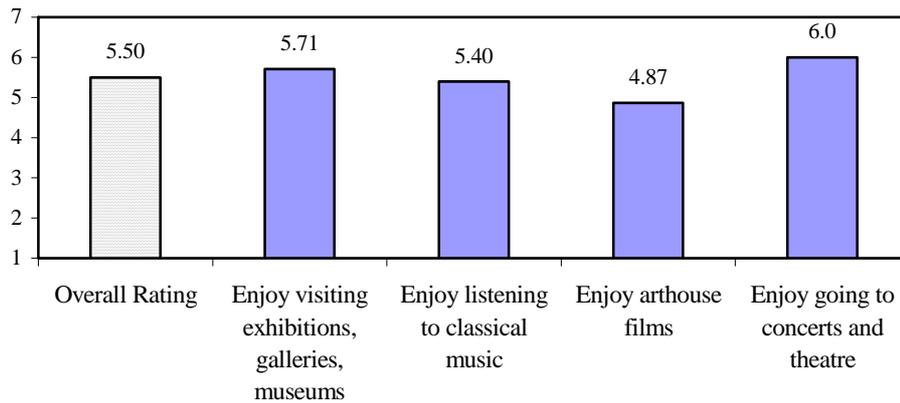
Respondents indicated a high degree of enjoyment towards activities that involved the appreciation of art and culture. In particular, respondents found the activity of attending concerts or the theatre as highly enjoyable, with an average rating of 6.0. This was followed by other cultural activities, such as visiting exhibitions, galleries and museums (5.71) and listening to classical music (5.40). Watching art house films was a les enjoyable activity, with a moderate rating of 4.87. Overall, 74% of respondents agreed to strongly agree that they enjoyed this art-related activities.

Fashion Lovers

'Fashion lovers' was the label given to this theme, as it contained activities that related to improving the fashion of the respondents' homes and personal appearance. Figure 27 illustrates the average rating for each of the four items included in this theme, as well as an overall rating.

Figure 28: Importance of 'fashion lovers' activities
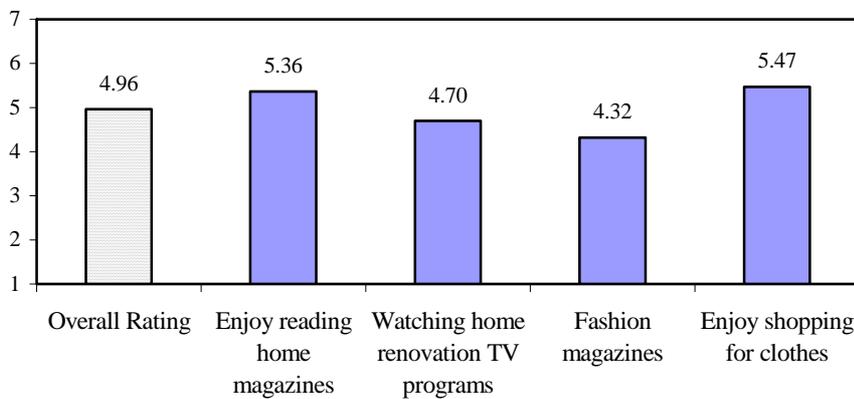
With an overall rating of 4.96, this theme was perceived to be less enjoyable than getting away and enjoying food and art. Within this theme, respondents indicated a high level of enjoyment for shopping for clothes (5.47) and reading home improvement magazines (5.36). Watching home renovation programs on television was a moderately enjoyable activity for respondents, with an average rating of 4.70. The least enjoyable activity within this theme was reading fashion magazines (4.32). Overall, 57% of respondents agreed to strongly agree that they enjoyed partaking in fashion-related activities.

Wine Lovers

The final theme was labelled 'wine lovers', as it involved activities associated with visiting wineries and reading about and appreciating wine (see Figure 28).

Figure 29: Importance of 'wine lovers' activities
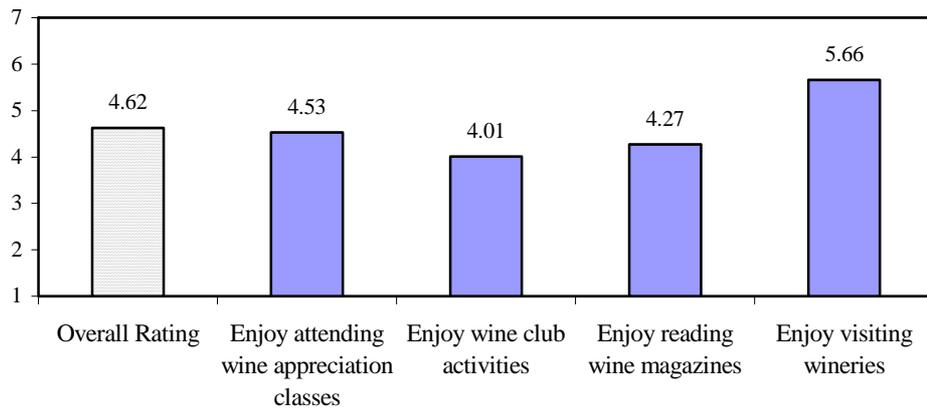
With an overall rating of 4.62, this theme was seen as moderate in terms of activity enjoyment. Of the activities within this theme, visiting wineries was shown to be the most enjoyable activity for these respondents (5.66), followed by attending wine appreciation classes (4.27). Engaging in wine club activities was seen to be the least enjoyable activity for this group, with a mean of 4.01. Overall, 47% of respondents agreed to strongly agree that they enjoyed wine-related activities.

Summary of Enjoyment Factors

Figure 29 shows the overall ratings for each theme.

Figure 30: Summary of overall ratings for each theme
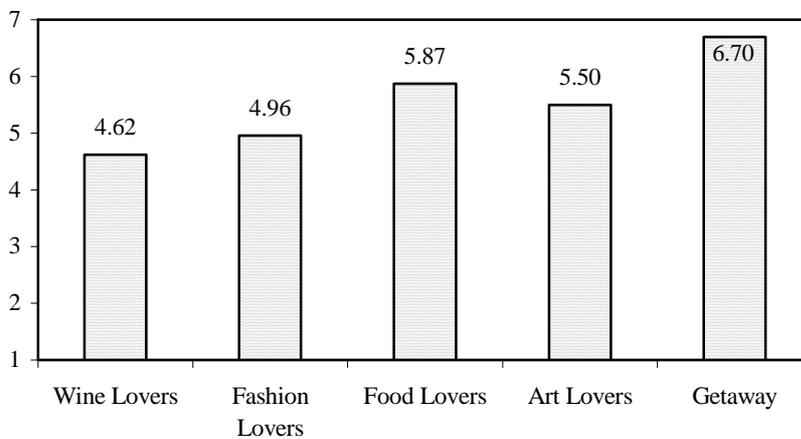
The theme 'getaway', which included activities that related to going on holidays and dining out, was shown to be the most enjoyable, with an overall rating of 6.70. This was followed by the enjoyment derived from food-related (5.87) and cultural activities (5.50). Enjoyment from fashion and home improvement activities received a lower rating, while activities involving learning about wine and wine appreciation were rated lowest (4.62).

Spending Compared to Others

Expenditure or Interests Compared to Friends or Associates

The respondents were also asked to rate their expenditure or interest in different activities compared to their friends or associates. The results are presented in Figure 30.

Respondents' interest in food and dining out was rated as more than people (3.94). At the same time, the amount spent on collecting wines was rated as less than most other people (2.77). Expenditures related to dining out while on holiday, holiday destination, wine and luxury accommodation were all around above the mid point, indicating respondents felt their spending on these items were similar to what others would spend.

Figure 31: Expenditure or interest compared to friends/associates
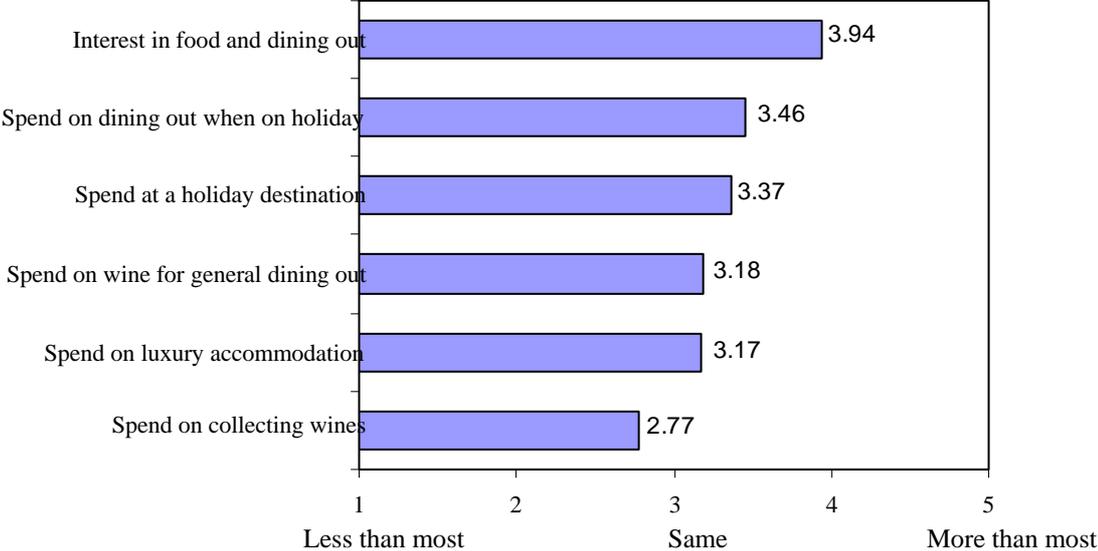
Chapter 6

SUMMARY AND RECOMMENDATIONS – CONSUMER PREFERENCES

Summary

Results indicated that the majority of respondents were married females, aged between 45 and 64 years, and well educated. Respondents were mainly employed, particularly within a professional occupation, or were retired. The majority of people reported household incomes between $50,000 and $150,000.

Respondents indicated they took holidays from one to three times a year, with the most frequent being twice a year. Respondents mainly holidayed for one to two weeks, and were less likely to take shorter or longer breaks than this.

Victoria, Queensland, New South Wales and South Australia were the most visited regions, with respondents less likely to holiday in Tasmania, Western Australia and Canberra. These people were particularly likely to holiday in the Hunter Valley, Stanthorpe, the Yarra Valley, the Barossa Valley and the Mornington Peninsula, all of which are areas that produce gourmet foods and wines. Also, half of respondents indicated they were likely to take a holiday in the next 12 months that involved food and wine activities.

In relation to holiday planning, respondents indicated enjoyment and pleasure to be the most important factor when taking a holiday, with consideration given to the ability to be pampered and to take in the beauty of the destination's surrounds. Respondents also considered the personal growth value of the destination as moderately important, based on the destination's ability to offer new experiences and novelty. The influence of friends' opinions was a less important factor, with people indicating that the ability to socially self enhance themselves whilst on holiday as least important.

The most utilised information source when choosing a destination was the respondent's previous experience. Brochures, word of mouth and the Internet were also frequently used sources. People were less likely to choose a holiday destination through information provided by radio and wine clubs.

In terms of ideal lifestyle, results suggested that people mainly desired a way of life that was comfortable, healthy, harmonious and relaxed. Respondents also preferred the opportunity to mix and interact with people socially.

Respondents found high enjoyment from activities that related to getting away, such as going on holidays and dining out. They also found enjoyment from food-related and cultural activities. Enjoyment from fashion-related activities was moderate, as was that associated with wine-related activities. However, the single item 'visiting wineries' was deemed to be a highly enjoyable activity.

When asked to rate expenditure and interest for different activities relative to other people, respondents suggested a higher expenditure level in food and dining, yet less on collecting wines.

Recommendations

The following recommendations are based upon these findings.

- Investing promotional dollars into brochures and Internet sites appears to be worthwhile based on this sample. In contrast, less investment on radio and through wine clubs. Providing good experiences and trying to promote positive 'word of mouth' is also wise.
- Emphasize the beautiful natural surroundings of the food and wine region.
- Consider the personal welcome and service experience for tourists. Feeling welcome and having positive interactions with staff was rated highly. Proper training in this area is recommended.
- Highlight to this type of customer the dining facilities and holiday atmosphere of the destination (their most enjoyable activities) through promotion, as they seek enjoyment and pleasure in destination choices.
- Promote the food and art-related activities of a destination, as respondents indicated a high interest in food and enjoyment from food-related and cultural activities.
- Cross promote with other destinations which are frequented by food and wine tourists (e.g. Victoria, Queensland, New South Wales, South Australia) as well as specific regions within these destinations.
- Respondents indicate they would like a comfortable, healthy, harmonious and relaxed lifestyle. Food and wine regions can pick up on how products may enhance and facilitate this goal.

- Pay special attention to the promotion of products and brands that have original characteristics/features and which offer the tourist an opportunity for expressing individuality.

APPENDIX A: FOCUS GROUP MODERATOR'S GUIDE

CRC Food and Wine Research Group Moderators Guide

Aims identified in Research Proposal:
To explore the meaning of food and wine regions as part of the tourist experience
To explore the product constellations purchased by tourists at food and wine regions
To explore the information search and decision making processes involved with the selection of a 'good living' tourist destination

HOW TO BEGIN
What experience have you had with food and wine tourism?
What is your interest in food and wine tourism?
What is your awareness of food and wine regions?
Can you name the (relevant state, e.g. Queensland) wine regions?
Name the wine regions of other states that you are aware of

EXPLORE MEANING OF FOOD AND WINE REGIONS AS PART OF THE TOURIST EXPERIENCE
What type of people do you perceive are involved with food and wine tourism experiences?
What is it, do you think, that attracts people to visit food and wine regions:
       Attractions
       Wine and food quality
       Status/prestige
If you were to visit a food and/or wine region, what type of experience would you be looking for/expecting?
If you have visited a food/wine region, what has attracted you to that region?

EXPERIENTIAL TOURISM APPROACH
What do you associate with 'good living'/'lifestyle tourism?
When thinking about food and wine tourism, what words would you associate with this? e.g. drunks, excitement, fun, hangover, learning, luxury, etc
Exploring product constellations purchased in food/wine regions—relating only to people that have visited food and wine regions
Do you buy products when visiting food and wine regions?
What sort of products do you buy?
Where do you buy them?
Do you continue to purchase products from that region when you return home?
How do you use the products purchased when you return home—dinner parties, gifts
Product constellations—for those that have not visited a food and wine region
If you were to visit a food/wine region, what products would you like to see for sale in the region?

COMMUNICATION BEHAVIOUR—WORD OF MOUTH
If you have visited a food/wine region, do you talk to others about your experience?
How would you describe the experience to them?
Information search and decision making processes involved with selection of 'good living' tourist destination
When taking a break to a destination that would fit into the category of a 'good living' tourist destination:
    - How many different destinations/places/wineries/attractions would you visit in a day?
    - How do you determine the destinations/places you will visit?
    - What influenced you to go to that region?

EDUCATION
To what degree does, or would you expect, the food and wine experience add to your knowledge of:
       The wine making process?
       How to identify good wine?
       Agricultural processes?
       Other?

APPENDIX B: INTRODUCTORY LETTER AND QUESTIONNAIRE

Dear Sir/Madam

Our questionnaire on food and wine tourism has been included with the Spirit House newsletter mail out. This questionnaire is part of a project being undertaken by Griffith University, Gold Coast, Victoria University, Melbourne, and University South Australia, Adelaide. An information sheet on this project is printed on the back of this page.

To ensure the success of this project your participation is both very important and greatly appreciated by us. We would therefore be grateful if you could consider completing the enclosed questionnaire. We anticipate that it will take you around 15 minutes to complete.

As an additional INCENTIVE, all those who complete the questionnaire will be entered in a prize draw to **win one of three MYERS/GRACE BROS SHOPPING VOUCHERS WORTH $200 each**. (Please see the prize coupon for further details and conditions of entry.)

To enter the prize draw, all you need to do is:
Fill in the questionnaire
Fill in your details on the enclosed prize coupon
Place the prize coupon in the SMALL envelope and seal
Place the SMALL envelope and the questionnaire into the 'reply paid' envelope
Pop the 'reply paid' envelope in the post!
Good Luck!

All information gathered is completely confidential, and will be analysed and reported in an aggregated format. You will remain completely anonymous at all times (we ask that you do <u>not</u> write your name or any other identifying information on the questionnaire). Questionnaires will be separated from the small sealed envelopes containing the prize coupon information by university staff, so you will not be associated with the questionnaire in any way. Names will not be kept other than the three prize winners (for purpose of prize disbursement only), unless you indicate willingness to assist us in future research by ticking the box on the prize coupon. Names will not be provided to any other parties. If you wish to complete the questionnaire, but do not wish to enter the prize draw, please just return the questionnaire. Returning the questionnaire is taken as your consent to participate in this research project.

If you have any further questions about the project, please don't hesitate to call the project manager, Prof Beverley Sparks, on (07) 5552 8766 or e-mail me at B.Sparks@griffith.edu.au

Many thanks for your (anticipated) participation in this project!

Beverley

Professor Beverley Sparks
School of Tourism and Hotel Management
Griffith University

'Good Living' Tourism Project
INFORMATION SHEET

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This research is funded by the CRC for Sustainable Tourism and is a cooperative project between Griffith University, University of South Australia, and Victoria University. The project aims to investigate the role food and wine play in attracting tourists to a destination. This project will provide information on what constitutes a successful food and wine region, provide insight into what motivates tourists to visit such regions and explores the consumption behaviours of people that engage in food and wine related holidays.

The Spirit House is assisting with the distribution of this questionnaire by including it with the mailing of The Spirit House newsletter. Data collected, as part of this research project will remain confidential, as only aggregate results will be reported in any subsequent publications.

This research will benefit developing regional tourism areas by adding to the understanding of their market and their needs, which will ultimately benefit wine and food tourism consumers.

By completing and returning this questionnaire you are indicating your willingness and consent to participate in this project. Griffith University conducts research in accordance with the *National Statement on Ethical Conduct in Research Involving Humans.* If potential participants have any concerns or complaints about the ethical conduct of the project they can be made directly to the Project Leader, the Project Research Officer, or contact the Manager, Research Ethics on (07) 3875 5585 or research-ethics@griffith.edu.au.

The reporting outcomes from this project will be in the form of conference proceedings and journal articles. Should you wish to get more information on the publications that arise from this research please contact the project leader.

'Good Living' Tourism: A Survey Of Consumers

To begin with we would like to ask you some questions about taking a holiday. Please read each statement and think about how important it is to you. Circle the number that best represents your level of agreement.

What is important to me when taking a holiday is:	Very Unimportant	Unimportant	Somewhat Unimportant	Neutral	Somewhat Important	Important	Very Important
that I am able to get luxuries and extras even if I have to pay extra	1	2	3	4	5	6	7
that the destination is unusual or undiscovered	1	2	3	4	5	6	7
that regional produce unique to the destination is available	1	2	3	4	5	6	7
that the destination offers experiences that my friends have not yet experienced	1	2	3	4	5	6	7
that I can purchase rare and expensive wines that are not available elsewhere	1	2	3	4	5	6	7
that I have had previous experience with the holiday place so that I know the service will be good	1	2	3	4	5	6	7
that the destination has been recommended by friends and/or associates	1	2	3	4	5	6	7
that the holiday destination is not visited by mass tourists	1	2	3	4	5	6	7
that the destination offers beautiful surroundings	1	2	3	4	5	6	7
that the people I meet are very welcoming	1	2	3	4	5	6	7
that I have positive interactions with the customer service people	1	2	3	4	5	6	7
that I have not been to the destination before so that I am always exploring new things	1	2	3	4	5	6	7
that the destination offers new experiences	1	2	3	4	5	6	7
that the destination offers me a chance to learn new things	1	2	3	4	5	6	7
that the experience allows me to develop as a person	1	2	3	4	5	6	7
that it makes me feel inspired	1	2	3	4	5	6	7
that it makes me feel enlightened	1	2	3	4	5	6	7
that the destination is one that I have heard about from friends and/or associates	1	2	3	4	5	6	7
that the destination is popular among my friends and/or associates	1	2	3	4	5	6	7
that the holiday experience will be something I can talk about to my friends	1	2	3	4	5	6	7
that it will impress my social group	1	2	3	4	5	6	7
that it will allow me to gain knowledge that I can share with my friends	1	2	3	4	5	6	7
that it will allow me to engage in activities that meet with how I want others to see me	1	2	3	4	5	6	7
that I do not have to spend a lot of money to enjoy the holiday	1	2	3	4	5	6	7
that my holiday choice is determined by whether I think I will enjoy myself and not dictated by price	1	2	3	4	5	6	7
that there will be opportunities for me to indulge myself	1	2	3	4	5	6	7
that it makes me feel happy	1	2	3	4	5	6	7
that I am able to get in touch with nature	1	2	3	4	5	6	7
that it gives me pleasure	1	2	3	4	5	6	7
that I choose a destination because I think I will enjoy myself not one dictated by social acceptability	1	2	3	4	5	6	7

We would now like you to think about your ideal lifestyle. For each word in the table below please circle the most appropriate number to indicate your level of agreement as to whether it would describe your ideal life style.

My ideal lifestyle would be…	Strongly Disagree	Moderately Disagree	Slightly Disagree	Neutral	Slightly Agree	Moderately Agree	Strongly Agree
Modern	1	2	3	4	5	6	7
Traditional	1	2	3	4	5	6	7
Country style	1	2	3	4	5	6	7
Hip	1	2	3	4	5	6	7
Family oriented	1	2	3	4	5	6	7
Exciting	1	2	3	4	5	6	7
Fun	1	2	3	4	5	6	7
Peaceful	1	2	3	4	5	6	7
Healthy	1	2	3	4	5	6	7
Refined	1	2	3	4	5	6	7
Contemporary	1	2	3	4	5	6	7
Relaxed	1	2	3	4	5	6	7
Quiet	1	2	3	4	5	6	7
Luxurious	1	2	3	4	5	6	7
Simple & uncomplicated	1	2	3	4	5	6	7
Stimulating	1	2	3	4	5	6	7
Sociable	1	2	3	4	5	6	7
Active	1	2	3	4	5	6	7
Hassle free	1	2	3	4	5	6	7
Comfortable	1	2	3	4	5	6	7
Harmonious	1	2	3	4	5	6	7

Next we would like to ask you some questions about yourself. Please consider each statement and circle the number that best represents your level of agreement with the statement.

	Strongly Disagree	Moderately Disagree	Slightly Disagree	Neutral	Slightly Agree	Moderately Agree	Strongly Agree
I welcome the opportunity to mix socially with people	1	2	3	4	5	6	7
I prefer working with others rather than alone	1	2	3	4	5	6	7
I find people more stimulating than anything else	1	2	3	4	5	6	7
I'd be unhappy if I were prevented from making many social contacts	1	2	3	4	5	6	7
I collect unusual products as a way of telling people I'm different	1	2	3	4	5	6	7
I have sometimes purchased unusual products or brands as a way to create a more distinctive personal image	1	2	3	4	5	6	7
I often look for one-of-a-kind products or brands so that I create a style that is all my own	1	2	3	4	5	6	7
Often when buying merchandise, an important goal is to find something that communicates my uniqueness	1	2	3	4	5	6	7
I often combine possessions in such a way that I create a personal image for myself that can't be duplicated	1	2	3	4	5	6	7
I often try to find a more interesting version of run-of-the-mill products because I enjoy being original	1	2	3	4	5	6	7

	Strongly Disagree	Moderately Disagree	Slightly Disagree	Neutral	Slightly Agree	Moderately Agree	Strongly Agree
I like to be with people	1	2	3	4	5	6	7
I actively seek to develop my personal uniqueness by buying special products or brands	1	2	3	4	5	6	7
Having an eye for products that are interesting and unusual assists me in establishing a distinctive image	1	2	3	4	5	6	7
The products and brands that I like best are the ones that express my individuality	1	2	3	4	5	6	7
I often think of the things I buy and do in terms of how I can use them to shape a more unusual personal image	1	2	3	4	5	6	7
I'm often on the lookout for new products or brands that will add to my personal uniqueness	1	2	3	4	5	6	7

Now we would like to ask you about various activities and whether you enjoy each activity. Please circle the number that represents your level of enjoyment with each activity.

	Strongly Disagree	Moderately Disagree	Slightly Disagree	Neutral	Slightly Agree	Moderately Agree	Strongly Agree
I enjoy cooking	1	2	3	4	5	6	7
I enjoy having dinner parties	1	2	3	4	5	6	7
I enjoy attending cooking classes	1	2	3	4	5	6	7
I enjoy watching live sport	1	2	3	4	5	6	7
I enjoy attending wine appreciation classes	1	2	3	4	5	6	7
I enjoy going to the gym	1	2	3	4	5	6	7
I enjoy romantic films	1	2	3	4	5	6	7
I enjoy action films	1	2	3	4	5	6	7
I enjoy foreign (art house) films	1	2	3	4	5	6	7
I enjoy attending yoga classes	1	2	3	4	5	6	7
I enjoy wine club activities	1	2	3	4	5	6	7
I enjoy watching television program's about food and wine	1	2	3	4	5	6	7
I enjoy watching television program's about home renovations	1	2	3	4	5	6	7
I enjoy going to concerts and theatre	1	2	3	4	5	6	7
I enjoy visiting places of natural beauty	1	2	3	4	5	6	7
I enjoy listening to modern music	1	2	3	4	5	6	7
I enjoy listening to classical music	1	2	3	4	5	6	7
I enjoy visiting exhibitions, art galleries, museums	1	2	3	4	5	6	7
I enjoy making handicrafts	1	2	3	4	5	6	7
I enjoy exercise	1	2	3	4	5	6	7
I enjoy going on holidays	1	2	3	4	5	6	7
I enjoy dining out	1	2	3	4	5	6	7
I enjoy shopping for clothes	1	2	3	4	5	6	7
I enjoy shopping for groceries	1	2	3	4	5	6	7

	Strongly Disagree	Moderately Disagree	Slightly Disagree	Neutral	Slightly Agree	Moderately Agree	Strongly Agree
I enjoy going to festivals or special events	1	2	3	4	5	6	7
I enjoy visiting wineries	1	2	3	4	5	6	7
I enjoy gaming e.g. casinos, horse racing	1	2	3	4	5	6	7
I enjoy reading food magazines	1	2	3	4	5	6	7
I enjoy reading wine magazines	1	2	3	4	5	6	7
I enjoy reading home & lifestyle magazines	1	2	3	4	5	6	7
I enjoy reading fashion magazines	1	2	3	4	5	6	7
I enjoy reading motoring magazines	1	2	3	4	5	6	7
I enjoy reading business magazines	1	2	3	4	5	6	7
I enjoy bushwalking	1	2	3	4	5	6	7
I enjoy boating	1	2	3	4	5	6	7
I enjoy farmers markets	1	2	3	4	5	6	7
I enjoy going out for coffee	1	2	3	4	5	6	7
I enjoy driving holidays	1	2	3	4	5	6	7
I enjoy car races	1	2	3	4	5	6	7

In this section we are interested in how you think your own behaviour compares to that of your friends/associates. Please read the following statements and think about your group of friends and/or associates when answering. Please circle the most appropriate number.

The amount I spend on dining out experiences when on holiday, is…
Less than most   1   2   3   4   5   More than most
          About the same

What I spend on a wine for general dining out is …
Less than most   1   2   3   4   5   More than most
          About the same

What I spend on collecting wines is …
Less than most   1   2   3   4   5   More than most
          About the same

My interest in food and dining out is …
Less than most   1   2   3   4   5   More than most
          About the same

My willingness to spend money on luxury accommodation is …
Less than most   1   2   3   4   5   More than most
          About the same

The amount I spend at a holiday destination is…
Less than most   1   2   3   4   5   More than most
          About the same

We are also interested to know how you obtain information about your holidays. Please indicate whether or not you used the following sources and how helpful they were to you?

	No	Yes	If Yes: ➔	Not at all helpful	Helpful	Very helpful
Books	☐	☐	➔	1	2	3
Brochures	☐	☐	➔	1	2	3
Exhibitions/travel/shows	☐	☐	➔	1	2	3
Internet	☐	☐	➔	1	2	3
Magazines	☐	☐	➔	1	2	3
Newspapers	☐	☐	➔	1	2	3
Motoring organisation (eg: NRMA/RACV)	☐	☐	➔	1	2	3
Radio	☐	☐	➔	1	2	3
Television	☐	☐	➔	1	2	3
Travel Agent	☐	☐	➔	1	2	3
Wine club	☐	☐	➔	1	2	3
Word of mouth	☐	☐	➔	1	2	3
Previous personal experience	☐	☐	➔	1	2	3
other (please describe): _____	☐	☐	➔	1	2	3

In this last section we are interested in some information about you and your holiday activities. All information is confidential. Please circle the most appropriate number:

How often do you normally take a holiday?

Once a year 1

Twice a year 2

3 times a year..3

4 times a year..4

Other (please specify):

What is the average length of your holidays?

Weekend only 1

Short break (3-4 days)...2

One week 3

Two weeks 4

One month………………………………………..5

Other (please specify):

Please indicate where you went for your last holiday and the length of that holiday:

Where: _____

How long:_____

Did you visit any wineries?   ☐ yes   ☐ no

Which food and wine regions have you visited over the last 3 years?

_____   _____

_____   _____

_____   _____

How likely would you be to take a holiday based around food and wine activities in the next 12 months?

Very unlikely	Unlikely	Unsure	Likely	Very likely
1	2	3	4	5

Gender: Female………………1   **Relationship Status:**   Married……………………………..1

Male…………………2   Couple………………….………...2

Single……………………………3

Separated/divorced/widowed…….4

Other (please specify):

_____

Indicate your highest level of education:

Completed year 10 or less 1   University/College degree 5

Completed year 11 or 12 2   Post graduate degree 6

Certificate or Diploma 3   Other (please specify):

Trade qualification... 4   _____ 7

Approximate age: 15-24………………1   **Employment Status:**   Full time……………………1

25-34………………2   Part time……………………2

35-44………………3   Casual………………………3

45-64………………4   Not employed………………4

65+…………………5   Retired………………………5

Self employed………………6

Other (please specify):

_____

Occupation: _____

How would you classify your current life-stage? Would you be a…

Young person (under age 35) living alone or sharing...1

Young person (under age 35) living with parents..2

Young couple (under age 35) no children..3

Family – with children average age 15 years and under..4

Family – with children average age over 15 years 5

Mature person (age 35+) who is single..6

Mature couple (age 35+) either children have left home or no children......................7

Please indicate your approximate gross (before tax) <u>combined</u> household income:

Less than $20 000..1 $50 001 - 70 000 5

$20 000 - 30 000 ....2 $70 001 - 100 000 6

$30 001 - 40 000...3 $100 001 - 150 000...7

$40 001 - 50 000 4   Greater than $150 000......................................8

Thank you!

APPENDIX C: FACTOR ANALYSIS

The data was explored using Principal Components Factor Analysis. Four separate analyses were undertaken on the following measurement scales:

- Ideal Holiday Scale
- Ideal Lifestyle Scale
- Uniqueness and Sociability Scale
- Enjoyable Activity Scale

In each analysis, the correlation matrix was examined and any items not correlated at >.35 with any other item was removed. The communalities table was also checked and any items of <.50 were also removed. The Bartlett's test of sphericity was checked and was significant in all analyses. The KMO measure of sampling adequacy was also checked. Varimax rotations were conducted and only factors with an Eigen value of >1 were considered. Items were retained if they loaded at .4 or more on a factor and did not load at more than .5 on any two factors. Finally, scale reliability tests were conducted for each factor and Cronbach's Alphas are reported.

Important Holiday Factors Analysis

The 30 items of the Ideal Holiday scale were factor analysed. The KMO measure of sampling adequacy was .844. Examination of the correlation matrix led to the removal of the following three items: 'not dictated by price', 'inexpensive enjoyment', and 'rare wines'. Two further items, 'unique produce' and 'know service is good', were removed due to low communalities.

A varimax rotation was conducted using the remaining 25 items and seven factors with Eigen values >1 were revealed. Together, these factors accounted for 68.44% of the total variance. Scale reliability tests were conducted for each factor revealing Cronbach's Alphas of greater than .65 for all factors. Table 8 presents the results pertaining to the question of what factors are important to tourists when taking a holiday.

Table 8: Results of factor analysis of the ideal holiday scale

Factor	Factor Loading	% Variance Explained	Cronbach's Alpha
Enjoyment and Pleasure		10.2%	.78
Pleasure	.864		
Feel happy	.845		
Social acceptability	.707		
Pampered		7.8%	.65
Luxuries and extras	.809		
Indulge self	.736		
Positive Service interactions	.544		
People welcoming	.444		
Beautiful/Undiscovered Surroundings		8.14%	.65
No mass tourists	.772		
Unusual destination	.638		
Nature	.625		
Beautiful surrounds	.496		
Inspirational		12.8%	.90
Feel enlightened	.874		
Feel inspired	.874		
Develop self	.807		
Novelty		10.2%	.84
New experiences	.873		
Explore new things	.813		
Learn new things	.746		
Past Experience and Friends' Influence		10.7%	.85
Heard about	.858		
Friends recommend	.827		
Popular	.769		

Social Self-Enhancement		10.4%	.78
Impress social group	.812		
How others see me	.806		
Share knowledge	.603		
Talk about to others	.595		

Ideal Lifestyle Analysis

A Principal Components Factor Analysis was conducted on the 21-item Ideal Lifestyle scale. The KMO measure of sampling adequacy was .824. One item, 'family', did not correlate with any other item and was removed. Upon removal of this item, the varimax rotation yielded 6 factors with Eigen values greater than one. The item 'hip' was subsequently removed as it loaded as a single item factor. The remaining five factors accounted for 62.69% of the total variance. Removal of the 'no hassle' item due to cross-loading left five factors accounting for 62.93% of variance. It should be noted that two factors, 'The Comfortable Life' and 'The Country Life' have reliability coefficients of near .5 which indicates only moderately reliability. Table 9 shows the results of factor analysis.

Table 9: Results of factor analysis of the ideal lifestyle scale

Factor	Factor Loading	% Variance Explained	Cronbach's Alpha
The Simple Life		26.2%	.82
Peaceful	.722		
Quiet	.763		
Relaxed	.730		
Simple	.725		
Healthy	.607		
Harmony	.549		
The Active Life		14.4%	.79
Fun	.734		
Exciting	.720		
Active	.716		
Sociable	.684		
Stimulating	.665		
The Trendy Life		9.5%	.68
Contemporary	.828		
Modern	.726		
Refined	.676		
The Comfortable Life		7.1%	.50
Comfort	.725		
Luxury	.659		
The Country Life		5.7%	.53
Traditional	.857		
Country	.703		

Uniqueness and Sociability Analysis

The 16-item Uniqueness and Sociability scale was styled on that developed by Tian, Bearden and Hunter (2001). A Principal Components Factor Analysis was conducted with varimax rotation. This revealed two distinct factors which accounted for 69.1% of the total variance. Scale reliability analysis was conducted on each factor revealing reliability coefficients of .95 and .86 respectively. Table 10 presents the results.

Table 10: Results of factor analysis of the uniqueness and sociability scale

Factor	Factor Loading	% Variance Explained	Cronbach's Alpha
Desire for uniqueness as self-expression		49.3%	.96
Eye for interesting & unusual products	.881		

Buy merchandise to communicate uniqueness	.872		
Look for new products add to uniqueness	.868		
Seek 'one of a kind' products to create style	.859		
Things shape unusual personal image	.845		
Products express individuality	.837		
Combine possessions to create personal image	.837		
Interesting products enjoy being original	.835		
Seek special products to develop uniqueness	.834		
Purchase unusual products - personal image	.814		
Collect unusual products	.729		
Sociability		19.8%	.86
Like to be with people	.862		
Find people stimulating	.828		
Welcome opportunity to mix socially	.790		
Unhappy if prevented from social contacts	.783		
Prefer working with others	.767		

Enjoyable Activity Analysis

The 39-item Enjoyable Activity scale was the final scale to be factor analysed. The KMO measure of sampling adequacy was .806. Eleven items were removed due to a lack of correlation with other items ('driving', 'coffee', 'boating', 'yoga', 'action', 'romance', 'live sport', 'grocery', 'gaming', 'handcraft', and 'modern music'). After removal of these items, the Varimax rotation yielded eight factors with a total variance explained of 63.94%. Examination of the communalities lead to the removed of three more items – 'business magazines', 'festivals', and 'markets'. Eight factors then remained with an explained variance of 68.05%. Three factors contained a negative average covariance among items, violating the reliability model assumptions. Removal of these factors left a 19-item five-factor solution which accounted for 63.28% of the total variance. Table 11 displays the results of this final rotation.

Table 11: Results of the factor analysis of the enjoyable activity scale

Factor	Factor Loading	% Variance Explained	Cronbach's Alpha
Wine Lovers		26.7%	.88
Wine appreciation classes	.882		
Wine club	.865		
Wine magazines	.820		
Wineries	.758		
Fashion Lovers		10.6%	.75
Home/lifestyle magazines	.801		
TV renovation programs	.742		
Fashion magazines	.740		
Shopping for clothes	.549		
Food Lovers		10.5%	.77
Enjoy cooking	.857		
Dinner parties	.688		
Cooking classes	.679		
Food magazines	.576		
TV food and wine shows	.529		
Arts Lovers		8.3%	.68
Exhibitions, museums, art galleries	.842		
Art house films	.744		
Listen to classical music	.667		
Concerts and theatre	.603		
Getaway		7.2%	.65
Holidays	.802		
Dining out	.733		

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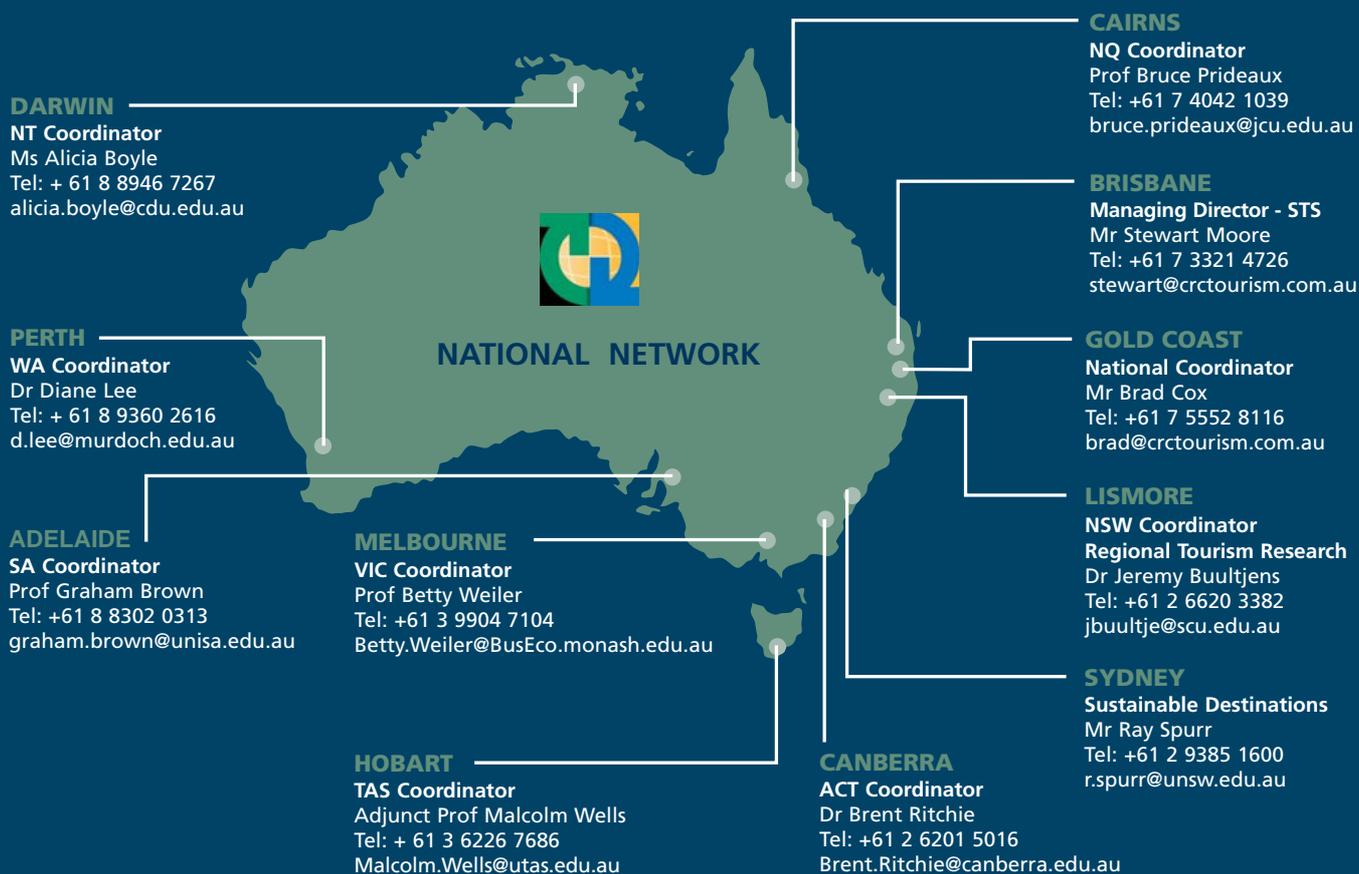
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