

# RESTAURANTS AS A CONTRIBUTOR TO A TOURIST DESTINATION'S ATTRACTIVENESS

## PHASE THREE (PT I) CONSUMER REPORT



*By Beverley Sparks, John Bowen & Stefanie Klag*

SUSTAINABLE  
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## **Abstract**

This report aims to develop a better understanding of the contribution of the restaurant sector to a tourist destination's attractiveness. It explores in detail consumers' perceptions, values and opinions in relation to what they value in a restaurant when on holiday and why. Specifically, the report investigates consumers' holiday patterns, the influence of various information sources on tourists' restaurant choice, as well as motivations and reasons for dining out when on holiday. In addition, the report examines consumers' perceptions of restaurants in Brisbane, Sydney, Melbourne, Tasmania, the Gold Coast and the Sunshine Coast, and attempts to gain a better understanding of the influence and role of restaurants in consumers' travel destination choice.

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## Summary

Over the past decade, Australia's restaurant industry has experienced a strong growth, with increasing numbers of consumers voicing interest in visiting a destination for culinary experiences. Despite this rapidly emerging trend, little research has been conducted into the nature or the role of restaurant experiences in adding to the tourism product.

This report forms Phase Three of a three-phase study, which aims to develop a better understanding of the contribution of the restaurant sector to a tourist destination's attractiveness. Phase One described the beliefs, opinions and attitudes of leading Australian experts in the food, wine and tourism industries (see Sparks, Wildman & Bowen 2000). Phase Two explored beliefs, values, and attitudes of consumers in order to determine what they value (in a restaurant and at a holiday destination) and why (see Sparks, Wildman & Bowen 2000). Based on this information, Phase Three of the study involves a questionnaire designed to explore consumers' perceptions, values and opinions in more detail. Specifically, the current report explores:

- consumers' holiday patterns
- the influence of various information sources on consumers' restaurant choice when on holiday
- motivations and reasons for dining out when on holiday
- consumers' perceptions of restaurants in Brisbane, Sydney, Melbourne, Tasmania, the Gold Coast, and the Sunshine Coast, and
- the influence and role of restaurants in consumers' travel destination choice

The sample consisted of 459 male (170) and female (289) respondents from Brisbane, Sydney and Melbourne. Respondents were randomly selected from the telephone directory and volunteered to take part in a structured telephone interview which consisted of seven sections. The data were analysed and the two reports were compiled. The present report is composed of five sections.

The first section, 'Sample Description', describes respondents' holiday patterns, restaurant preferences, and demographic information. Respondents typically reported to go on holiday (i.e., that is five nights or more) once a year for an average of one to two weeks, and to take short break holidays (i.e., a stay overnight for anywhere between one and four nights) at least once a year, usually in the company of either partner or family. While on holiday, many respondents stated that they enjoyed eating at a variety of different restaurants. With regard to particular restaurant types, Asian restaurants were amongst the most frequently reported establishments respondents dined at while on holiday, followed by Italian restaurants.

The second section of the report, 'Influential Factors in Choice of Restaurant', investigated various information sources tourists may rely upon when selecting restaurants. First, questions were asked to ascertain the extent to which various printed materials influenced consumers' choice of restaurant when on holiday. Results revealed that restaurant reviews in regions' local newspapers and advertisements in newspapers, magazines and dining out guides exerted the strongest influence on respondents' restaurant choice.

Second, the influence of particular restaurant characteristics was investigated. The display of a menu in the window, an attractive décor and atmosphere as well as proximity of the restaurant to respondents' accommodation were among the most influential restaurant characteristics reported to impact on respondents' restaurant selection.

Finally, the information source(s) respondents typically depend upon when selecting restaurants were explored. The most frequently indicated option was 'wandering around', followed by 'word of mouth' recommendations from relatives and/or friends and 'recommendations' from local people or business in the area.

The third section, 'Reasons for Eating Out', explored tourists' motivations and reasons for eating out when on holiday. The most important reason stated was 'relaxation' (i.e., to be waited on and not having to cook yourself). Moreover, respondents placed great importance on eating healthy food and viewed eating out as an essential part of the overall holiday experience.

The fourth section, 'Regional Food and Restaurant Characteristics', delved into respondents' perceptions of food and restaurant characteristics of six Australian regions (Brisbane, Sydney, Melbourne, Tasmania, the Gold Coast, and the Sunshine Coast). Specifically, respondents were asked to rate how they perceived the variety of restaurants in each of the six regions, their dining precincts, the overall reputation of the regions' restaurants, as well as the regional produce they presented. Across three (variety, precincts, reputation) of the four dimensions, Melbourne's restaurants received the highest ratings, closely followed by Sydney. Restaurants on the Gold Coast, Sunshine Coast and Brisbane, in general, were rated as 'good'. In contrast, the variety of restaurants in Tasmania, its dining precincts and overall reputation was generally perceived as 'moderate'. However, with regard to regional produce Tasmanian restaurants took the lead over restaurants in Melbourne and Sydney.

Investigators were also interested to explore ratings after filtering out responses from respondents residing in the city under investigation. Re-examining results from restaurants in Brisbane, Sydney and Melbourne after filtering out ratings of respondents living in the respective cities revealed that across all of the three cities

'moderate' to 'good' ratings slightly increased, while 'very good/excellent' ratings slightly decreased. In other words, results indicated that residents from Brisbane, Sydney, and Melbourne had slightly more favourable perceptions of their city of residence, which resulted in a slight increase of ratings at the very top end.

The last section, 'Importance of Restaurants', explored how restaurants feature in respondents' travel destination choice. While 40% of all respondents reported that restaurants were of no importance at all when deciding where to spend a holiday, 40% expressed that they were of some to moderate importance. In contrast, 20% stated that restaurants were an important or extremely important part of the decision process. Furthermore, out of 459 respondents, 212 reported they had returned to a particular destination as a result of positive restaurant experiences.

## **Chapter 1**

### **Introduction**

This report forms Phase Three of a three-phase study that aims to develop a greater understanding of the restaurant sector to a tourist destination's image and attractiveness. Phase One of the study detailed the opinions and attitudes of leading Australian experts in food, wine and tourism industries (see Sparks, Wildman & Bowen 2000), whereas Phase two explored beliefs, values and attitudes of consumers in order to ascertain what they value (in a restaurant and at a holiday destination) and why (see Sparks, Wildman & Bowen 2000). The current report, utilising information acquired from the consumer interviews in Phase Two, involved the construction and administration of an interview questionnaire. This questionnaire was designed to obtain detailed information about the relative importance and role restaurants play in tourists' holiday experiences, employing samples of consumers along the eastern seaboard of Australia from Brisbane, Sydney and Melbourne. The report specifically examines consumers' holiday patterns, the information sources used and the extent to which these information sources exert an influence on consumers' choice of restaurant when on holiday. Furthermore, the report attempts to investigate reasons and motivations of tourists for eating out when on holiday; perceptions of food and restaurants of various regions around Australia; and how restaurants feature in tourists' travel destination choice.

The following section will provide a brief introduction to the topic that is a review of the literature and the current status of wine and food in the tourism product.

### **Background**

Over the past ten years, the Australian restaurants industry has experienced an enormous growth, with tourist destinations such as the Gold Coast witnessing an impressive growth pattern from 386 restaurants in 1994 to 596 restaurants in 1997 (ABS 1998). As a result, Australia's restaurant industry is characterised by an eclectic combination of Asian, European and 'fusion' restaurants (see Sparks, Tomljenovic, Collie & Morey 1998), with an increasing number of consumers interested in visiting destinations in order to indulge in culinary experiences. For example, Sydney has made a name for itself on the world market as a culinary destination (Apple 1999), just like Melbourne and Adelaide which are being featured in overseas press as destinations with long-standing reputations of high-style dining experiences (Sanich 1996). In recent years, also the Gold Coast has been noticed for the diversity and quality of its food and beverage products. Restaurants are being recognised for using local food products and indigenous foods to create distinctive new flavours and experiences (Gold Coast City Council 2002). Besides restaurants, Australian wines and cheeses are beginning to attract attention among consumers eager to delve into culinary experiences (Apple 1998). Furthermore, the media and various tourism and industry bodies appear to have become increasingly aware of the need to market, develop and promote the restaurant industry as part of the tourism product. While State and National tourism bodies are developing specific strategies to promote gastronomic experiences as part of the tourist experience, media coverage portraying the quality of destinations' restaurants is also rapidly increasing. Increased attention of consumers, the media and tourism bodies appears to indicate a growing interest in all things culinary, highlighting the industry's need to meet the ever increasing demand. As tourists engage in the destination choice process it is proposed that restaurant culture plays a significant role in the development of perceptions and cognitions about a destination, in particular for domestic tourism and short stays. According to Symons (1999), restaurant meals can contribute to a tourist's experience through connection to the host culture. Similarly, for many tourists, the experiences and subsequent memories associated with restaurants can be an important component of satisfaction assessments of a destination. However, the relative importance is likely to vary by tourist segment. Therefore, one of the goals of this three-phase study was to identify consumer segments that are likely to be influenced by restaurant culture in making their destination choice.

## *Chapter 2*

# **Methodology**

## **The Questionnaire**

Telephone interviews were conducted by the research team. The interview questionnaire, which was exploratory in nature, consisted of 65 items divided into eight sections, and was designed to obtain detailed information about the relative importance and role restaurants play in tourists' holiday experiences (see Appendix A for a copy of the interview questionnaire).

Section 1 was designed to obtain information on respondents' holiday and short-break holiday patterns. A holiday was defined as one which lasted for a minimum of five nights or more, whereas a short-break holiday was described as an overnight stay from anywhere between one and four nights. Items included the frequency with which respondents took holidays/short-break holidays, the average length of their holidays/short-break holidays, and who accompanied them on their holidays/short-break holidays. Furthermore, there was a question pertaining to the types of restaurants respondents tend to seek out during their vacations.

The following three sections of the interview questionnaire investigated different information sources tourists may rely upon when choosing restaurants when on holiday.

Section 2 was designed to measure the extent to which various printed materials influenced consumers' restaurant choice when on holiday, and included restaurant reviews in food guides, food magazines, local newspapers, and advertisements. Respondents were asked to rate the different printed materials on a one to six scale, with one signifying no influence at all and six signifying an extreme influence.

Section 3 explored the extent to which tourists were influenced by certain restaurant characteristics while wandering around clusters of restaurants looking for a place to dine. Items were rated on a one to six rating scale, and investigated restaurant qualities, such as the relative influence of certain display and design characteristics, as well as the attractiveness and ambience of restaurants.

Section 4 identified the information sources consumers typically rely upon when choosing restaurants when on holiday. A list of eight responses was made available, with respondents able to choose up to three information sources, including items such as 'Recommendations from local people or business in the area', 'Word of mouth recommendations from friend and/or relatives', and the Internet.

Section 5 sought to investigate reasons for why tourists eat out when on holiday. Various reasons for eating out were developed, such as indulgence, relaxation and health, with respondents rating the relative importance of each reason on a one to six rating scale (1 = not important at all; 6 = extremely important).

Section 6 of the questionnaire explored consumers' perceptions of food and restaurants for six Australian regions (Brisbane, Sydney, Melbourne, Tasmania, the Gold Coast, and the Sunshine Coast). Using a one to ten rating scale (1 = low rating; 10 = high rating), respondents were asked to rate each region according to four restaurant characteristics – the variety of restaurants, dining precincts, the overall reputation of restaurants, and regional produce being featured on restaurants' menus. In order to prevent any order bias, the Ci3 computer program was set to select destinations in random order.

Section 7 was designed to learn about the level of importance that restaurants have in helping respondents choose a holiday destination. Moreover, items also sought to identify the typical amount of money spent when eating at a restaurants and whether respondents' positive restaurant experiences in a destination had ever influenced them to return to a holiday destination.

Finally, Section 8 comprised several demographic items including respondents' life stage, age, marital status, income, and number of dependents.

## **Participants**

The sample comprised 459 randomly selected respondents. One thousand six hundred telephone calls had to be made to obtain a sample of 459 respondents. Participants were obtained from three capital cities along the eastern seaboard of Australia, namely Brisbane (150 respondents), Sydney (152 respondents) and Melbourne (157 respondents). Of the 459 respondents, 170 were males (37%) and 289 were females (63%). In order to qualify for an interview, respondents had to be eighteen years of age, and must have taken some sort of holiday in the last 12 months. Participation in the interviews was entirely voluntary.

## **Procedure**

The interview questionnaire was constructed and administered with the aid of Ci3 CATI, a computer program which provides an integrated system for computer assisted interviewing. Prior to data collection, the questionnaire was piloted:

- to ensure the measures' readiness for actual data gathering,
- to confirm that options were exhaustive and mutually exclusive, and
- for training and preparation purposes.

To warrant a representative sample and to ensure participants' anonymity, participants from Brisbane, Sydney and Melbourne were randomly selected from the cities' respective white pages. As the goal was to interview 150 people from each city, the number of pages in each of the cities' white pages was divided by 150, which resulted in one respondent being chosen and interviewed from every n-th page of the city's phone book. In order to capture the range of respondents, interviews were conducted during the day, in the evening until 8pm, and on weekends. Moreover, there were five interviewers of which three were female and two were male.

Each interview commenced with a greeting followed by the interviewer introducing himself/herself, stating the purpose of the study and requesting 10 to 15 minutes of the respondent's time to conduct the interview, with interviewers refraining from convincing or persuading respondents to take part in the study. Furthermore, respondents were able to terminate the interview at any point in time. Upon completion of the interview, which took an average of 15 minutes, a thank-you message was relayed to participants expressing appreciation for their time and the information given.

## *Chapter 3*

### **Results**

This section of the report describes the results of the 459 telephone interviews, and is divided into five sections. Section 1, 'Sample Description', outlines the composition of the respondents, including information about their holiday patterns and restaurant preferences.

Section 2 of the report, 'Influential Factors in Choice of Restaurant', outlines various types of information sources and to what extent these information sources influence respondents' choice of restaurant when on holiday. More specifically, this section aims to identify to what extent various types of printed material (i.e., dining out guides and food magazines) impact on respondents' choice of restaurant. Second, the influence of certain restaurant characteristics (i.e., the display of a menu in the window; and an attractive décor) that people observe while walking around looking for a restaurant is explored. Third, the information source(s) respondents typically use when selecting restaurants when on holiday are investigated, including information sources such as recommendations from local people or business in the area, word of mouth from friends and family, and past experience.

Section 3, 'Reasons for Eating Out', explores reasons for eating out when on holiday by looking at the importance of people's motivation, asking questions such as "How important is it to be waited on and not having to cook yourself?", and "How important to you is eating healthy food when on holiday?"

Section 4 of this report, 'Regional Food and Restaurant Characteristics', investigates respondents' perception of food and restaurants for various regions (Brisbane, Sydney, Melbourne, Tasmania, the Gold Coast, and the Sunshine Coast) around Australia. Regions are rated in terms of the variety of restaurants they offer as well as their dining precincts. Furthermore, the overall reputation of each region's restaurants as well as the extent to which the regions' restaurants feature regional produce in their menus is explored.

Finally, Section 5, 'Importance of Restaurants', illustrates the level of importance that restaurants have in helping respondents choose a holiday destination. Furthermore, this section provides information that demonstrates that positive restaurant experiences in a destination can have a significant influence on consumers' decision to return to a destination, thereby illustrating the importance of restaurants to people's holiday experiences and choice of destination. This section also reports on the amount of money respondents typically spend when eating dinner at a restaurant, as well as the types of magazines respondents read on a regular basis.

Due to the exploratory nature of the study, the data was cross-analysed by gender in order to investigate potential gender differences of the results obtained.

### **Sample Description**

#### **Demographics**

Figure 1 illustrates the demographic composition of respondents. The sample comprised 459 participants, 170 males (37%) and 289 females (63%) of which 152 were from Sydney, 157 from Melbourne and 150 from Brisbane. One third of the sample (33.6%; 154 respondents) consisted of families, 25.1% (115) were couples over 35 years whose children had either left home or who had no children, and 6.8% (31) of the sample were couples under 35 years of age without children. 14.4% (66) of all respondents reported to be over 35 and single, and 20.3% (93) to be under 35 years and living alone, sharing, or living with parents.

To qualify as a participant, respondents had to be 18 years of age. All respondents reported their age, ranging from 18 to well above 65 years of age. The majority of respondents (62.3%; 286 respondents) indicated that they were married or living with a partner, 28.1% (129) were single, 3.1% (14) divorced or separated, and 6.1% (28) widowed, with two respondents refusing to report their marital status.

Out of 459 respondents, 64.5% (296) reported having no dependents. Ten percent (46) had one dependent and 15.5% (71) two dependents. Seven percent (34) of respondents reported to have three dependents, and 2.6% (12) to look after four dependents or more.

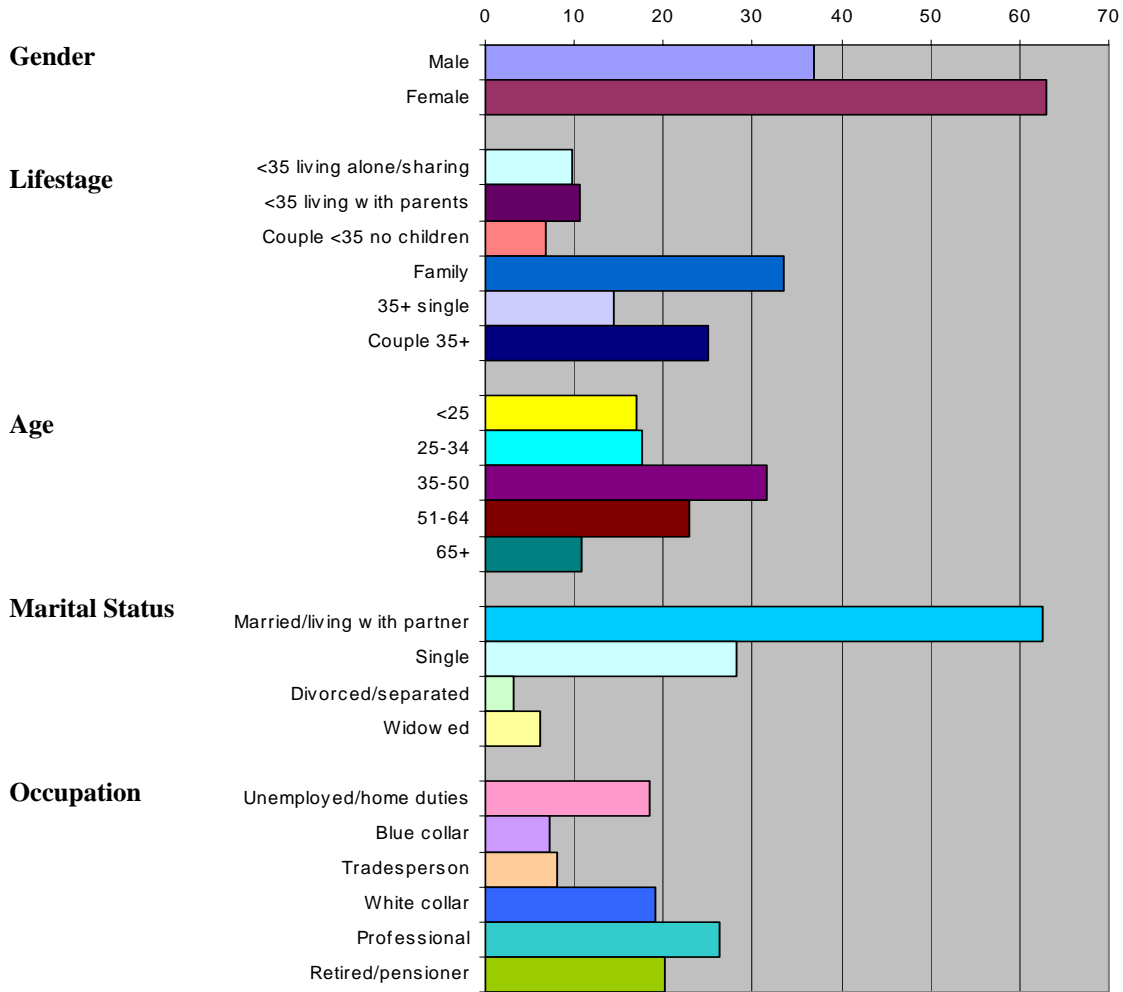
A total of 450 (98%) respondents reported their current occupational status. Overall, respondents' professional status was quite high with 25.9% (119) of respondents indicating they were professionals, and 18.7% (86) being white-collar workers. Seven percent (33) categorised themselves as blue-collar workers, and 7.8% (36) as tradespeople.

Furthermore, 20% (92) of the sample consisted of pensioners and retirees, and 18.3% (84) of unemployed and individuals performing home duties.

For details on demographic profiles of Brisbane, Sydney and Melbourne respondents, and how each of the three groups of respondents compare to the actual population of Brisbane, Sydney and Melbourne, see Appendix B for "Demographic Profile of Brisbane Respondents", Appendix C for "Demographic Profile of Sydney

Respondents”, and Appendix D for “Demographic Profile of Melbourne Respondents”. For comparisons between the demographic profile of respondents and the Australian population in general, refer to Appendix E “Comparing demographics of respondents and Australians”.

**Figure 1: Demographic Profile of Respondents (percentages; n = 459)**



**Figure 2: Yearly Income of Respondents (percentages; n = 459)**

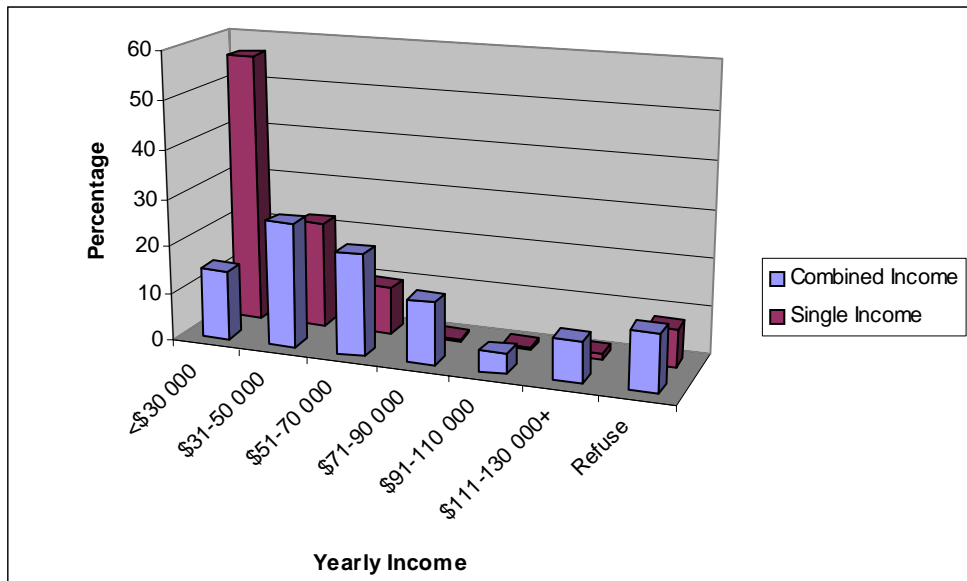
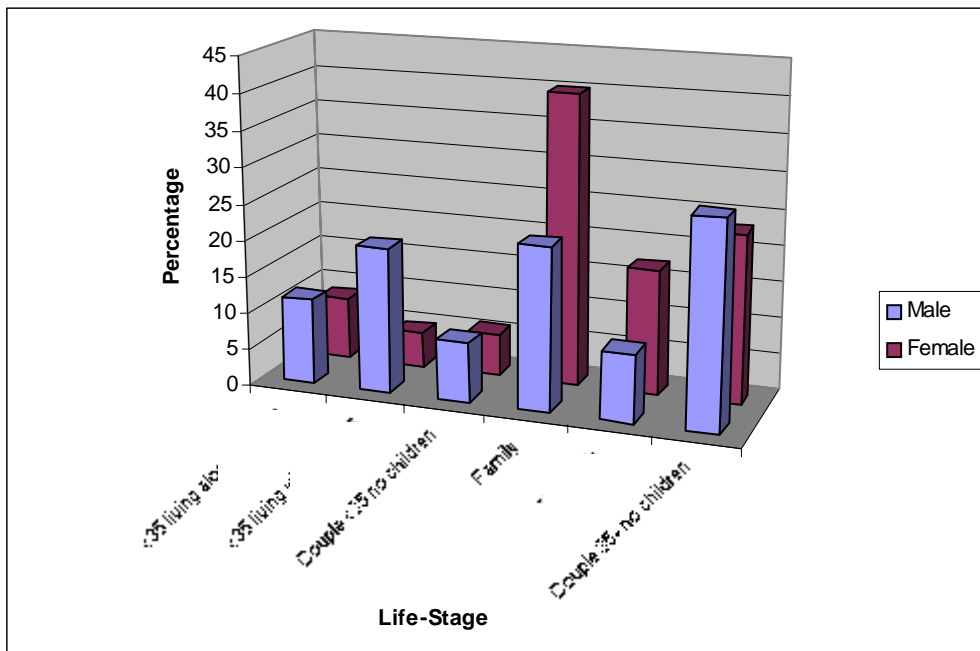


Figure 2 illustrates the yearly income of respondents. Of 459 respondents, 62.3% (286) reported a combined income and 37.6% (173) a single income, with 48 respondents refusing to specify their income. The majority of respondents (56.4%; 99 respondents) who indicated a single income reported annual earnings of less than \$30 000, with only few individuals earning more than \$70 000 per annum. In contrast, 26.2% (75) of combined income households reported a yearly income between \$31-50 000, and 21.3% (61) between \$51-70 000. Eight point seven percent (25) reported an income between \$111-130 000 and above per annum.

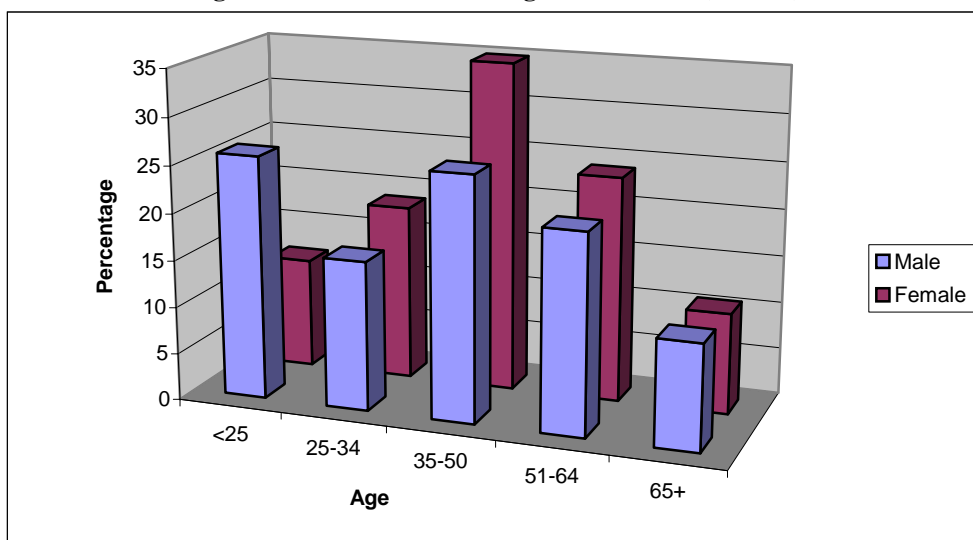
**Gender Comparison**

**Figure 3: Male and Female Life-Stage Distribution (percentages; n = 459)**



Researchers were also interested to explore demographics for gender related differences. Statistical analyses revealed a number of variations between male and female respondents in terms of their life-stage, age, marital status, and occupation. As Figure 3 illustrates, 40.1% of all female respondents consisted of families compared to only 22.4% of male respondents. Furthermore, 17.3% of all female respondents were over 35 years and single compared to only 9.4% of male respondents. In addition, 20% of male respondents were under 35 years of age and living with their parents compared to only 4.8% of female respondents.

**Figure 4: Male and Female Age Distribution (n = 459)**





As can be seen from Figure 4 there were considerably more women in the 35-50 age category compared to men. In contrast, there were noticeably more men in the under 25 age category indicating that, overall, male respondents were somewhat younger than female respondents.

**Figure 5: Male and Female Respondents' Marital Status (percentages; n = 459)**

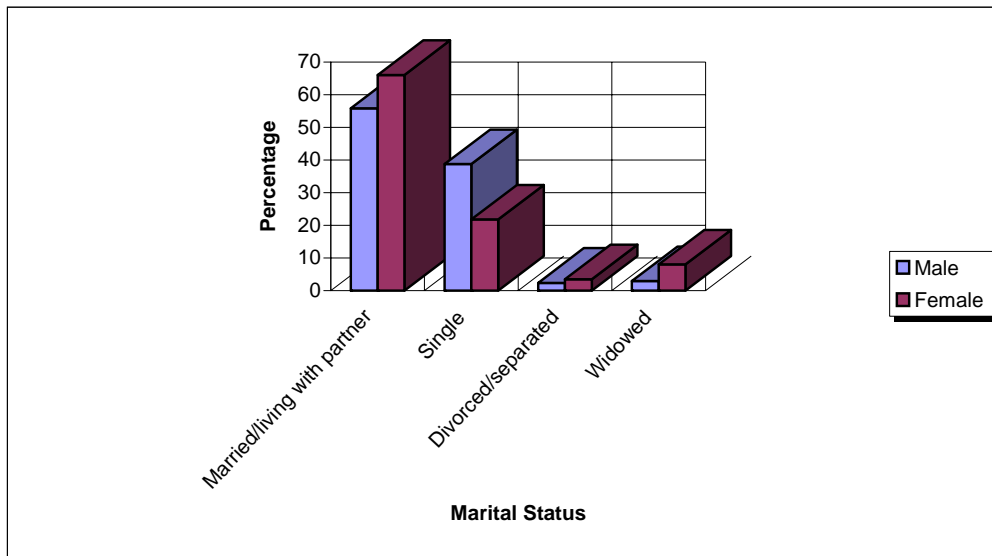
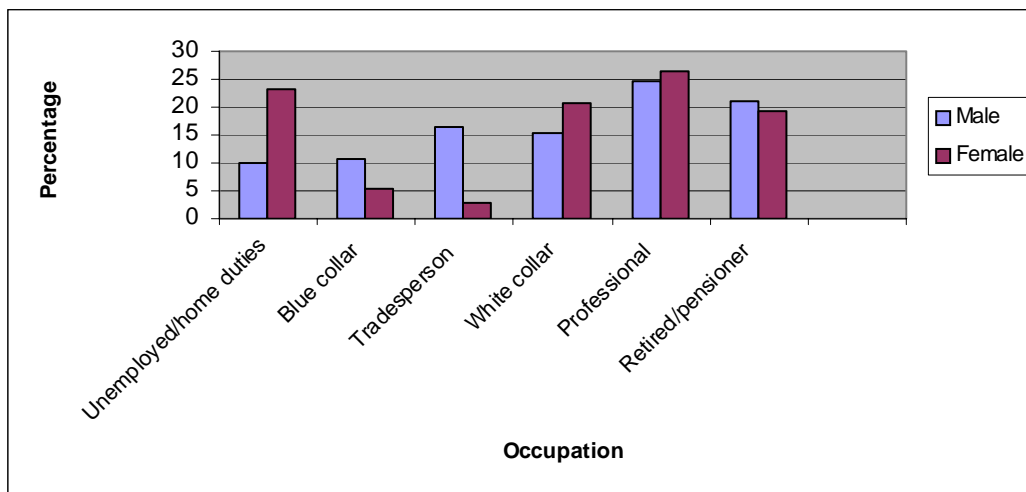


Figure 5 provides information about the marital status of male and female respondents. More female than male respondents reported to be married or to live with a partner. In contrast, there were more single men compared to single women.

**Figure 6: Male and Female Respondents' Occupations (percentages; n = 459)**



As can be seen from Figure 6, while the sample consisted of almost equal numbers of male and female professionals and retirees, there were noticeably more male blue collar workers and tradespeople. Moreover, considerably more female respondents reported to be unemployed or to perform home duties compared to male respondents.

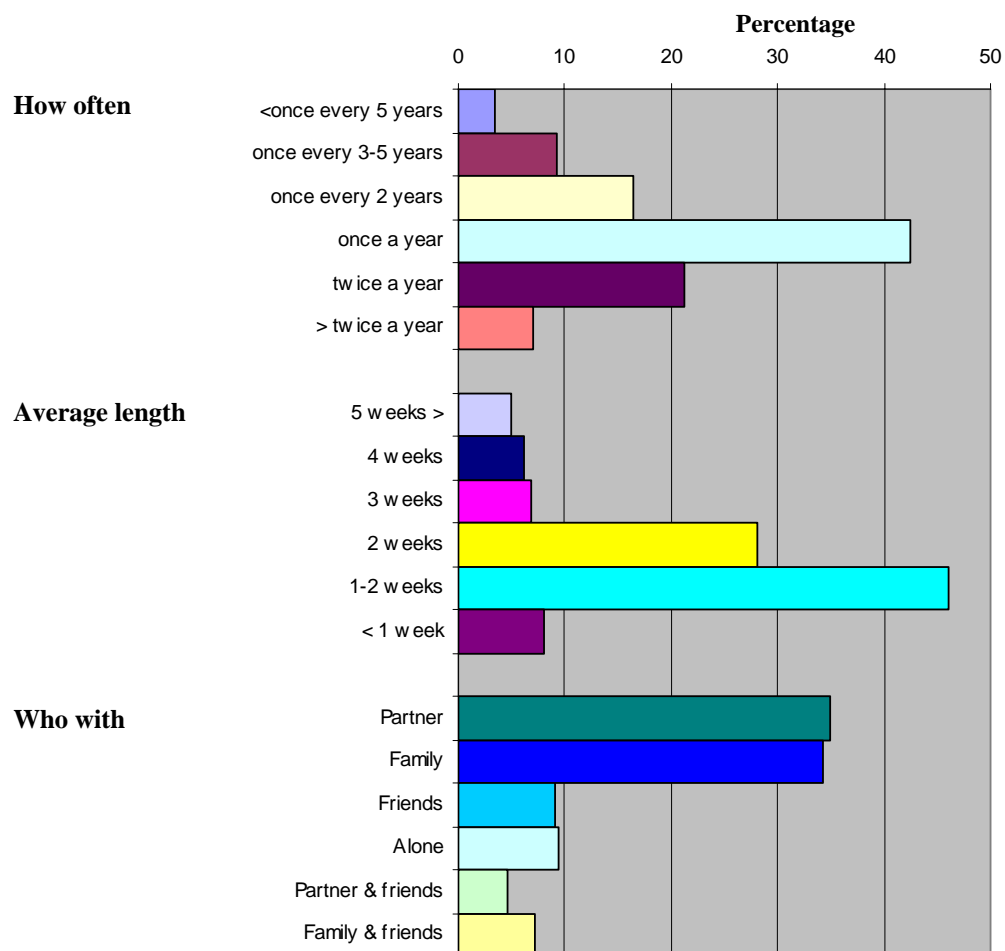
Finally, statistical analyses did not reveal any significant gender differences in terms of combined and single income. For full detailing of the statistical analyses conducted see Appendix F for "Gender Comparison – Demographics".

### Holidays for Five Nights or More

The majority of respondents reported to go on holiday at least once a year. As illustrated in Figure 7, 42.5% (188) reported taking vacations once a year, 21.2% (94) twice a year, and 7% (31) more than twice a year. The

average length of nearly half of all respondents' holidays (46.1%) was between one and two weeks. Furthermore, more than one third of all respondents (35%) reported going on holiday with their partners, and 33.1% (152) with their families. Nine point five percent (42) stated that they usually go alone, and 9% (4) that they are normally accompanied by a friend.

**Figure 7: Respondents' Holiday Patterns (percentages; n = 442)**



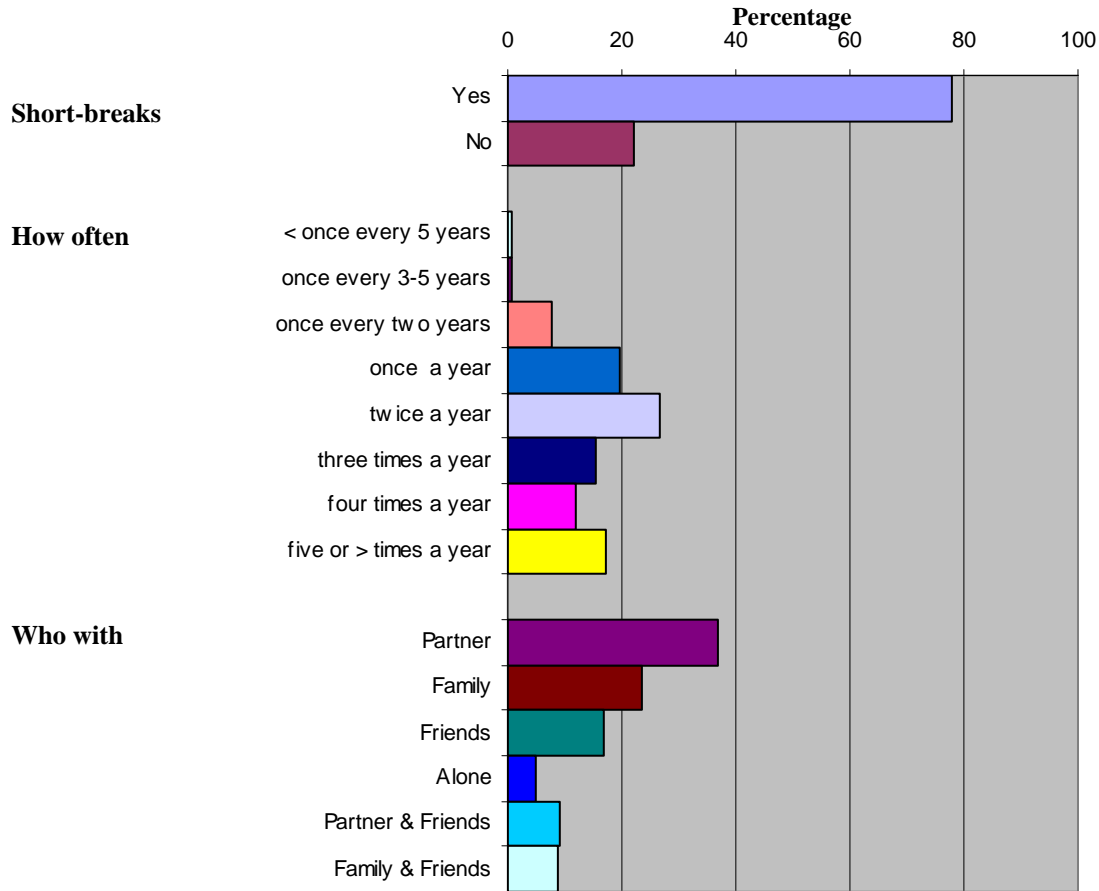
**Gender Comparison**

Statistical analysis did not reveal any differences between male and female respondents in terms of how often they go on holiday (five nights or more), the average length of their holiday, and the people who accompany them. For full detailing of the statistical comparisons conducted see Appendix G for “Gender Comparison – Holiday Pattern”.

**Short-Break Holidays**

Out of 459 respondents 77.8% (357) reported going on short-break holidays. Ninety-one percent of those respondents indicated they took a short-break holiday once a year or more. As illustrated in Figure 8, of the 357 respondents, 19.6% (70) reported taking a short-break holiday once a year, 26.8% (96) twice a year, and 15.4% (55) three times a year. Thirty point two percent (104) indicated they went away for a short trip four times a year or more. Furthermore, 36.7% (131) of respondents who reported going on short-break holidays, indicated they usually go with their partners, followed by 23.5% (84) who typically go with their family.

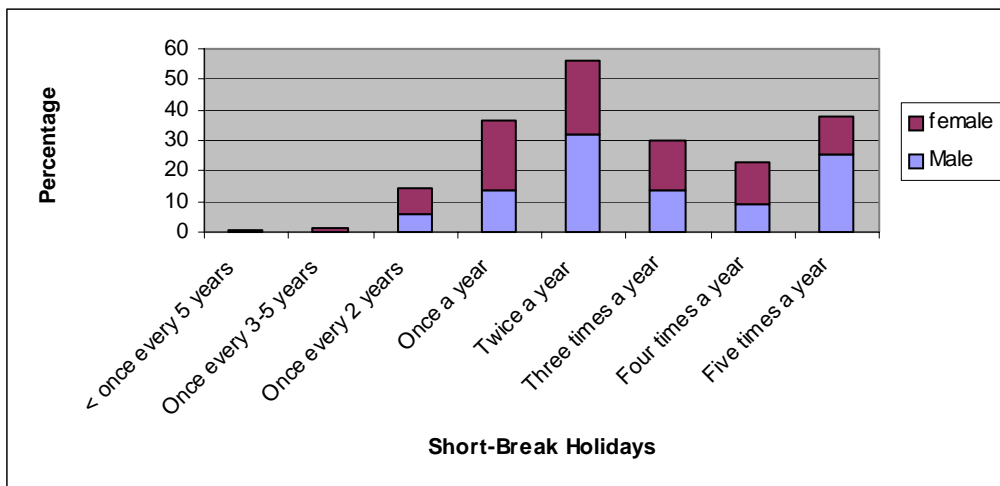
Figure 8: Respondent’s Short-Break Holiday Pattern (percentages; n = 357)



**Gender Comparison**

While there were no obvious gender related differences in respondents’ holiday patterns (five nights or more), statistical analysis demonstrated differences among male and female respondents with reference to their short-break holiday patterns. Although the majority of male and female respondents reported going on short-break holidays, more female respondents (81.3%) reported going on short trips compared to male respondents (71.8%). Furthermore, as illustrated in Figure 9, male and female respondents also differed in terms of how often they reported taking short-break holidays, but not in terms of who accompanied them. For a full detailing of the statistical analysis conducted, see Appendix H for “Gender Comparison – Short Break Holidays”.

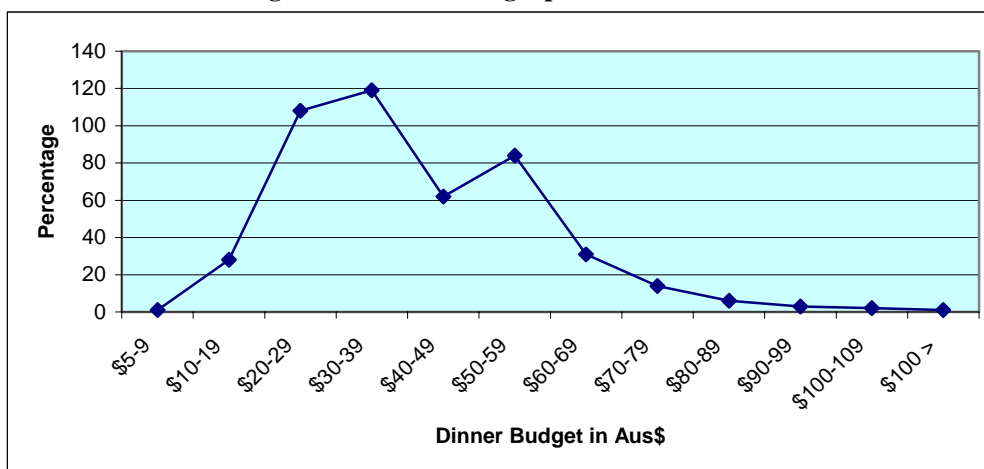
Figure 9: Male and Female Respondents’ Short-Break Holiday Patterns (percentages; n = 357)



**Dinner-Budget**

Respondents were also asked to report how much they typically spend per adult when dining at a restaurant while on holiday.

**Figure 10: Dinner Budget per Adult (n = 459)**



**Table 1: Dinner Budget per Adult – frequencies, percentages and cumulative percentages (n = 459)**

Amount Spent	Frequency	Percent	Cumulative Percent
\$5	1	.2%	.2%
\$10	11	2.4%	2.6%
\$15	17	3.7%	6.3%
\$20	56	12.2%	18.5%
\$25	51	11.1%	29.6%
\$26	1	.2%	29.8%
\$30	101	22%	51.9%
\$35	18	3.9%	55.8%
\$40	56	12.2%	68%
\$45	6	1.3%	69.3%
\$50	81	17.6%	86.9%
\$55	3	.7%	87.6%
\$60	28	6.1%	93.7%
\$65	3	.7%	94.3%
\$70	10	2.2%	96.5%
\$75	4	.9%	97.4%
\$80	6	1.3%	98.7%
\$90	3	.7%	99.3%
\$100	2	.4%	99.8%
\$150	1	.2%	100%

As illustrated in Figure 10, while the majority of respondents reported to typically spending between \$20 and \$50 per adult when dining at a restaurant, only very few respondents tended to spend \$60 or more.

**Gender Comparison**

Statistical analysis revealed that male and female respondents differed slightly in terms of their dining out budget when on holiday. While men were found to spend an average of \$40 per person, women typically spent \$36. For a full detailing of the statistical analysis performed see Appendix I for “Gender Comparison – Dinner Budget”.

**Types of Restaurant**

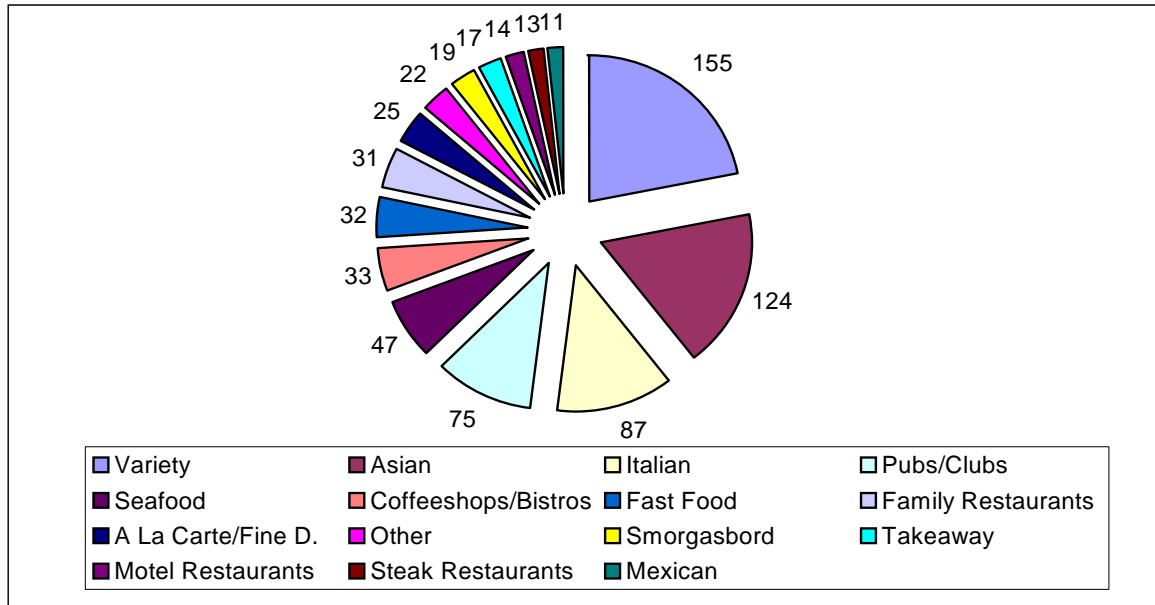
Participants were asked what kind of restaurant(s) they usually eat at while on holiday, specifying up to three different restaurant types.

Participants provided a total of 711 responses. Figure 11 demonstrates that out of 459 respondents, 33.0% (155) reported to enjoy eating at a variety of different types of restaurants when on holiday. In contrast, 27.2% (124) respondents reported to usually eat at Asian restaurants. Out of those respondents, 45.0% (56) reported to

typically eat at Chinese restaurants, 20.0% (25) at Thai restaurants, 6.5% (8) at Japanese restaurants, and 6.5% (8) at Indian restaurants. Twenty-two percent (27) respondents stated to enjoy various types of Asian cuisine rather than one particular type. The third most frequently reported type of restaurant was Italian restaurants with 19.0% (87) respondents, followed by Pubs/Clubs with 16.3% (75) respondents. Seafood restaurants were typically visited by 10.2% (47) respondents, while 5.4% (25) respondents reported to typically seek out A La Carte and Fine Dining restaurants.

Restaurant types that were reported by less than 10 respondents were categorised as “Others”. For a full detailing of the “Other” category, see Appendix J for “Other Types of Restaurants”.

**Figure 11: Types of Restaurants Respondents’ Usually Eat at While on Holiday (frequency data; n = 459)**



### Gender Comparison

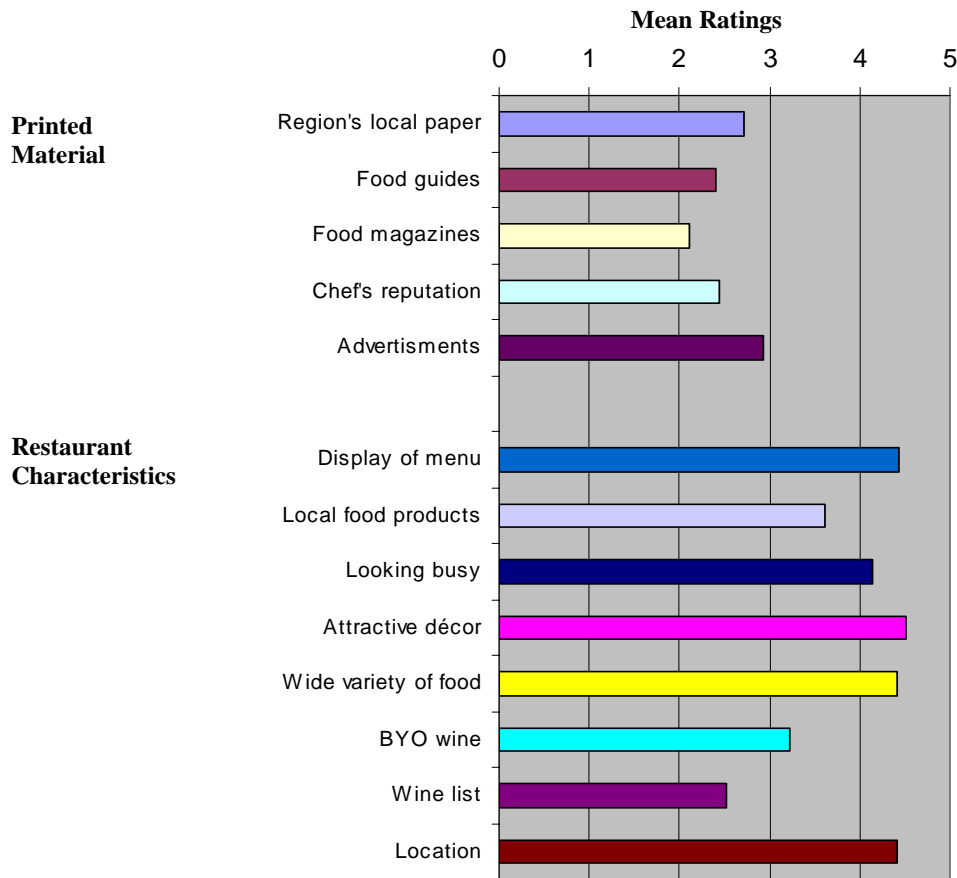
Statistical analysis did not reveal any significant differences between male and female respondents in terms of the type of restaurants they seek out when on holiday. For a full detailing of the statistical analysis conducted see Appendix K for “Gender Comparison – Types of Restaurants Visited”.

### Influential Factors in Choice of Restaurant

In the following section questions were asked concerning the degree to which various information sources, that is, printed material (i.e. food magazines and advertisements) and particular restaurant characteristics (i.e. the restaurant’s décor, the display of a menu and the location) influenced respondents’ choice of restaurant when on holiday. Respondents were also asked to report the information sources (i.e., recommendations by friends) they typically relied upon when selecting a restaurant. Responses were rated on a six-point Likert scale (0 = no influence; 6 = very strong influence).

As can be seen in Figure 12, overall, compared to printed materials, restaurant characteristics exerted a stronger influence on respondents’ choice of restaurant when on holiday.

Figure 12: Influence of Printed Material and Restaurant Characteristics on Respondents' Choice of Restaurant When on Holiday (mean ratings; n = 459)



The following series of figures illustrate respondents' ratings for printed materials and restaurant characteristics in more detail.

**Printed Material**

Figure 13: Influence of Printed Material on Respondents' Choice of Restaurant (percentages; n = 459)

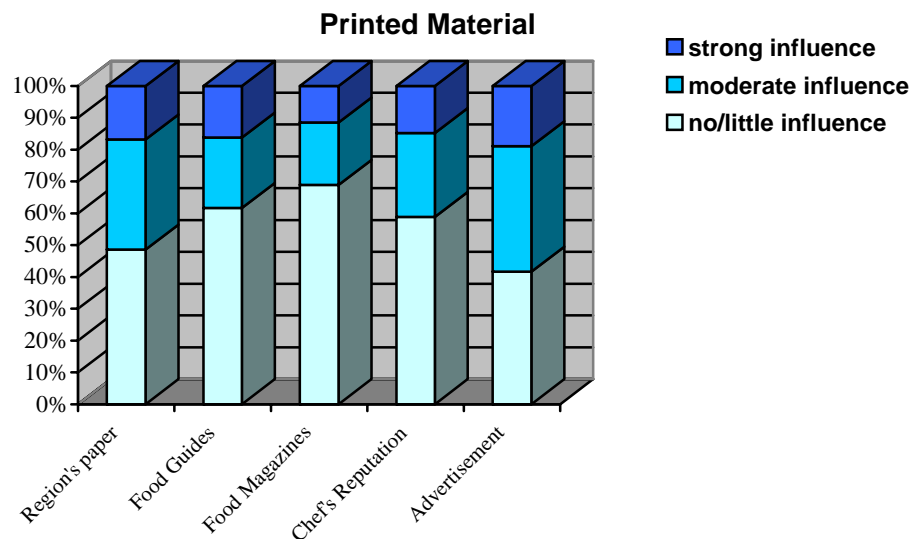


Figure 13 illustrates that between 30-50% of all respondents reported being influenced by the various types of printed material in their choice of restaurant when on holiday. Of the five types of print media, restaurant

reviews in the region's local newspaper and advertisements in newspapers, magazines or dining out guides were reported as exerting the strongest influence on respondents' restaurant choice (51.4% - 236 respondents, and 58.3% - 268 respondents respectively). While around 40% of respondents reported to be influenced by restaurant reviews in food guides and by references to the reputation of the chef in newspapers or magazines (38.4% - 176 respondents, and 41.2% - 186 respondents respectively), surprisingly, more than half of all respondents expressed that food guides and references to the reputation of the chef had little or no influence on their choice of restaurant (61.7% - 283 respondents, and 58.9% - 270 respondents respectively). Restaurant reviews in food magazines were rated the least influential among the five types of printed materials with only 31.1% (143) of respondents expressing an influence on their restaurant selection.

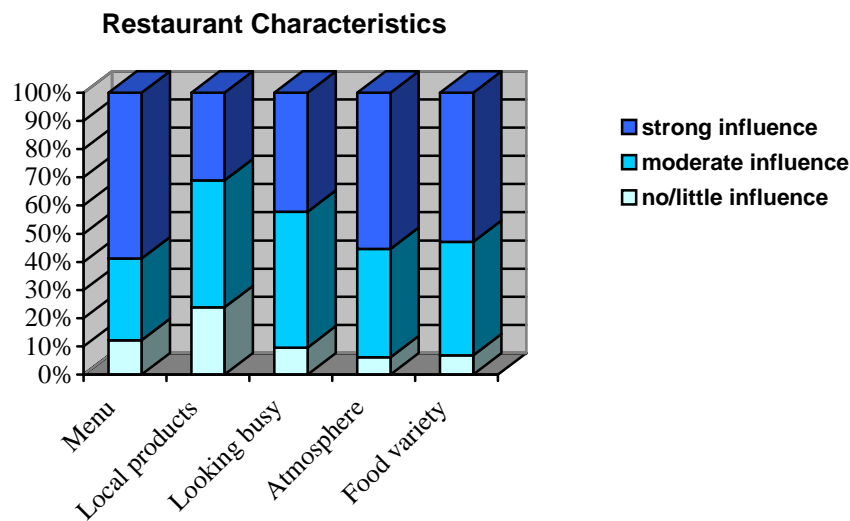
### Gender Comparison

Statistical analyses revealed that female respondents were considerably more influenced in their choice of restaurant by reviews in regions' local newspapers compared to male respondents (mean = 2.96 and 2.29 respectively). However, no differences between the genders were found pertaining to restaurant reviews in food guides and food magazines, advertisements in newspapers, magazines and dining out guides, as well as references to the reputation of the chef in newspapers or magazines. For a full detailing of the statistical analysis see Appendix L for "Gender Comparison – Influence of Printed Material".

### Restaurant Characteristics

The next set of questions explored to what degree certain restaurant characteristics, such as the display of a menu in the window or evidence of local food products featuring in the menu, would influence respondents' restaurant selection when on holiday.

**Figure 14: Influence of Restaurant Characteristics (percentages; n = 459)**



As illustrated in Figure 14, characteristics that appeared to have the strongest influence on respondents' restaurant choice were the display of a menu in the window (58.8% - 270 respondents), the restaurant having an attractive décor or atmosphere (55.4% - 254 respondents), and evidence of a wide variety of food on the menu (52.9% - 243 respondents). While the restaurant looking busy was considered very influential by 42.3% (194) of all respondents, 48.2% (221) expressed that it was only moderately influential. Similarly, 31.1% (143) of respondents rated evidence of local food products as very influential, while 45.1% (207) considered it as moderately influential, and 23.8% (109) as not influential at all.

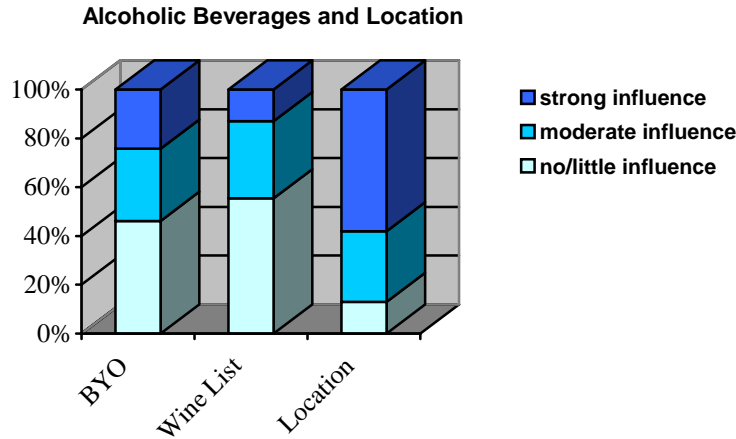
### Gender Comparison

When investigating gender differences in responses, statistical analysis revealed that male and female respondents were equally influenced in their choice of restaurant by evidence of a wide variety of food on the menu, the restaurant looking busy, and by the restaurant having an attractive décor or atmosphere. However, analyses revealed that female respondents were clearly more influenced by the display of a menu in the window compared to male respondents (mean = 4.64 and 4.11 respectively). Likewise, women were noticeably more influenced by local food products being featured in the menu than men (mean = 3.76 and 3.35 respectively). For a full detailing of the statistical analysis performed see Appendix M for "Gender Comparison – Influence of Restaurant Characteristics".

### Influence of Alcoholic Beverages & Location

Respondents were asked to what degree the opportunity to bring their own wine and the location of the restaurant influenced respondents' choice of restaurant when on holiday.

Figure 15: Influence of Alcoholic Beverages and Location (percentages; n = 459)



As can be seen in Figure 15, 41.6% (191) of respondents considered the opportunity to BYO wine had little or no influence on their restaurant selection, with 21.8% (146) reporting a strong influence. Respondents were also asked to what degree an extensive wine list offered by the restaurant would be an enticing factor in their decision-making process. While 55.1% (253) reported that an extensive wine list would have no/little influence, only 12.9% (59) expressed that it would have an extreme influence on respondents' restaurant choice. Researchers were also interested in the influence that the location of the restaurant had on respondents' restaurant selection. More than half of all respondents, 57.9% (266) reported walking distance from their accommodation to be a very important factor when choosing restaurants.

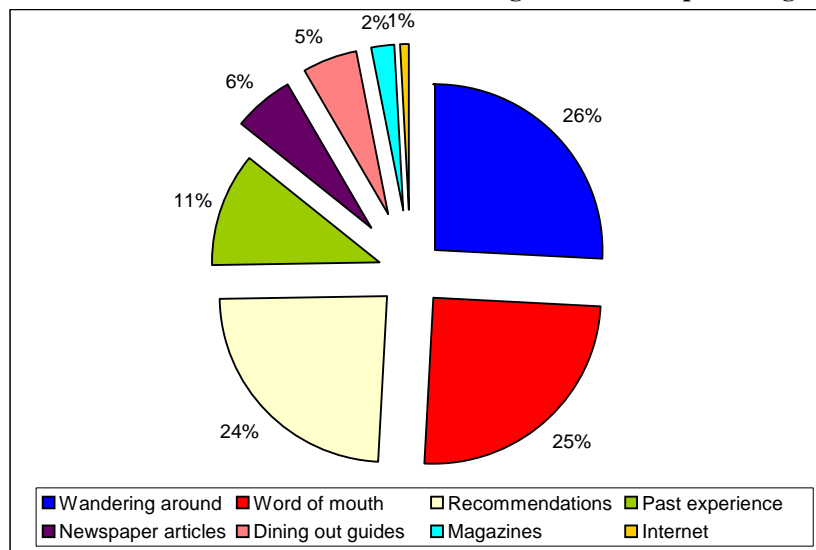
### Gender Comparison

When exploring gender differences, the location within walking distance of respondents' accommodation was a more dominant factor for female respondents (mean = 4.55) compared to male respondents (mean = 4.16). For a full detailing of the statistical analysis performed see Appendix N for "Gender Comparison – Influence of Alcoholic Beverages and Location".

### Information Sources

Finally, respondents were asked to nominate information sources typically used when choosing restaurants when on holiday. Respondents were asked to indicate up to three information sources from a list of eight options.

Figure 16: Information Sources Used When Choosing Restaurants (percentages; n = 459)



Note: The percentages of this figure are based on the total number of responses given.



Figure 16 demonstrates that ‘Wandering around until you find something nice’ was the option most frequently reported (25.7%; 302 respondents), followed by ‘word of mouth recommendations from friends and/or relatives’ (25.2%; 296 respondents), ‘recommendations from local people or businesses in the area’ (23.7%; 278 respondents), and ‘past experience’ (11.1%; 130 respondents). Surprisingly, only 1% (9) of respondents reported to rely upon the Internet when choosing restaurants while on holiday.

### Gender Comparison

Statistical analysis revealed that female respondents (16.6%; 65.7%) were considerably more likely than male respondents (9.4%; 51.8%) to use dining out guides and recommendations from local people or business in the area as a source of information when choosing restaurants when on holiday. In contrast, men (34.1%) compared to women (24.9%) relied more on their past experience. Information sources equally employed by both genders were: newspaper articles, word of mouth recommendations from friends and/or relatives, wandering around until you find something nice, the Internet, and magazines. For a full detailing of the statistical analysis performed see Appendix O for “Gender Comparison – Information Sources”.

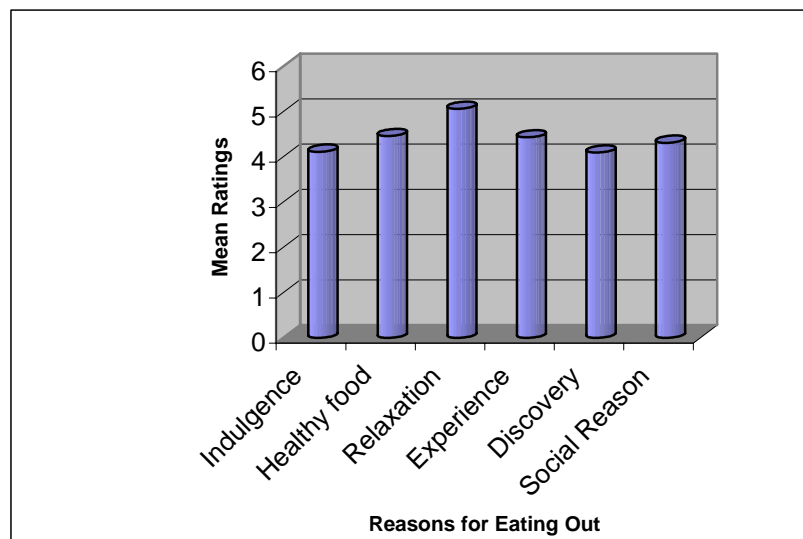
To highlight the most important points relating to the influence of information sources on respondent’s restaurant selection:

- Restaurant reviews in the region’s local newspaper exerted the strongest influence on respondents’ restaurant choice, particularly for female respondents.
- Advertisements in newspapers, magazines and dining out guides were found to be the second most influential type of print media, while restaurant reviews in food magazines was the least influential source of information impacting on respondents’ restaurant selection.
- Restaurant characteristics that were found to have the strongest influence on respondents’ restaurant choice were:
  - the display of a menu in the window, which was particularly influential for women,
  - the restaurant having an attractive décor or atmosphere,
  - and evidence of a wide variety of food on the menu.
- Of the five restaurant characteristics, ‘evidence of local food products featured in the menu’ was considered least influential, with statistical analysis revealing that female respondents were noticeably more influenced by this restaurant characteristic than male respondents.
- Surprisingly, the opportunity to ‘bring your own wine’ and an extensive wine list offered by a restaurant did not exert a strong influence on most respondents’ restaurant choice.
- Proximity of the restaurant to respondents’ accommodation was reported to be a very important factor when selecting restaurants, in particular for female respondents.
- Wandering around was the most frequently reported information source that respondents were found to depend upon in their restaurant selection, followed by recommendations from friends and family and local people.

### Reasons for Eating Out

Investigators were also interested to find out more about why people dine out. In this section, respondents were asked a series of questions concerning motivations and reasons for eating out when on holiday.

**Figure 17: Reasons for Eating Out When on Holiday (mean ratings; n = 459)**



**Figure 18: Reasons for Eating Out when on Holiday (percentages; n = 459)**

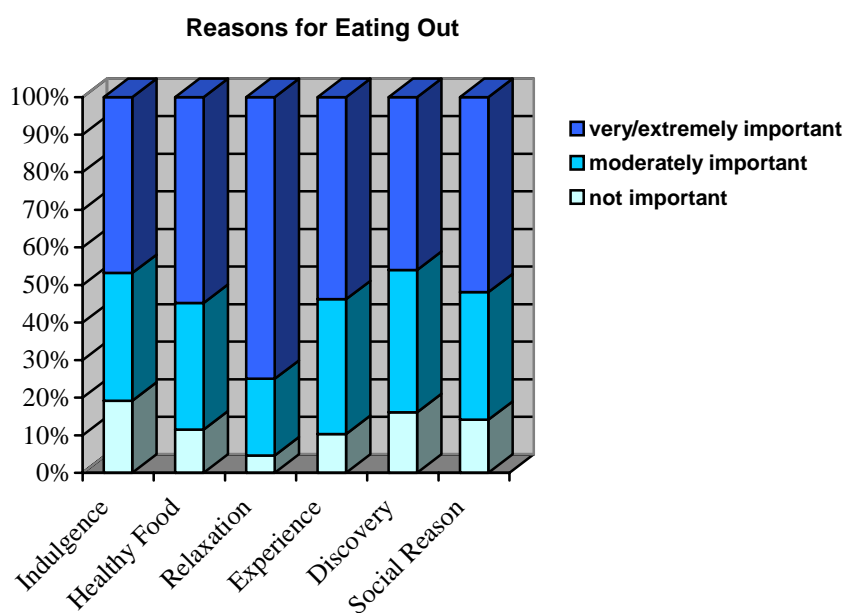


Figure 17 and Figure 18 illustrate respondents' ratings for reasons consumers eat out when on holiday. While Figure 17 displays mean ratings, Figure 18 gives a more detailed breakdown of respondents' ratings reported in percentages. As can be seen from Figure 18, for 74.9% (344) of all respondents 'relaxation' (i.e., to be waited on and not having to cook yourself) was an extremely important reason for eating out. Furthermore, 54.7% (251) of all respondents rated eating healthy food as very/extremely important when on holiday, while only 11.5% (53) thought that eating healthily was not important. Similarly, 53.8% (247) of respondents viewed the 'experience' (i.e., eating out is part of the overall holiday experience) as very/extremely important, with only 10.3% (47) viewing 'experience' as not important. Moreover, about half of all respondents reported the 'social reason' (i.e., the chance to mix and talk with friends and family), and 'discovery' (i.e., trying new, exciting and different foods that you would not cook yourself) to be very important motivating factors for eating out when on holiday.

### **Gender Comparison**

There were some gender differences concerning reasons for why tourists eat at restaurants when on holiday. For women, 'indulgence' (i.e., either fine dining or just the feeling of spoiling yourself) was clearly a more important aspect of the eating-out experience than for men (mean = 4.26 and 3.84 respectively). Similarly, 'relaxation and comfort' (i.e., to be waited on and not having to cook yourself) were more critical for female than for male respondents (mean = 5.29 and 4.65 respectively).

In contrast, male and female respondents both regarded eating healthy food as a very important aspect to consider when dining out while on holiday. Both genders also considered eating out as an essential part of the overall holiday experience, and a good opportunity to experiment with new and different types of food that respondents usually would not cook themselves. In addition, male and female respondents regarded dining out as a good occasion to mix and talk with friends and family. For a full detailing of the statistical analysis conducted see Appendix P "Gender Comparison – Reasons for Eating Out".

### **Regional Food & Restaurant Characteristics**

In this section, respondents were asked four different types of questions concerning their perception of food and restaurants for six regions around Australia (Brisbane, Sydney, Melbourne, Tasmania, the Gold Coast, and the Sunshine Coast). Each question was rated on a scale from one to ten (1 = low rating; 10 = high rating). First, respondents were asked how they perceived each region in terms of having a good variety of restaurants. Second, participants were invited to rate each region's dining precincts. Next, participants' perception of the overall reputation of each region's restaurants was explored, and finally, respondents were asked about how they would rate each region's restaurants in terms of featuring regional produce in their menus.

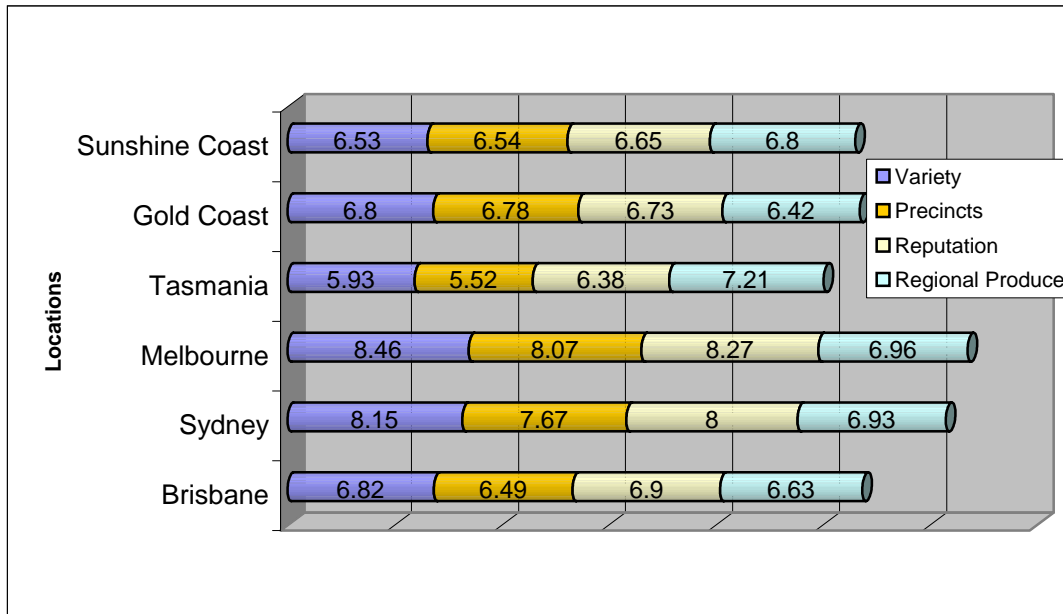
**Figure 19: Respondents' Ratings of Regions' Food and Restaurant Characteristics (mean ratings; n = 459)**

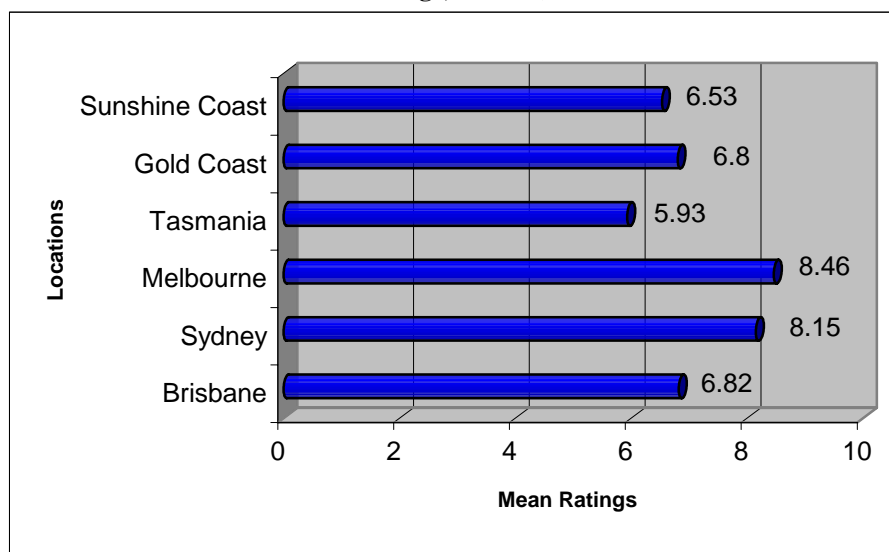
Figure 19 illustrates that, overall, respondents perceived Melbourne and Sydney as having an excellent variety of restaurants, very good dining precincts and a very good overall reputation. In contrast, Brisbane, the Gold Coast and the Sunshine Coast were consistently rated as 'good' across all four dimensions. While Tasmania was seen as having a moderate variety of restaurants and dining precincts, the reputation of Tasmania's restaurants was rated as good. Moreover, out of the six regions, Tasmania's restaurants received the highest mean rating for featuring regional produce in their restaurants' menus.

It needs to be mentioned that some respondents during the interview mentioned that they had never visited a particular destination. Therefore, their perceptions were not based on actual experience when providing ratings for these locations. As a result, some of the results obtained may not reflect the real situation. For example, moderate to low perceptions of Tasmania's restaurant variety and precincts may be because many respondents may have never visited this destination.

The following series of figures illustrate respondents' ratings for each of the four dimensions (restaurant variety, precincts, reputation and regional produce) separately in detail.

### Variety of Restaurants

Figure 20 and Figure 21 demonstrate respondents' ratings for the variety of restaurants offered by each of the six regions.

**Figure 20: Respondents' Mean Ratings for the Variety of Restaurants in Each of the Regions (mean ratings; n = 459)**

**Figure 21: Respondents' Ratings for the Variety of Restaurants in Each of the Six Regions**

(percentages; n = 459)



As illustrated in Figure 20 and Figure 21, among the six regions, Melbourne and Sydney restaurants received the highest ratings with more than 50% of respondents rating both cities as offering a very good/excellent variety of restaurants. Although both cities received outstanding ratings, statistical analysis revealed that respondents perceived Melbourne (mean = 8.46) as having a greater variety of restaurants compared to Sydney (mean = 8.15). Furthermore, respondents rated the variety of Gold Coast restaurants (mean = 6.80) more favourable compared to the Sunshine Coast (mean = 6.50). A full detailing of the statistical comparisons conducted between the six regions can be found in Appendix U “Contrast Analysis”.

When comparing the response patterns of respondents from the three cities, statistical analysis revealed that Brisbane respondents rated the variety of Brisbane’s restaurants considerably better compared to respondents from Sydney and Melbourne. Similarly, Melbourne respondents perceived the variety of Melbourne’s restaurant in a noticeably more favourable light compared to respondents from Brisbane and Sydney. Moreover, Melbourne respondents rated the variety of Sydney’s restaurants significantly lower compared to respondents from Sydney and Brisbane. Thus, there was a tendency for Brisbane and Melbourne respondents to view restaurants in their city of residence in a more favourable light. A full detailing of the statistical comparisons conducted between respondents from Brisbane, Melbourne and Sydney is provided in Appendix V “One-way ANOVAs and Tukey’s Posthoc”.

**Gender Comparison**

Statistical analysis revealed some gender differences in perception. While male and female respondents rated the variety of restaurants in Brisbane, Melbourne, Tasmania and the Gold Coast along similar lines, statistical analysis revealed significant differences in ratings of restaurants in Sydney and the Sunshine Coast, with female respondents (mean = 8.36; mean = 6.81) perceiving the variety of restaurants in both locations considerably better compared to male respondents (mean = 7.79; mean = 6.06). For full detailing of the statistical analysis conducted see Appendix Q for “Gender Comparison – Perceptions of Restaurant Variety”.

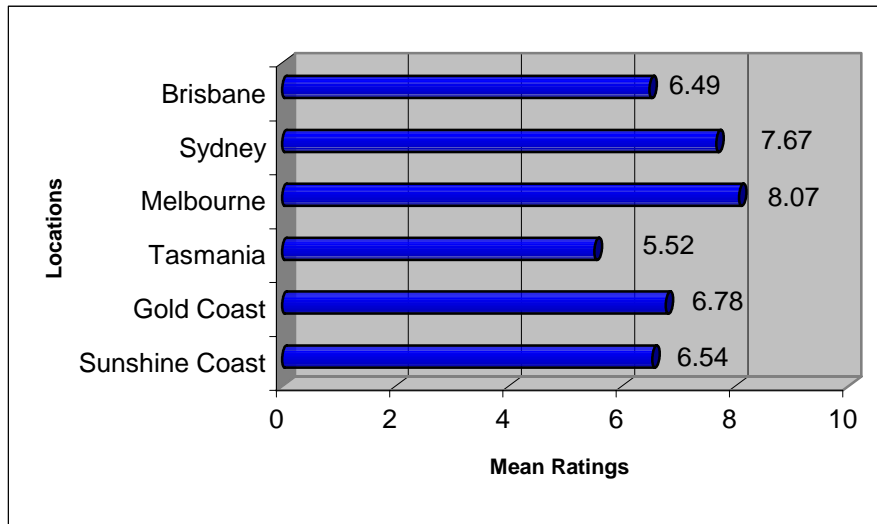
To summarise, respondents, overall, perceived Melbourne as offering the best variety of restaurants, with Brisbane and Melbourne respondents perceiving the variety of restaurants in their respective cities in a markedly more favourable light. Moreover, some gender differences in perception were observed with female respondents perceiving the variety of restaurants in Sydney and the Sunshine Coast markedly better compared to male respondents.

**Dining Precincts**

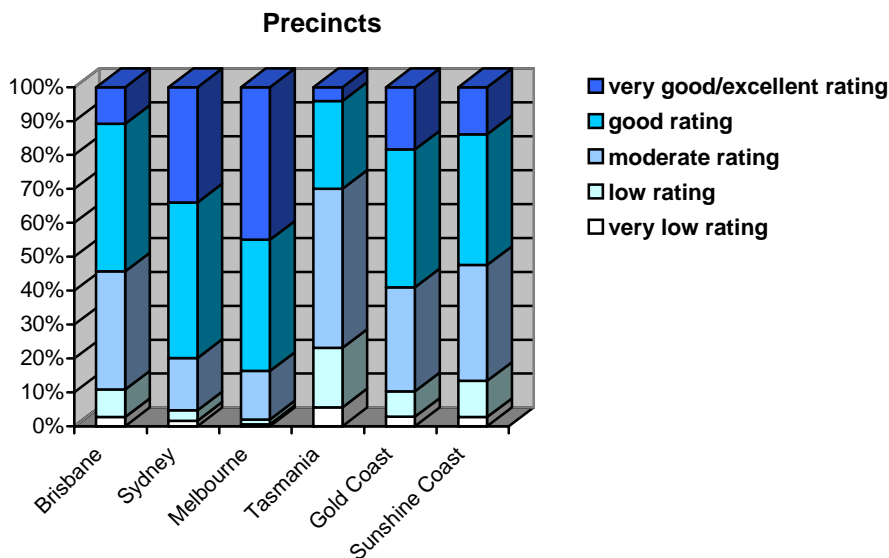
Figure 22 and Figure 23 illustrate respondents’ perception of the six regions’ dining precincts. While Sydney and Melbourne, again, were positioned on top of the list, statistical analysis revealed that Melbourne’s dining precincts (mean = 8.07) were perceived as noticeably better compared to those in Sydney (mean = 7.67).

Looking at respondents' perceptions of Gold Coast and Sunshine Coast's dining precincts, overall, both regions received good ratings, with Gold Coast precincts (mean = 6.78) being slightly favoured over Sunshine Coast precincts (mean = 6.54). A full detailing of the statistical comparisons conducted between the six regions can be found in Appendix U "Contrast Analysis".

**Figure 22: Perceptions of the Regions Dining Precincts (mean ratings; n = 459)**



**Figure 23: Respondents' Ratings of the Regions' Dining Precincts (percentages; n = 459)**



When comparing the response patterns of respondents from the three cities, statistical analyses revealed that Brisbane respondents rated Brisbane's dining precincts considerably more favourable compared to respondents from Sydney and Melbourne. Furthermore, Sydney respondents rated Sydney's precincts significantly higher compared to Melbourne and Brisbane respondents, and also, Melbourne respondents perceived Melbourne's precincts in a significantly better light than Sydney and Brisbane respondents.

A full detailing of the statistical comparisons conducted between respondents from Brisbane, Melbourne and Sydney is provided in Appendix V "One-way ANOVAs and Tukey's Posthoc".

### Gender Comparison

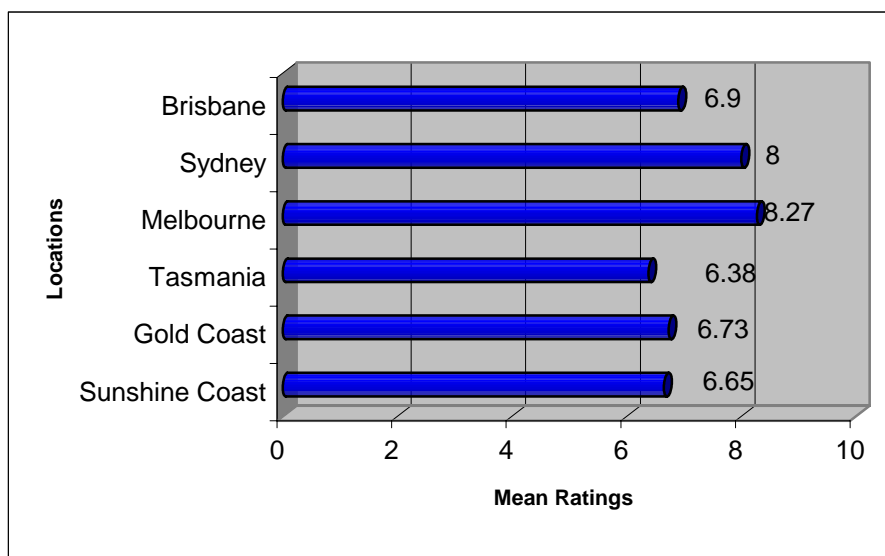
When investigating gender differences, statistical analysis revealed that with the exception of Sunshine Coast dining precincts, which female participants (mean = 6.78) perceived in a clearly more favourable light compared to male participants (mean = 6.11), both genders agreed in their ratings of dining precincts in Brisbane, Melbourne, Sydney, Tasmania and the Gold Coast. For full detailing of the statistical analysis conducted see Appendix R "Gender Comparison – Perceptions of Dining Precincts".

In summary, respondents from all three cities perceived their own city's dining precincts in a more favourable light when compared to respondents from the other two cities. Furthermore, male and female respondents, with the exception of the Sunshine Coast, agreed in their perception of the regions' dining precincts.

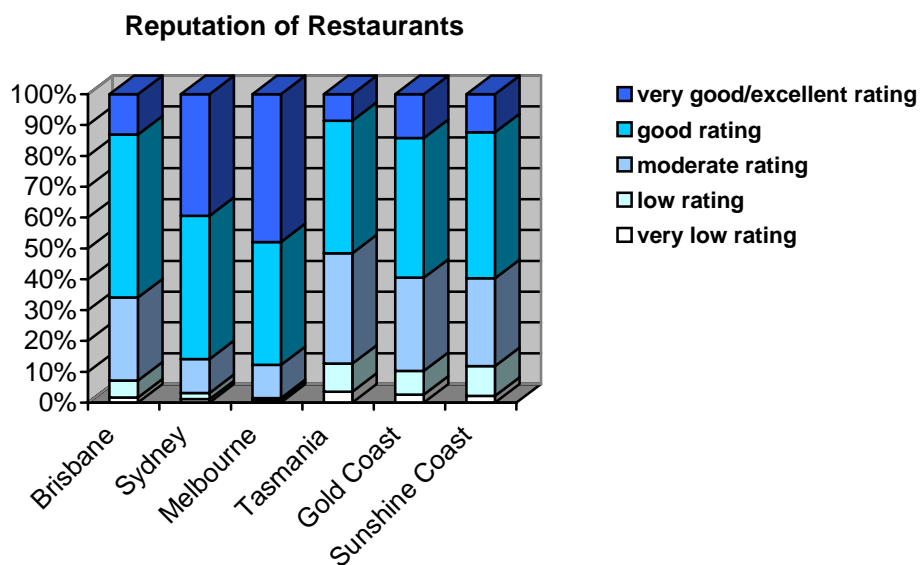
**Overall Reputation**

Figure 24 and Figure 25 provide information about how respondents perceived the overall reputation of the regions' restaurants. While around 40-50% of all respondents perceived the reputation of each of the regions' restaurants as good, Sydney and Melbourne, once again, topped the list with nearly half of all respondents rating Sydney's and Melbourne's restaurants as having a very good to excellent reputation. Furthermore, statistical analysis, once again, showed a significant difference between respondents' perceptions, with Melbourne's restaurants (mean = 8.27) receiving overall higher ratings than Sydney's restaurants (mean = 8.00). A full detailing of the statistical comparisons conducted between the six regions can be found in Appendix U "Contrast Analysis".

**Figure 24: Perceptions of the Overall Reputation of the Regions' Restaurants (mean ratings; n = 459)**



**Figure 25: Respondents' Ratings of the Reputation of the Regions' Restaurants (percentages; n = 459)**



When looking for differences in the response patterns of respondents from the three cities, statistical analysis, once again, revealed that Brisbane respondents perceived the overall reputation of Brisbane's restaurants more

favourably compared to respondents from Sydney and Melbourne. Likewise, Melbourne respondents rated the reputation of Melbourne’s restaurants considerably more favourable than Sydney and Brisbane respondents. Finally, Melbourne respondents rated the reputation of Sydney’s restaurants considerably lower compared to Sydney respondents.

A full detailing of the statistical comparisons conducted between respondents from Brisbane, Melbourne and Sydney is provided in Appendix V “One-way ANOVAs and Tukey’s Posthoc”.

**Gender Comparison**

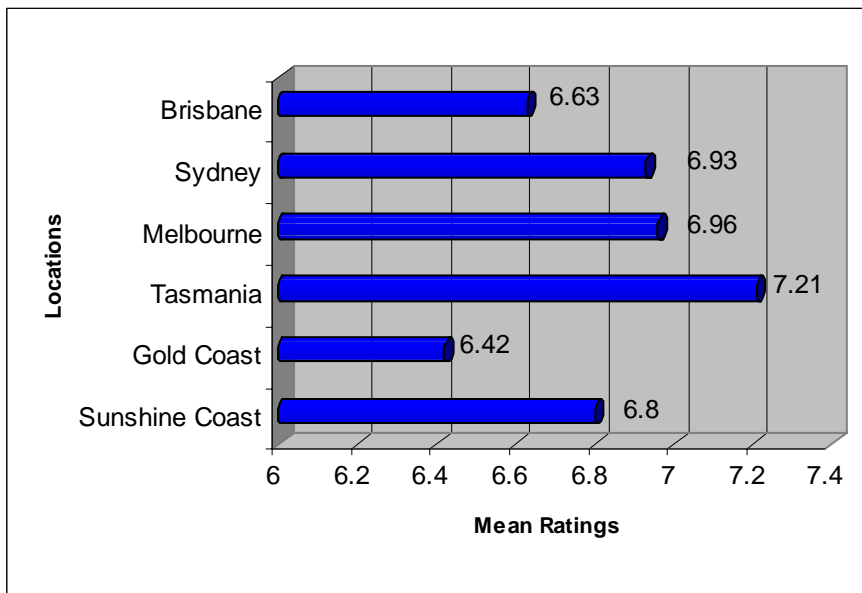
Statistical analysis revealed some gender differences in terms of ratings for the overall reputation of the regions’ restaurants. Female respondents (mean = 8.19) rated the reputation of Sydney’s restaurants noticeably better compared to male respondents (mean = 7.65), but agreed in their perception of restaurants in Brisbane, Melbourne, Tasmania, the Gold Coast and the Sunshine Coast. For a full detailing of the statistical analysis conducted see Appendix S for “Gender Comparison – Perceptions of Overall Reputation”.

In summary, results revealed that Melbourne and Brisbane respondents had a more favourable perception of the reputation of restaurants in their respective cities, with Melbourne respondents rating the reputation of Sydney’s restaurants markedly lower compared to the reputation of restaurants in their own city. Furthermore, with the exception of ratings for Sydney, male and female respondents agreed in their perception of the regions’ restaurants.

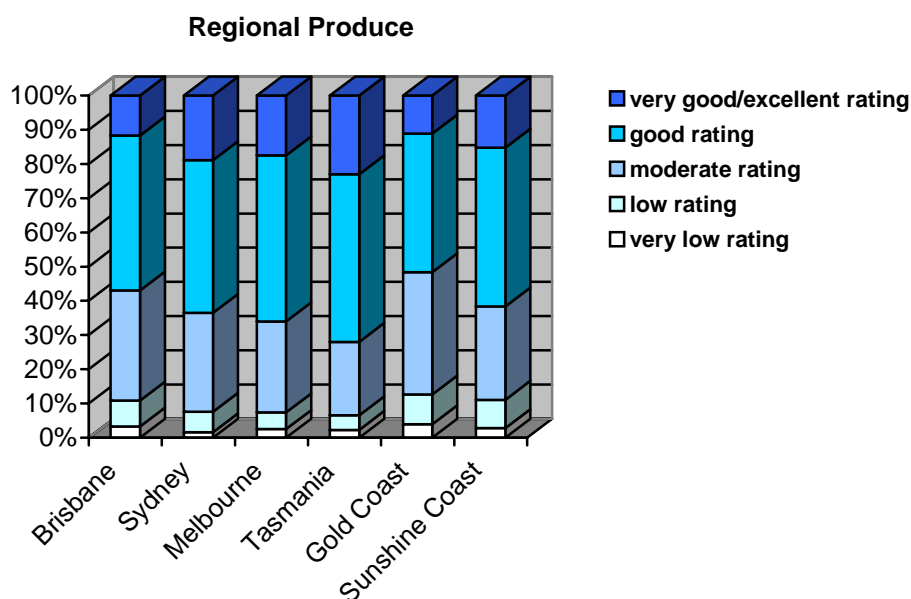
**Regional Produce**

Figure 26 and Figure 27 illustrate how respondents rated each region’s restaurants in terms of featuring regional produce in their menus. Across all six regions, roughly 40% of respondents perceived the regions’ restaurants as ‘good’ in terms of featuring local food products in their menus. Statistical analysis did not reveal a significant difference between Melbourne’s (mean = 6.96) and Sydney’s (6.93) restaurants, while Sunshine Coast restaurants (mean = 6.80) were rated as featuring distinctly more regional produce in their menus compared to Gold Coast restaurants (mean = 6.42). Not surprisingly, amongst the six cities, Tasmania’s restaurants received the highest ratings for featuring local food products in their menus. A full detailing of the statistical comparisons conducted between the six regions can be found in Appendix U “Contrast Analysis”.

**Figure 26: Perceptions of Regional Produce Featured in the Regions’ Restaurants** (mean ratings; n = 459)



**Figure 27: Perceptions of Regional Produce Featured in the Regions' Restaurants**



When comparing response patterns of respondents from the three cities, statistical analysis revealed Melbourne respondents to rate Melbourne's restaurants considerably more favourable in terms of featuring regional produce in their menus, compared to respondents from Sydney and Brisbane. A full detailing of the statistical comparisons conducted between respondents from Brisbane, Melbourne and Sydney is provided in Appendix V "One-way ANOVAs and Tukey's Posthoc".

### **Gender Comparison**

Statistical analysis revealed no significant differences in ratings of male and female respondents in terms of the regions' restaurants featuring regional produce in their menus. For a full detailing of the statistical analysis conducted see Appendix T for "Gender Comparison – Perceptions of Regional Produce".

In summary, when comparing the six regions (Brisbane, Sydney, Melbourne, Tasmania, the Gold Coast, and the Sunshine Coast) in terms of their variety of restaurants, dining precincts, reputation and regional produce offered, a number of interesting and statistically significant differences were found:

- Melbourne and Sydney restaurants consistently received the highest ratings across three (variety, precincts, reputations) of the four dimensions. Employing statistical analyses to determine variations in ratings for restaurants in Melbourne and Sydney revealed that Melbourne was perceived as having a greater diversity of restaurants and better dining precincts, with Melbourne's restaurants also being rated as having an overall better reputation compared to Sydney's restaurants.
- Gold Coast restaurants in comparison to Sunshine Coast restaurants were perceived as offering a distinctly greater selection of restaurants and better dining precincts, with Sunshine Coast restaurants being perceived as featuring significantly more regional produce in their menus compared to Gold Coast restaurants.
- Respondents' perceptions of Brisbane's restaurants were similar to those of Gold Coast and Sunshine Coast restaurants.
- Tasmania was perceived as providing a moderate variety of restaurants and reasonable dining precincts. Moreover, while the reputation of Tasmania's restaurants was rated as fairly good, Tasmania received top ratings for featuring regional produce in their menus. Furthermore, to summarise variations in ratings among respondents from the three cities (Sydney, Melbourne, and Brisbane), statistical analysis revealed a number of significant differences:
  - Brisbane respondents were found to rate the variety, precincts, and the reputation of Brisbane's restaurants more favourably compared to respondents from Melbourne and Sydney.
  - Likewise, Melbourne respondents were found to perceive their own city in a more favourable light across all four dimensions (variety, precincts, reputation, and regional produce), compared to respondents from Sydney and Brisbane, who perceived Melbourne's restaurants in a similar way.
  - While respondents from Sydney and Brisbane, in general, agreed in their perception of Sydney's restaurants, Sydney respondents perceived their own city's dining precincts more favourable compared to respondents from Melbourne and Sydney.



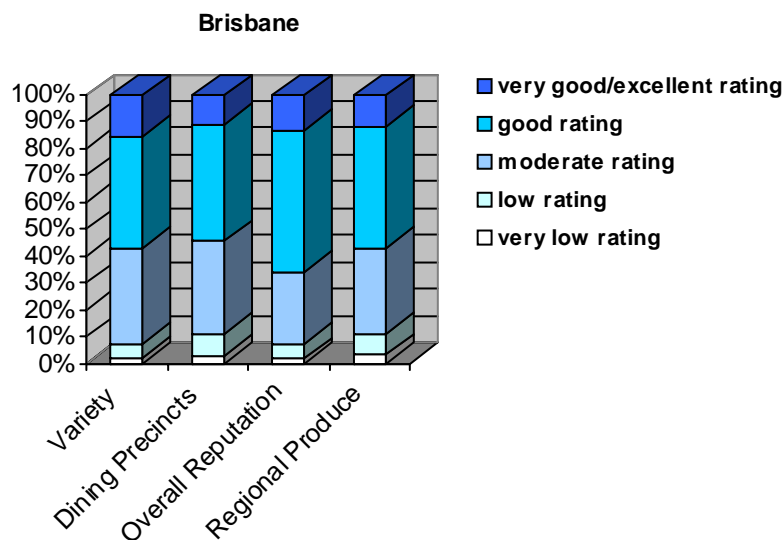
- Finally, Melbourne respondents rated Sydney’s dining precincts and overall reputation of restaurants markedly less favourable compared to respondents from Sydney and Brisbane.

Overall, results revealed that Brisbane and Melbourne dwellers seemed to have a consistently more favourable perception of restaurants in their respective cities when compared to respondents from Sydney, with Melbourne respondents confidently expressing their competitive spirit and advantage over Sydney’s restaurants. Furthermore, while respondents from the three different cities had differing perceptions of Brisbane’s, Sydney’s and Melbourne’s restaurants, on the whole, respondents agreed in their assessment of restaurants in Tasmania, the Gold Coast, and the Sunshine Coast.

A full detailing of the statistical comparisons conducted between respondents from Brisbane, Melbourne and Sydney is provided in Appendix V “One-way ANOVAs and Tukey’s Posthoc”. Furthermore, full detailing of the statistical comparisons conducted between the six regions can be found in Appendix U “Contrast Analysis”.

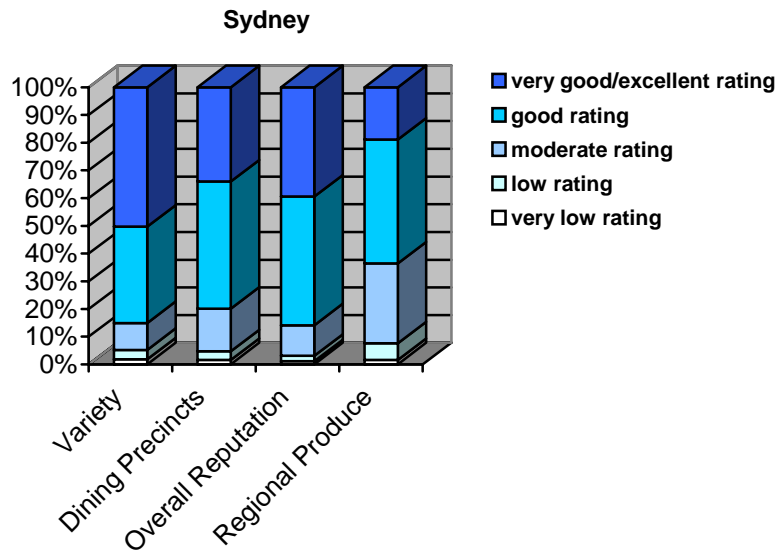
The following series of graphs provide an overview of respondents’ perceptions of restaurants in each of the six regions and across each of the four dimensions.

**Figure 28: Overview of Respondents’ Perception of Brisbane’s Restaurants** (percentages; n = 459)



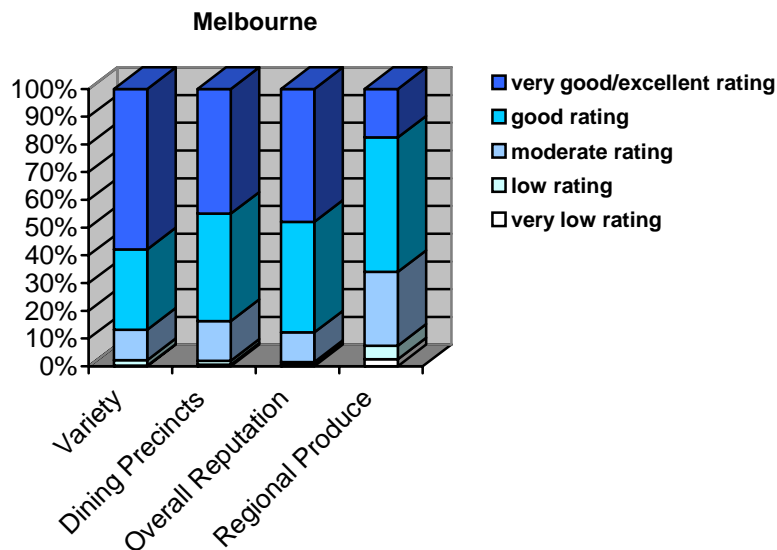
As illustrated in Figure 28, approximately 60% of respondents perceived Brisbane to have a ‘good’ to ‘very good/excellent’ selection of restaurants and dining precincts. Similarly, 60% of respondents perceived Brisbane’s restaurants as ‘good’ or ‘very good/excellent’ in terms of featuring local food products in their menus. Brisbane restaurants received their highest ratings for the overall reputation of their restaurants, with close to 70% of people giving ratings in the ‘good’ to ‘very good/excellent’ range.

**Figure 29: Overview of Respondent's Perception of Sydney's Restaurants** (percentages; n = 459)



As can be seen from Figure 29, Sydney received the highest ratings for its large variety of restaurants, with approximately 50% of all respondents rating Sydney as providing a 'very good/excellent mixture of different restaurants. While approximately 80% of respondents regarded Sydney to have 'good' to 'very good/excellent' dining precincts, 90% of respondents rated the overall reputation of Sydney's restaurants between 'good' to 'very good/excellent'. Sydney's restaurants received their lowest ratings for featuring regional produce in their menus, with only 20% of respondents giving 'very good/excellent' ratings.

**Figure 30: Overview of Respondents' Perception of Melbourne's Restaurants** (percentages; n = 459)



As can be see from Figure 30, Melbourne received the highest ratings for its large variety of restaurants, with approximately 60% of respondents giving 'very good/excellent' ratings. While around 90% of respondents rated Melbourne's dining precincts as 'good' to 'very good/excellent', approximately 65% regarded Melbourne's restaurants as 'good' or 'very good/excellent' in terms of featuring local food products in their menus.

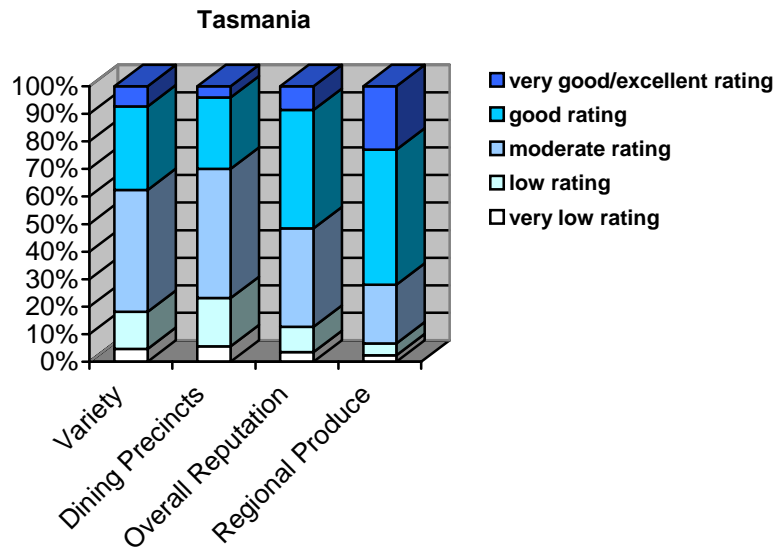
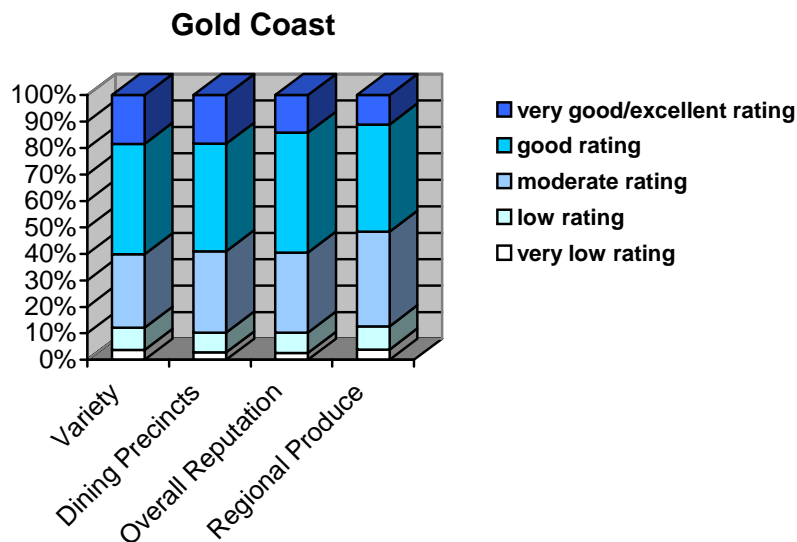
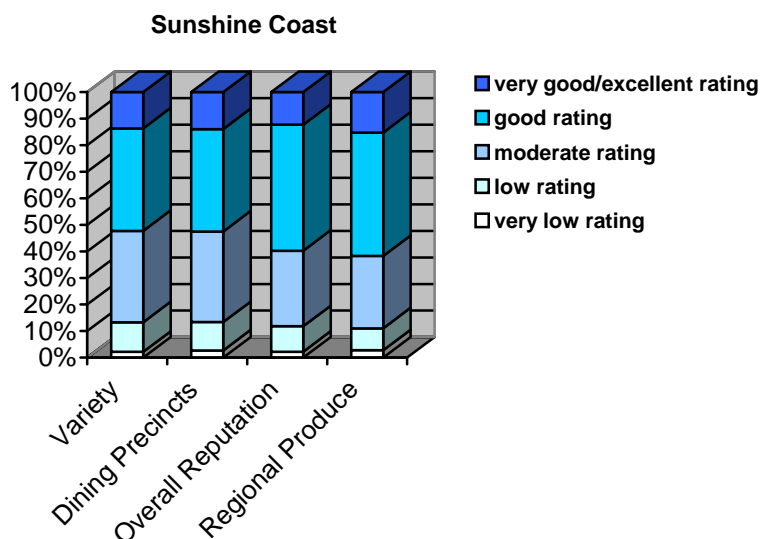
**Figure 31: Overview of Respondents' Perception of Tasmania's Restaurants** (percentages; n = 459)

Figure 31 shows that across the four dimensions, Tasmania's restaurants received the highest ratings for featuring regional produce in their restaurants' menus, with approximately 80% of respondents giving ratings in the 'good' to very good/excellent' range. Furthermore, around 50% of respondents perceived the variety of restaurants in Tasmania as 'moderate', with approximately 30% giving ratings in the 'good' range. While Tasmania received its lowest ratings for their dining precincts, approximately 50% of respondents rated the overall reputation of Tasmania's restaurants as 'good' or 'very good excellent'.

**Figure 32: Overview of Respondents' Perception of Gold Coast Restaurants** (percentages; n = 459)

As illustrated in Figure 32, approximately 60% of all respondents rated the Gold Coast as offering a 'good' to 'very good/excellent' selection of different restaurants and dining precincts. Ratings for the overall reputation of Gold Coast restaurants were slightly lower, with fewer respondents giving ratings in the 'very good/excellent' range. Similar to restaurants in Brisbane, Sydney and Melbourne, Gold Coast restaurants received their lowest ratings for presenting regional produce in their menus, with only close to 50% of people giving ratings in the 'good' to 'very good/excellent' range.

**Figure 33: Overview of Respondents' Perception of Sunshine Coast Restaurants** (percentages; n = 459)



As illustrated in Figure 33, Sunshine Coast restaurants received their highest ratings for featuring regional produce in their menus, with approximately 60% of respondents giving ratings in the ‘good’ to ‘very good/excellent’ range. While the Sunshine Coast received slightly lower ratings for its restaurant variety and dining precincts, 60% of respondents rated the overall reputation of Sunshine Coast restaurants as ‘good’ or ‘very good/excellent’.

### **Controlling for Biased Responses**

Investigators were also interested to explore to what extent responses from respondents living in Brisbane, Sydney and Melbourne were influenced by respondents viewing their respective cities in a more favourable light. Therefore, additional analyses were conducted, filtering out ratings of respondents when their city of residence was investigated for regional food and restaurant characteristics. For example, when investigating perceptions of Sydney’s restaurants, respondents living in Sydney were excluded from the analysis. Similarly, when exploring perceptions of restaurants in Melbourne and Brisbane, ratings from respondents living in the respective cities were removed from the analysis.

Results revealed that after filtering out responses of residence of the relevant cities, consistently, “moderate” and ‘good’ ratings for restaurant variety, dining precincts and reputation increased, while ratings in the ‘very good/excellent’ range decreased. This indicates that respondents tended to view restaurants in their own city of residence in a somewhat more favourable light compared to non-residents. However, it needs to be highlighted that the differences were very small, ranging between .1% and 5.0%. For a full detailing of the results, refer to Appendix W “Controlling for Biased Responses”.

### **Importance of Restaurants**

In this section, researchers explored how important respondents perceived restaurants to be in helping them select a holiday destination.

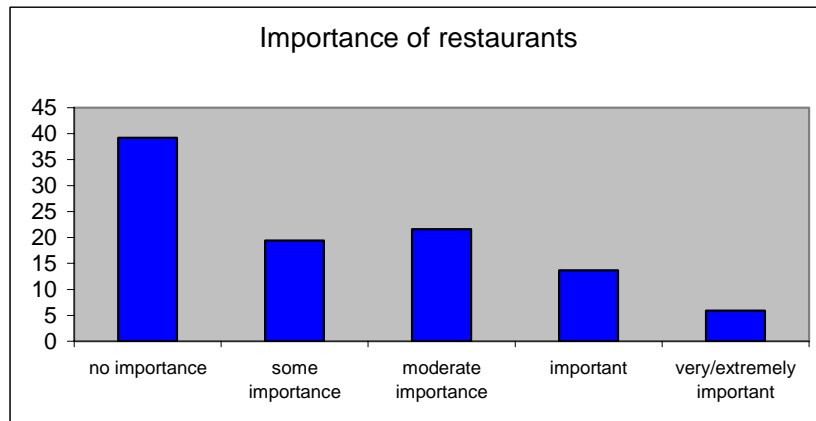
**Figure 34: Importance of Restaurants** (percentage; n = 459)

Figure 34 illustrates that 60% of all respondents considered restaurants to be of importance when choosing a holiday destination. More specifically, 40% of respondents reported that restaurants were of ‘some’ or ‘moderate’ importance, with 20% expressing restaurants to be ‘important’ or ‘extremely important’ in their decision process. Forty percent of respondents indicated that restaurants were of no importance when selecting a holiday destination.

Interestingly, while many respondents reported that restaurants tended to have a small influence on their choice of holiday destination, a comment frequently made was that restaurants not only became important once respondents arrived at their holiday destination, but that restaurants were also important to the overall satisfaction with a destination.

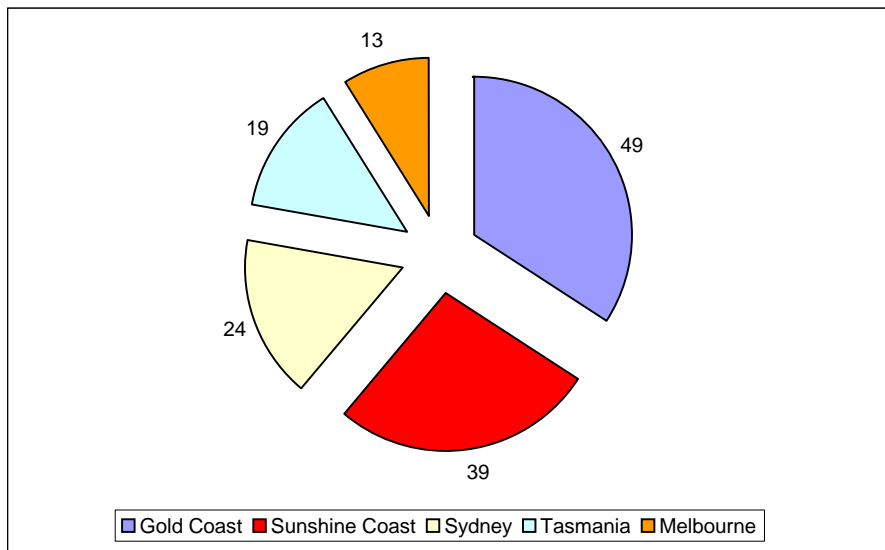
### ***Gender Comparison***

No gender differences were revealed when exploring the importance of restaurants in helping respondents select a holiday destination. For a full detailing of the statistical analysis conducted, see Appendix X for “Gender Comparison – Importance of Restaurants”.

### **Return to a Destination**

In the following section respondents were asked whether positive restaurant experiences in a destination had had a significant influence on their decision to return to that same destination. Out of 459 respondents 212 (46.2%) stated that they had returned to a destination as a result of their positive restaurant experiences, while 246 reported that positive restaurant experiences had not had a substantial influence on their decision to revisit a particular destination. Male and female respondents were equally likely to return to a holiday destination. Respondents who indicated that they had returned to a destination because of their restaurant experiences were asked to state the name of the destination(s).

**Figure 35: Destination(s) Returned to Because of Positive Restaurant Experiences (frequency data; n = 459)**



**Figure 36: Destinations Returned to Because of Positive Restaurant Experiences (percentages; n = 459)**

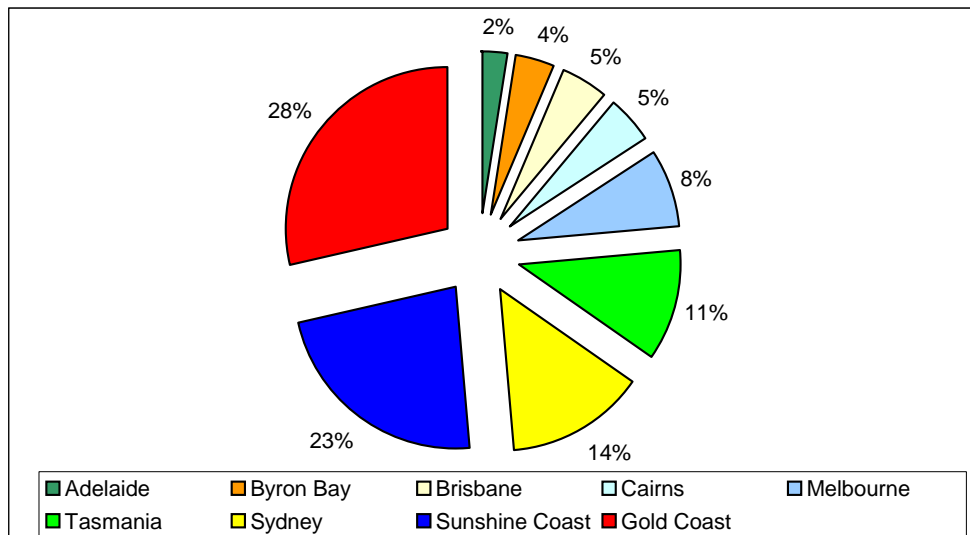


Figure 35 and Figure 36 illustrate destinations stated by more than ten respondents. There were many destinations that were mentioned between one and ten times. A full detailing of these destinations is provided in Appendix Y “Destinations Returned to”.

There were a total of 240 valid responses. The most frequently reported destination respondents had returned to was the Gold Coast (49 respondents – 20.6%) including places such as Burleigh Heads, Mt. Tamborine and Southport, closely followed by the Sunshine Coast which included destinations such as Noosa and Mooloolaba (39 respondents – 16.4%). Twenty-four respondents (10.1%) reported that they had returned to Sydney, 19 (8%) to Tasmania, but, surprisingly, only 13 (5.5%) respondents had returned to Melbourne.

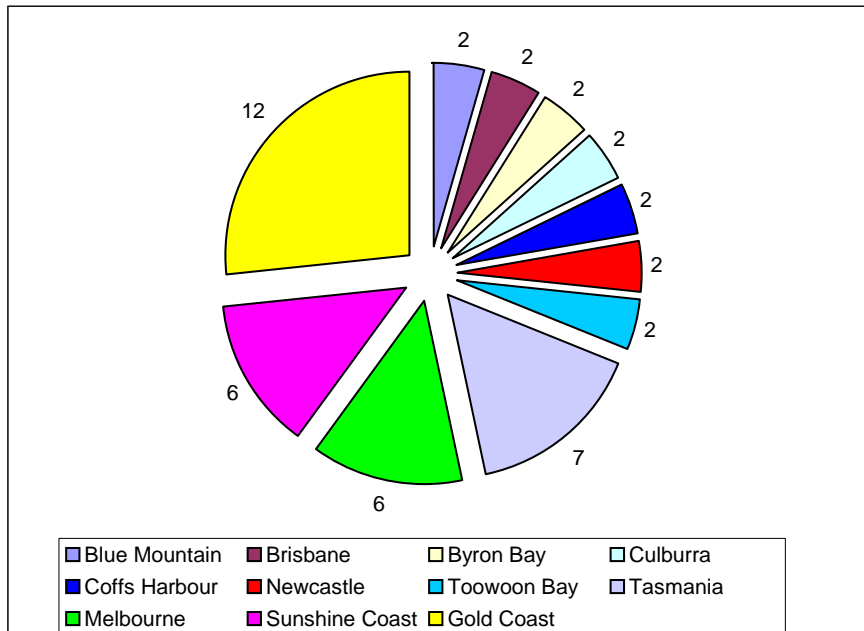
**Gender Comparison**

Statistical analysis demonstrated that male and female respondents were equally likely to return to a holiday destination as a result of positive restaurant experiences. For a full detailing of the statistical analysis conducted see Appendix Z for “Gender Comparison – Return to a Destination”.

### Differences Between Respondents from Sydney, Melbourne & Brisbane in Terms of Destinations Returned To

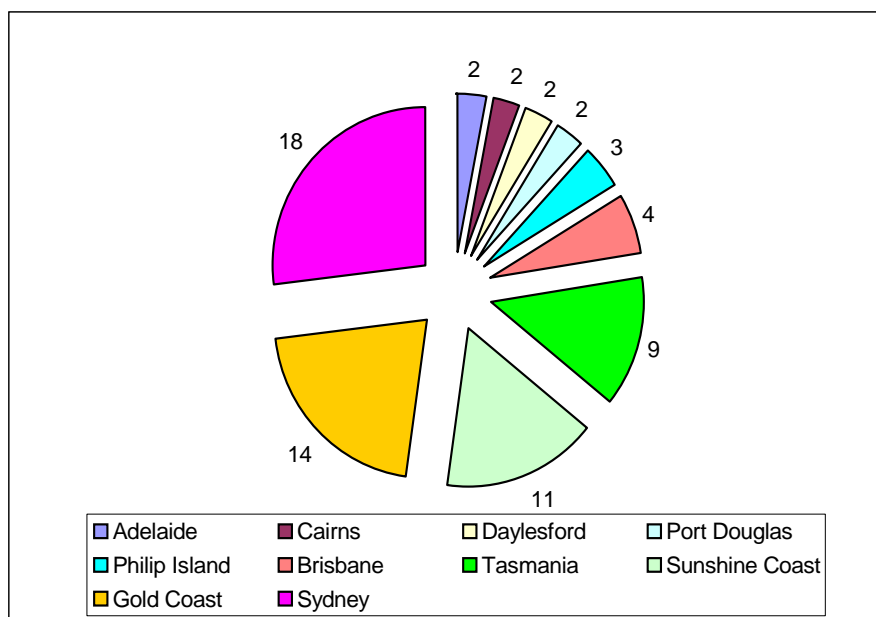
Researchers were also interested to explore differences in the destinations that respondents from Melbourne, Sydney and Brisbane had returned to as a result of their positive restaurant experiences.

**Figure 37: Destinations Sydney Respondents had Returned to Because of their Positive Restaurant Experiences** (frequency data; n = 459)



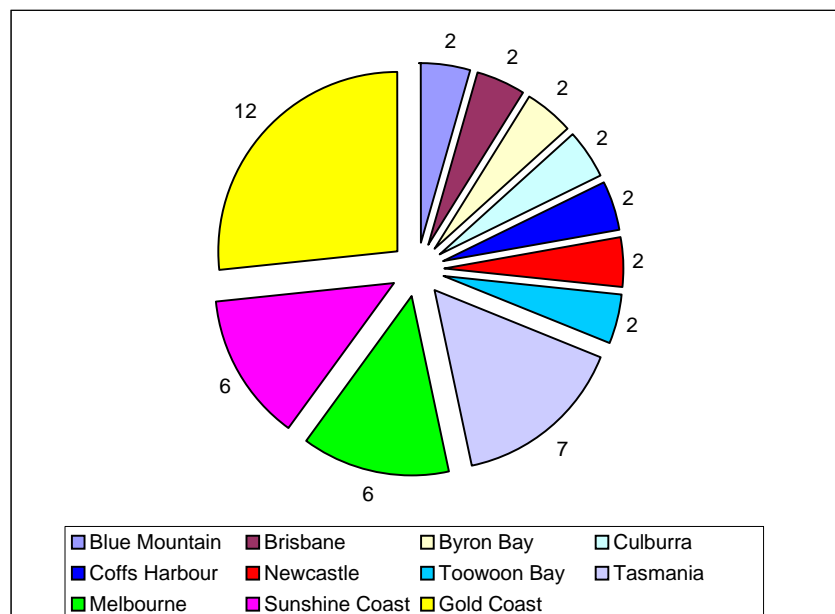
As can be seen from Figure 37, the Gold Coast (12 respondents) was the most frequently revisited holiday destination reported by Sydney residents, followed by Melbourne (6 respondents), the Sunshine Coast (6 respondents), and Tasmania (6 respondents). For a detailed listing of the destinations that Sydney respondents returned to *once* refer to Appendix Aa “Destination Returned to Once by Respondents from Sydney, Melbourne and Brisbane”.

**Figure 38: Destinations Melbourne Respondents Returned to Because of their Positive Restaurant Experiences** (frequency data; n = 459)



As illustrated in Figure 38, Sydney was the most frequently reported holiday destination that respondents from Melbourne (18 respondents) returned to because of their positive restaurant experiences, followed by the Gold Coast (14 respondents), the Sunshine Coast (11 respondents), Tasmania (9 respondents), and Brisbane (4 respondents). For a detailed listing of destination that Melbourne respondents returned to once refer to Appendix Aa "Destination Returned to Once by Respondents from Sydney, Melbourne and Brisbane".

**Figure 39: Destinations Brisbane Respondents Returned to Because of their Positive Restaurant Experiences** (frequency data; n = 459)



As can be seen from Figure 39, the Gold Coast and the Sunshine Coast (22 respondents respectively) were the most frequently reported holiday destinations respondents from Brisbane returned to because of their positive restaurant experience, followed by Melbourne (7 respondents), Sydney (6 respondents), Cairns (5 respondents), Tasmania and Byron Bay (4 respondents respectively).

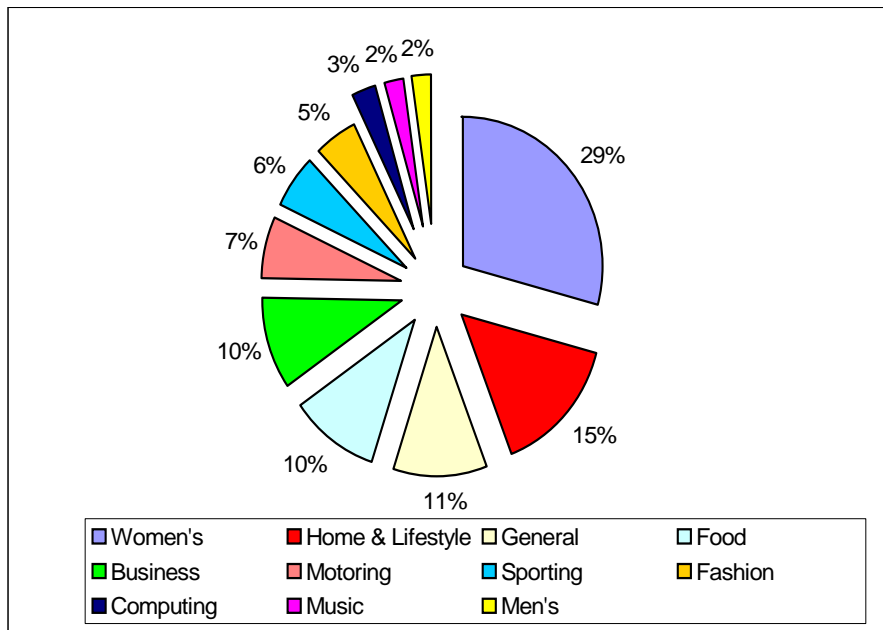
For a detailed listing of destination that Brisbane respondents returned to *once* refer to Appendix Aa "Destination Returned to Once by Respondents from Sydney, Melbourne and Brisbane".

Overall, the Gold Coast was the most frequently reported holiday destination that respondents from Sydney and Brisbane had returned to, while for Melbournians it was Sydney. Amongst all three groups of respondents, the Gold Coast and Sunshine Coast emerged as popular holiday destinations that respondents seemed eager to return to for further culinary delights.

## Magazines

Researchers were also interested to explore what type(s) of magazine(s) respondents read on a regular basis that is, at least once a month with exception to magazines published quarterly.



**Figure 40: Types of Magazines Respondents Read on a Regular Basis (n = 459)**

There were a total of 445 responses. As can be seen from Figure 40, 29.2% (130) of respondents reported to regularly read Women's magazines, such as *Women's Weekly*, *New Idea*, *Women's Day*, *Cleo*, and *Cosmos*. Fifteen percent (67) of respondents indicated that they read Home & Lifestyle magazines, such as *House & Garden* and *Better Homes*, followed by 10.7% (48) respondents who reported to regularly read General magazines, including *Who*, *National Geographic* and *Reader's Digest*. While *Food and Business* magazines were both read by 10% (45) of respondents, 6.5% (29) reported to regularly read *Motoring* magazines. Six percent (27) of participants were found to read *Sporting* magazines, 4.9% (22) *Fashion* magazines (22 respondents – 4.9%), 2.7% (12) *Computing* magazines, and *Music* as well as *Men's* magazines were both read by 2.2% (10) respondents.

### Gender Comparison

A number of gender differences were found in terms of the type(s) of magazines respondents read on a regular basis:

- Women were significantly more likely than men to read:
  1. Food magazines (13.1% and 4.1% respectively)
  2. Home & Lifestyle magazines (18.7% and 7.6% respectively)
  3. Women's magazines (39.4% and 9.4% respectively), and
  4. Fashion magazines (7.3% and 0.6% respectively)
- Men were significantly more likely than women to read:
  5. Men's magazines (5.9% and 0% respectively)
  6. Motoring magazines (15.9% and 0.7% respectively)
  7. Computing magazines (5.9% and 0.7% respectively), and
  8. Sporting magazines (13.5% and 1.4% respectively)
- With regard to Music magazines, there was a tendency for males to read those more frequently. However, as the proportion of the sample who read this type of magazine was very small, the difference cannot be regarded as significant.
- With regard to general magazines, women and men were equally likely to read these types of magazines.

For a full detailing of the statistical analysis performed see Appendix Bb for "Gender Comparison – Magazines Typically Read".

## *Chapter 4*

### **Summary & Recommendations**

In an attempt to explore the contribution of the restaurant sector to a tourist destination's attractiveness, this report has described the results of 459 phone interviews with respondents from Brisbane, Sydney and Melbourne. Specifically, the report has detailed respondents' demographic composition, their holiday patterns, and restaurant preferences. Furthermore, the report has explored the influence that various information sources have on tourists' restaurant choice, as well as their motivations and reasons for visiting restaurants. Investigators also explored the extent to which restaurants contribute to tourists' holiday destination choice, and the effect that positive restaurant experiences had on their decision to return to a destination.

The analyses of the telephone interviews revealed a number of interesting results:

#### **Holiday Patterns & Restaurant Preferences**

Respondents typically reported to go on holiday (i.e., five nights or more) once a year for an average of one to two weeks. With regard to their short-break holiday patterns (i.e., a stay overnight for anywhere between one and four nights), the vast majority of respondents reported to take a short trip at least once a year, typically in the company of their partner or family.

When asked about the type of restaurant(s) they typically visit when on holiday, respondents indicated that they prefer eating at a variety of different restaurants rather than repeatedly seeking out a particular type. With regard to particular restaurant types, Asian restaurants were amongst the most frequently reported establishments respondents dined at while on holiday, followed by Italian restaurants. Respondents claimed they usually spent between \$20 and \$40 per person for a dinner at a restaurant.

#### **Information Sources Used & Relied Upon**

Analysis of the influence of various information sources on tourists' restaurant choice revealed the following results.

With regard to the effect of print media, restaurant reviews in regions' local newspapers and advertisements in newspapers, magazines and dining out guides were found to exert the strongest influence on respondents' choice of restaurant.

When exploring the influence of certain restaurant characteristics, the display of a menu in the window, an attractive décor and atmosphere as well as evidence of a wide variety of food on the menu were among the most influential restaurant characteristics reported to impact on respondents' restaurant selection. Moreover, with regard to the availability of alcoholic beverages, surprisingly, the opportunity to BYO wine and an extensive wine list offered by the restaurant had a relatively small influence on respondents' decision process. In contrast, the proximity of the restaurant to respondents' accommodation played a very influential role in their restaurant selection. Overall, restaurant characteristics were found to exercise a stronger influence on tourists' restaurant choice compared to any of the print media.

Furthermore, when asked about the information source(s) tourists typically depend upon when selecting restaurants, 'wandering around' was the most frequently indicated option, followed by word of mouth recommendations from relatives and/or friends, and recommendations from local people or businesses in the area.

#### **Motivations & Reasons for Eating Out**

Questions pertaining to motivations and reasons for eating out when on holiday yielded interesting results. The most important reason stated was 'relaxation' (i.e., to be waited on and not having to cook yourself). Moreover, respondents placed great importance on eating healthy food and viewed eating out as an essential part of the overall holiday experience.

#### **Perceptions of Food & Restaurant Characteristics of Six Australian Regions**

Researchers were also interested to explore respondents' perceptions of food and restaurant characteristics in Brisbane, Sydney, Melbourne, Tasmania, the Gold Coast, and the Sunshine Coast. Specifically, respondents were asked to rate how they perceived the variety of restaurants in each of the six regions, their dining precincts, the overall reputation of the regions' restaurants, as well as the regional produce they present. Across three (variety, precincts, and reputation) of the four dimensions, Melbourne's restaurants received the highest ratings, closely followed by Sydney. Restaurants on the Gold Coast, Sunshine Coast and Brisbane, in general, were rated as 'good'. In contrast, the variety of restaurants in Tasmania, its dining precincts and the overall reputation was

generally perceived as 'moderate. With regard to regional produce, Tasmanian restaurants took the lead over restaurants in Melbourne and Sydney.

Furthermore, investigators explored ratings after filtering out responses from respondents residing in the city under investigation. Re-examining results from restaurants in Brisbane, Sydney and Melbourne, after filtering out ratings of respondents living in the respective cities, revealed that across all of the three cities 'moderate' to 'good' ratings for restaurant variety, dining precincts and reputation slightly increased, while 'very good/excellent' ratings slightly decreased. In other words, results indicated that residents from Brisbane, Sydney, and Melbourne had slightly more favourable perceptions of their city of residence, resulting in a slight increase of ratings at the very top end.

## **Importance of Restaurants**

In the next part of the interview, respondents were asked to what degree restaurants played a role in their travel destination choice. While 40% of all respondents reported that restaurants were of no importance at all when deciding where to spend a holiday, 40% expressed that they were of some to moderate importance. In contrast, 20% stated that restaurants were an important or extremely important part of the decision process. Interestingly, while a large number of respondents did not consider restaurants to play a major part in their travel destination choice, restaurants became important upon arrival at the holiday location and seemed an integral part of the overall satisfaction with a holiday destination.

Highlighting the increasing importance of the restaurant sector to a tourist destination's attractiveness even further, out of 459 respondents, 46.2% (212) reported that positive restaurant experiences in a destination had influenced them to the extent that they had returned to the same location. Interestingly, the Gold Coast was the most frequently reported holiday destination respondents had returned to with the aim to further delve into the culinary delights on offer.

In summary, the present report has demonstrated that the restaurant sector is an important contributor to a tourist destination's image and attractiveness, with the majority of respondents reporting to consider restaurants at least to some degree in their travel destination choice. A large number of respondents commented that restaurants became particularly important upon arrival at the holiday destination, and were an important aspect of the overall holiday experience and satisfaction with a destination.

Below are some recommendations:

- While print media, in particular regions' local papers and advertisement in newspapers, magazines and dining out guides are important sources of information that tourists refer to and rely upon in their restaurant selection, actual restaurant characteristics, that is, what tourists can directly see, read and experience, appear to exert the strongest influence on tourists' restaurant choice. As tourists seem to select restaurants typically by simply wandering around clusters of restaurants, central location and proximity of the restaurant represent influential factors that exercise a strong impact on tourists' decision. Other important points for restaurant owners to consider are the display of a menu in the window featuring a large selection of food that caters for different tastes, nationalities and age groups. Furthermore, the visual aspect is important as the décor, atmosphere and ambience that a restaurant exudes were found highly influential in deterring consumers to enter an establishment.
- One of the major reasons why tourists visit restaurants is to relax and to enjoy the luxury of being waited on. Thus, a welcoming and relaxing atmosphere combined with professional, attentive and friendly service, are vital aspects of any satisfying restaurant experience.
- With regard to regional food and restaurant characteristics, two major Australian cities, Melbourne and Sydney were clearly perceived as providing the best culinary experiences to their residents as well as visitors. Restaurants in Brisbane, the Gold Coast and the Sunshine Coast were regarded as good, while Tasmanian restaurants received outstanding recognition for its local food products. Some experts believe that restaurants need to work more closely with local food providers in order to source produce for their menus.
- Restaurant owners and marketers need to keep in mind that with consumers placing more and more importance on culinary experiences, tourists may increasingly base their travel destination choices on the quality of restaurants a destination has to offer. Furthermore, restaurants that take pride in providing outstanding restaurant experiences are likely to be re-visited by happy patrons as well as their friends and relatives.

## **Appendix A: Interview Questionnaire**

Consumer Questionnaire as viewed by interviewer on computer screen

<p>SCREEN #1 Hello. My name is....and I am calling from Griffith University. I am conducting a study about holiday experiences and dining out. This study is part of a larger University project; no selling or marketing is involved. I'd just like to ask some questions which should take about 10 -15 minutes. I would appreciate if you could participate for a short while.</p>
<p>SCREEN #2 Firstly, how often to you go on holiday for 5 nights or more? 1: never 2: less than once every 5 years 3: once every 3-5 years 4: once every 2 years 5: once a year 6: twice a year 7: more than twice a year (Enter corresponding number)</p>
<p>SCREEN #3 What is the average length of time you spend on your holiday? Remember, these are holidays for 5 nights or more. 1: 5 or more weeks 2: 4 weeks 3: 3 weeks 4: 2 weeks 5: 1-2 weeks 6: under 1 weeks (i.e., 5-6 days) 7: n/a (Enter corresponding number)</p>
<p>SCREEN #4 Who do you usually go on these holidays with? I have some categories I would like to read out if you could pick one which best suits you. 1: your partner 2: your family 3: your friends 4: you usually go alone 5: partner &amp; friends 6: family &amp; fiends 7: other 8: n/a (Enter corresponding number)</p>
<p>SCREEN #5 Do you ever go on short-break holidays? (That is, a holiday where you stay overnight for anywhere between 1 and 4 nights)? Press 1 for yes Press 2 for no</p>
<p>SCREEN #6 How often? 1: less than once every 5 years 2: once every 3-5 years 3: once ever 2 years 4: once a year 5: twice times a year 6: three times a year 7: four times a year 8: five or more times a year 9: n/a (Enter corresponding number)</p>

<p>SCREEN #7</p> <p>Who do you usually go on short-breaks with? I will read out some categories again if you could pick one that best suits you.</p> <p>1: your partner                  2: your family                  3: your friends                  4: you usually go alone                  5: partner &amp; friends                  6: family &amp; friends                  7: other                  8: n/a</p> <p>(Enter corresponding number)</p>
<p>SCREEN # 8</p> <p>What kind of restaurant do you usually eat at while on holiday?                  (Obtain specific answers; no more than 2 or 3 types of restaurants)                  (Type in answer; press ENTER)                  (PARAPHRASE ANSWER to ensure accurateness)</p>
<p>SCREEN #9</p> <p>I am going to ask you a series of questions now, which relate to your holiday experiences and dining out. When I ask you these questions, I would like you to think about domestic travel, that is, your holidays within Australia.</p> <p>When selecting restaurants, there are many different sources of information that people use to help them make their choice. I am interested in how different elements influence your CHOICE OF RESTAURANT WHEN YOU ARE ON HOLIDAY. This first lot of questions are to do with printed material. I have a rating scale that I would like you to use, that is between 1 and 6, where 1 means it does not influence you at all and 6 means it has an extreme influence on you. Do you understand? (Pause) So the rating scale is from 1 to 6, and you can use any number between 1 and 6; 1 meaning no influence and 6 meaning an extreme influence.</p>
<p>SCREEN #10</p> <p>To what degree do restaurant reviews in the region's local newspaper (influence your choice of restaurant when you are on holiday)?</p> <p>1 = does not influence me at all                  6 = has an extreme influence on me                  7 = not applicable, don't know</p> <p>(Enter corresponding number between 1 and 7)</p>
<p>SCREEN #11</p> <p>To what degree do restaurant reviews in food guides, such as the Good Food Guide, influence your choice?</p> <p>1 = does not influence me at all                  6 = has an extreme influence on me                  7 = not applicable, don't know</p> <p>(Enter corresponding number between 1 and 7)</p>
<p>SCREEN #12</p> <p>To what degree do restaurant reviews in food magazines, such as the Gourmet Traveller or the Australian Table influence your choice of restaurant while you are on holiday?</p> <p>1 = does not influence me at all                  6 = has an extreme influence on me                  7 = not applicable, don't know</p> <p>(Enter corresponding number between 1 and 7)</p>
<p>SCREEN #13</p> <p>To what degree do references to the reputation of the chef in newspapers or magazines influence your choice?</p> <p>1 = does not influence me at all                  6 = has an extreme influence on me                  7 = not applicable, don't know</p> <p>(Enter corresponding number between 1 and 7)</p>
<p>SCREEN #14</p> <p>To what degree do advertisements that you see in newspapers, magazines or tourist dining out guides influence your choice of restaurant while on holiday?</p> <p>1 = does not influence me at all                  6 = has an extreme influence on me                  7 = not applicable, don't know</p> <p>(Enter corresponding number between 1 and 7)</p>

<p>SCREEN #15 Another way tourists find out information about restaurants is by walking around clusters of restaurants and looking at all the different styles. These second lot of questions are to do with that. So, when you are on holiday, to what degree do the following elements influence your CHOICE OF RESTAURANT? The same rating scale will be used, where 1 means it does not influence you at all and 6 means it has an extreme influence on you. OK? Now, this is when you are walking around looking at restaurants.</p>
<p>SCREEN #16 To what degree does the display of a menu in the window influence your choice of restaurant when you are on holiday? 1 = does not influence me at all 6 = has an extreme influence on me 7 = not applicable, don't know (Enter corresponding number between 1 and 7)</p>
<p>SCREEN # 17 When choosing a restaurant, to what degree does evidence of a wide variety of food on the menu influence your choice? 1 = does not influence me at all 6 = has an extreme influence on me 7 = not applicable, don't know (Enter corresponding number between 1 and 7)</p>
<p>SCREEN #18 To what degree does evidence of local food products featured in the menu influence your choice? 1 = does not influence me at all 6 = has an extreme influence on me 7 = not applicable, don't know (Enter corresponding number between 1 and 7)</p>
<p>SCREEN #19 When choosing a restaurant when on holiday, to what degree does the restaurant looking busy influence your choice (that is, it looks like there are lots of diners there)? 1 = does not influence me at all 6 = has an extreme influence on me 7 = not applicable, don't know (Enter corresponding number between 1 and 7)</p>
<p>SCREEN #20 To what degree does the restaurant having an attractive décor or atmosphere influence your choice? 1 = does not influence me at all 6 = has an extreme influence on me 7 = not applicable, don't know (Enter corresponding number between 1 and 7)</p>
<p>SCREEN #21 Now I just have a few general questions about choosing restaurants when you are on holiday. The same 1 to 6 scale will be used again (Questionnaire automatically moves on; do not press any key)</p>
<p>SCREEN #22 To what degree does the opportunity to Bring Your Own (BYO) wine influence your choice of restaurant when you are on holiday? 1 = does not influence me at all 6 = has an extreme influence on me 7 = not applicable, don't know (Enter corresponding number between 1 and 7)</p>
<p>SCREEN #23 When choosing a restaurant, how influential is it that the restaurant has an extensive wine list on offer? 1 = does not influence me at all 6 = has an extreme influence on me 7 = not applicable, don't know (Enter corresponding number between 1 and 7)</p>

<p>SCREEN #24</p> <p>How influential is it to your choice of restaurant that the location of the restaurant is within walking distance of your accommodation?</p> <p>1 = does not influence me at all          6 = has an extreme influence on me          7 = not applicable, don't know</p> <p>(Enter corresponding number between 1 and 7)</p>
<p>SCREEN #25</p> <p>Now I would like to know what information source you typically use when you select restaurants. I have a list that I am going to read out to you and I would like you to choose one option that best suits you. Out of the following list, which information source do you rely upon most when choosing restaurants when on holiday?</p> <p>(Read out options in random order to prevent order bias)</p> <p>Dining out guides          Newspaper articles or ads          Recommendations from local people or businesses in the area          Word of mouth from friends and/or relatives          Wandering around until you find something nice          Internet          Magazines such as the Gourmet Traveller, Vogue          Past experience          Other (type in)          None/Move on to next question</p> <p>(Move arrow key to highlight; press ENTER)          What is your second choice (highlight line; press ENTER)          What is your third choice? (Highlight line; ENTER)          (Obtain up to 3 answers; then highlight &amp; ENTER "Move on")</p>
<p>SCREEN #26</p> <p>I would also like to know why you eat out when you are on holiday. Other than the fact that you have to eat, there are lots of reasons why people eat out when on holidays. Please rate the following reasons in terms of importance – 1 means it is not important at all and 6 means it is extremely important. You can pick any number between 1 and 6. So 1 means not important, 6 means very important. And this is for reasons for eating out when on holidays.</p> <p>(Press any key to continue)</p>
<p>SCREEN #27</p> <p>How important to you is indulgence (i.e., either fine dining or just the feeling of spoiling yourself)?</p> <p>1 = not important at all          6 = extremely important          7 = not applicable; don't know</p> <p>(Enter corresponding number between 1 and 7)</p>
<p>SCREEN #28</p> <p>How important is relaxation and comfort (i.e., to be waited on, not having to cook yourself)?</p> <p>1 = not important at all          6 = extremely important          7 = not applicable; don't know</p> <p>(Enter corresponding number between 1 and 7)</p>
<p>SCREEN #29</p> <p>How important to you is the experience (i.e., eating out is part of the overall holiday experience)?</p> <p>1 = not important at all          6 = extremely important          7 = not applicable; don't know</p> <p>(Enter corresponding number between 1 and 7)</p>
<p>SCREEN #30</p> <p>How important to you is the social reason (i.e., the chance to mix and talk with friends and family)</p> <p>1 = not important at all          6 = extremely important          7 = not applicable; don't know</p> <p>(Enter corresponding number between 1 and 7)</p>

SCREEN #31 How important to you is discovery (i.e., trying new, exciting or different foods that you would not cook yourself) 1 = not important at all 6 = extremely important 7 = not applicable; don't know (Enter corresponding number between 1 and 7)
SCREEN #32 How important to you is health (i.e., eating healthy food)? 1 = not important at all 6 = extremely important 7 = not applicable; don't know (Enter corresponding number between 1 and 7)
SCREEN #33 Now I would like to move onto your perception of food and restaurants for various regions around Australia. I would like you to rate each region on certain restaurant characteristics. The scale I would like you to use this time is from 1 to 10; 1 is a low rating and 10 is a high rating. You can choose any number between 1 and 10. So 1 means low rating and 10 means high rating. (Press any key when ready to proceed) (Note, regions are presented in random order to prevent order bias)
SCREEN #34 How would you rate Brisbane as having a good variety of restaurants? (Enter a number between 1 & 10; 99 = no answer)
SCREEN #35 How would you rate Sydney as having a good variety of restaurants? (Enter a number between 1 & 10; 99 = no answer)
SCREEN #36 How would you rate Melbourne as having a good variety of restaurants? (Enter a number between 1 & 10; 99 = no answer)
SCREEN #37 How would you rate Tasmania as having a good variety of restaurants? (Enter a number between 1 & 10; 99 = no answer)
SCREEN #38 How would you rate the Gold Coast as having a good variety of restaurants? (Enter a number between 1 & 10; 99 = no answer)
SCREEN #39 How would you rate the Sunshine Coast as having a good variety of restaurants? (Enter a number between 1 & 10; 99 = no answer)
SCREEN #40 How would you rate Brisbane as having good dining precincts (i.e., where restaurants are all clustered together)? (Enter a number between 1 & 10; 99 = no answer)
SCREEN #41 How would you rate Sydney as having good dining precincts (i.e., where restaurants are all clustered together)? (Enter a number between 1 & 10; 99 = no answer)
SCREEN #42 How would you rate Melbourne as having good dining precincts (i.e., where restaurants are clustered together)? (Enter a number between 1 & 10; 99 = no answer)
SCREEN #43 How would you rate Tasmania as having good dining precincts (i.e., where restaurants are all clustered together)? (Enter a number between 1 & 10; 99 = no answer)
SCREEN #44 How would you rate the Gold Coast as having good dining precincts (i.e., where restaurants are all clustered together)? (Enter a number between 1 & 10; 99 = no answer)



<p>SCREEN #45 How would you rate the Sunshine Coast as having good dining precincts (i.e., where restaurants are all clustered together)? (Enter a number between 1 &amp; 10; 99 = no answer)</p>
<p>SCREEN #46 Overall, how would you rate the reputation of Brisbane's restaurants? (Enter a number between 1 &amp; 10; 99 = no answer)</p>
<p>SCREEN #47 Overall, how would you rate the reputation of Sydney's restaurants? (Enter a number between 1 &amp; 10; 99 = no answer)</p>
<p>SCREEN #48 Overall how would you rate the reputation of Melbourne's restaurants? (Enter a number between 1 &amp; 10; 99 = no answer)</p>
<p>SCREEN # 49 Overall, how would you rate the reputation of Tasmania's restaurants? (Enter a number between 1 &amp; 10; 99 = no answer)</p>
<p>SCREEN #50 Overall, how would you rate the reputation of Gold Coast restaurants? (Enter a number between 1 &amp; 10; 99 = no answer)</p>
<p>SCREEN #51 Overall, how would you rate the reputation of Sunshine Coast restaurants? (Enter a number between 1 &amp; 10; 99 = no answer)</p>
<p>SCREEN #52 How would you rate Brisbane's restaurants in terms of having regional produce featured in their menus? (Enter a number between 1 &amp; 10; 99 = no answer)</p>
<p>SCREEN #53 How would you rate Sydney's restaurants in terms of having regional produce featured in their menus? (Enter a number between 1 &amp; 10; 99 = no answer)</p>
<p>SCREEN #54 How would you rate Melbourne's restaurants in terms of featuring regional produce in their menus? (Enter a number between 1 &amp; 10; 99 = no answer)</p>
<p>SCREEN #55 How would you rate Tasmania's restaurants in terms of featuring regional produce in their menus? (Enter a number between 1 &amp; 10; 99 = no answer)</p>
<p>SCREEN # 56 How would you rate Gold Coast restaurants in terms of featuring regional produce in their menus? (Enter a number between 1 &amp; 10; 99 = no answer)</p>
<p>SCREEN #57 How would you rate Sunshine Coast restaurants in terms of featuring regional produce in their menus? (Enter a number between 1 &amp; 10; 99 = no answer)</p>
<p>SCREEN #58 Overall, all things considered, how important are restaurants to you in helping you choose a holiday destination? 1 = not important at all 10 = extremely important 11 = do not know/cannot answer (Enter a number between 1 &amp; 10)</p>
<p>SCREEN #59 Have your positive restaurant experiences in a destination had a significant influence on your decision to return to that same destination? Press 1 for yes Press 2 for no Press 3 for not sure/other (Enter corresponding number)</p>
<p>SCREEN #60 Which destination was that? (Type in name of destination(s))</p>
<p>SCREEN #61 When on holiday, how much do you typically spend when eating dinner at a restaurant, per adult? (Type in answer with decimal place then press ENTER)</p>

<p>SCREEN #62 Nearly finished now! Can you tell me which magazines you read at least once a month? Food magazines:   Gourmet Traveller, Good Taste Home &amp; Lifestyle:   House &amp; Garden, Home Beautiful, Better Homes Women's:            Women's Weekly, New Idea, Women's Day, Cleo, Cosmos, She Fashion:             Mode, Vogue, Elle Business:            Financial, Airline Bulletin, Times, Share Men's:                People, Picture, Post Motoring:            Truck, 4-wheel drive or Bike magazine Computing Sporting Music General:             Who, National Geographic, New Scientist, Reader's Digest N/A                    Move onto next question (Move arrow key to highlight line; press ENTER) (Obtain up to three answers; then highlight &amp; ENTER "N/A Move on")</p>
<p>SCREEN # 63 Lastly I would like to ask you some questions about you. If you decide there is a question that you do not want to answer, just say so at the time. (Press any key when ready to proceed)</p>
<p>SCREEN #64 How would you classify your current life-stage? Would you be a..... 1: young person (under age 35) living alone or sharing? 2: young person (under age 35) living with parents? 3: young couple (under age 35) no children 4: family – with children living at home 5: mature person (age 35+) who is single 6: mature couple (age 35+) – either children have left home or no children 7: refuse (Enter corresponding number)</p>
<p>SCREEN #65 Which age range are you in? (Read out categories) 1: under 25 2: 25-34 3: 35-50 4: 51-64 5: 65+ 6: refuse (Enter corresponding number)</p>
<p>SCREEN #66 Are you: (read out categories) 1: married/living with a partner 2: single 3: divorced/separated 4: widowed 5: refuse (Enter corresponding number)</p>
<p>SCREEN #67 Which category would your income be in (read out categories)? 1: under \$30 000 2: \$31-50 000 3: \$51-70 000 4: \$71-90 000 5: 91-110 000 6: 111-130 000+ 7: refuse 8: n/a (Enter corresponding number)</p>

SCREEN #68

Which category would your combined income be in? (Read out categories)

1: under \$30 000

2: \$31-50 000

3: \$51-70 000

4: \$71-90 000

5: \$91-110 000

6: \$111-130 000+

7: refuse

8: n/a

(Enter corresponding number)

SCREEN #69

How would you classify your current occupation? (Read out categories)

1: unemployed/home duties

2: blue collar

3: tradesperson

4: white collar

5: professional

6: retired/pensioner

7: refuse

(Enter corresponding number)

SCREEN #70

Do you have any dependents? If so, how many? (Type in answer, then press ENTER)

SCREEN #71

Male or female? Press 1 if male, 2 if female (Do not ask this question!)

SCREEN #72

That is all the questions I have for today. Thank you very much for your time and the valuable information you gave me.

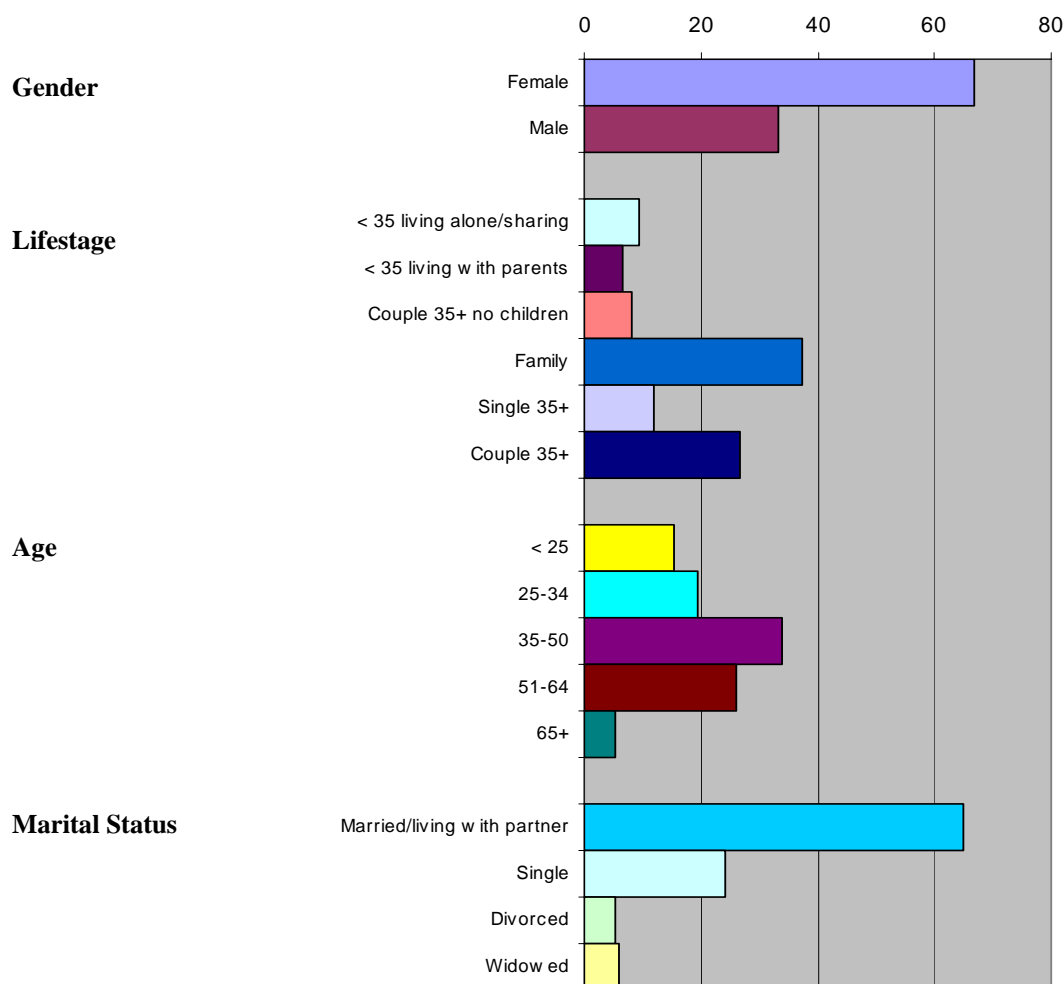
## Appendix B: Demographic Profile of Brisbane Respondents

This Appendix shows the demographic profile of Brisbane respondents. Furthermore, there is information pertaining to respondent's holiday and short-break holiday patterns, and the types of restaurants Brisbane respondents typically dine at while on holiday.

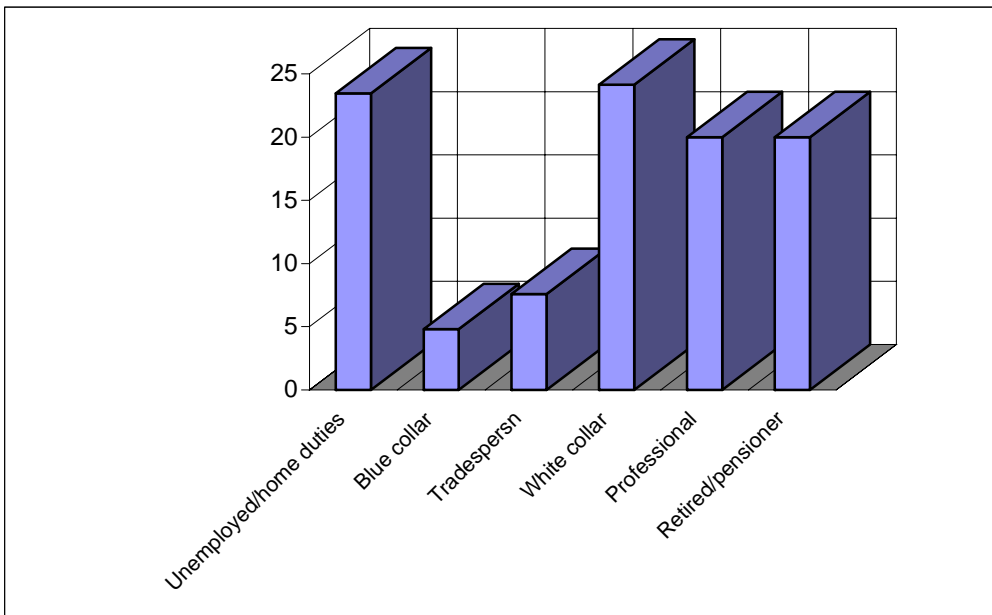
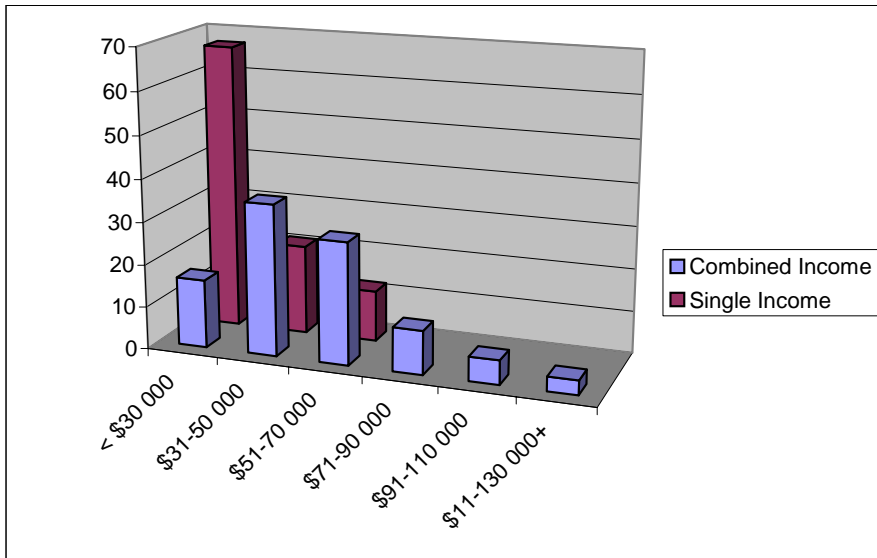
To establish the representativeness of the sample, 1996 Census Data was employed (ABS 1996). Comparisons indicated that the sample was reasonably representative. Females who accounted for 66.7% of the sample were somewhat over-represented, being around 51% of the population of Brisbane. In contrast, males were slightly under-represented, making up 49% of the Brisbane population compared with 33.3% of questionnaire respondents.

Families and couples without children were well represented, with the proportion of respondents being 37.3% and 34.7% respectively, compared to Brisbane's population which consists of 40.4% of families and 33.5% of couples without children. Moreover, singles, with 12% were slightly under-represented compared to 21.7% of singles living in the Brisbane area. In addition, 54.7% of the sample was employed compared to 64.3% of the Brisbane population.

Figure 41: Demographic Profile of Brisbane Respondents (percentages; n = 150)



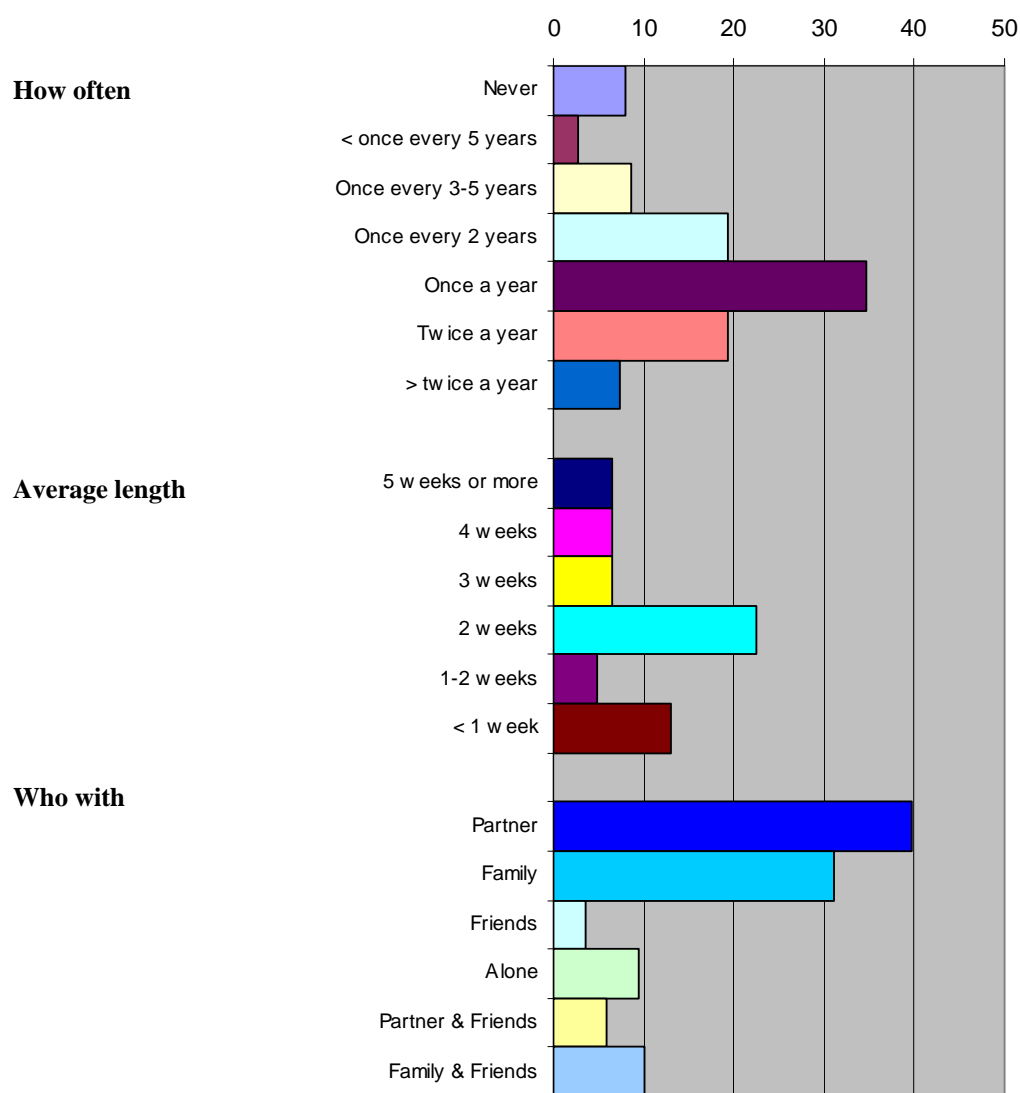
**Figure 42: Income of Brisbane Respondents** (percentages; n = 150)



**Figure 43: Occupational Classification of Brisbane Respondents** (percentages; n = 150)

### Holiday Pattern of Brisbane Respondents

Figure 44: Holiday Pattern (five nights or more) of Brisbane Respondent (percentages; n = 150)



### Short-Break Holiday Pattern of Brisbane Respondents

Figure 45: Short-Break Holiday Pattern (stay between one and four nights) of Brisbane Respondents (percentages; n = 150)

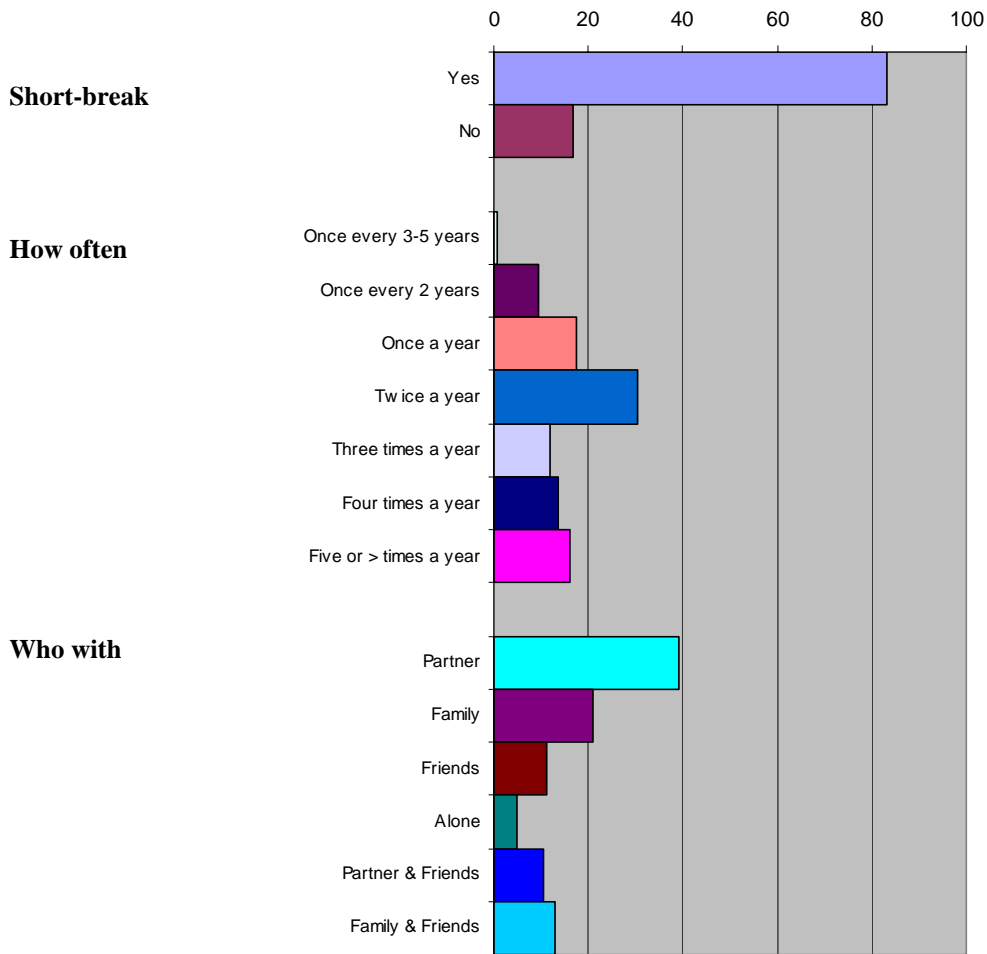
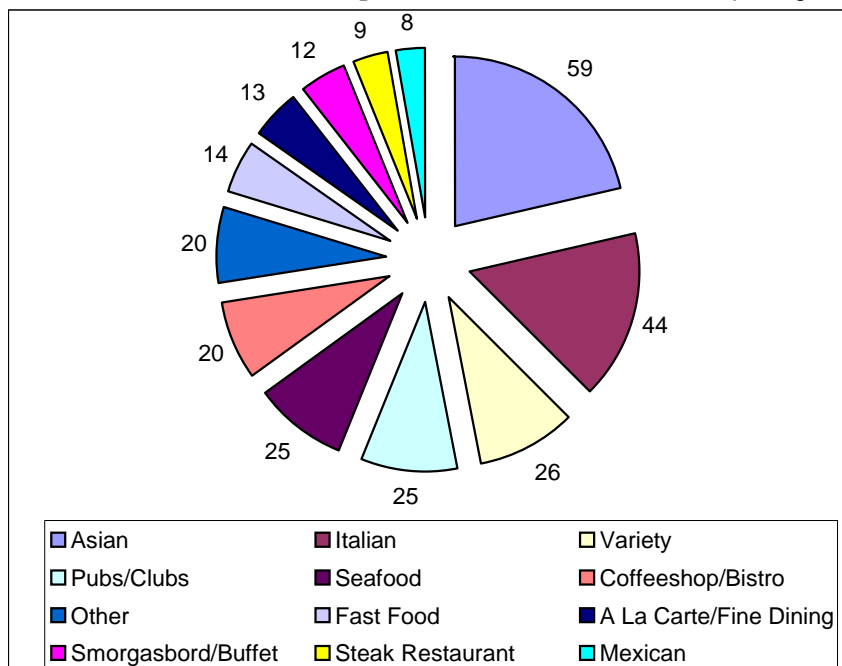
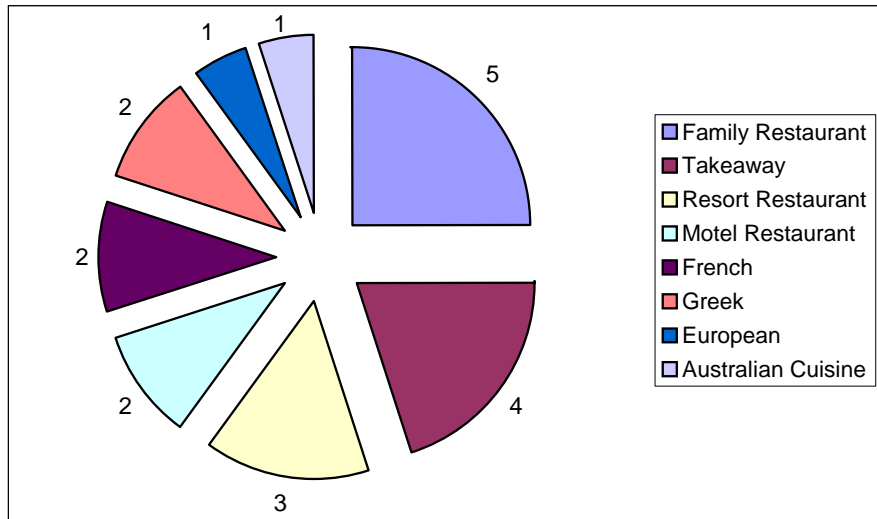


Figure 46: Types of Restaurants Brisbane Respondents Eat at When on Holiday (frequency data; n = 150)

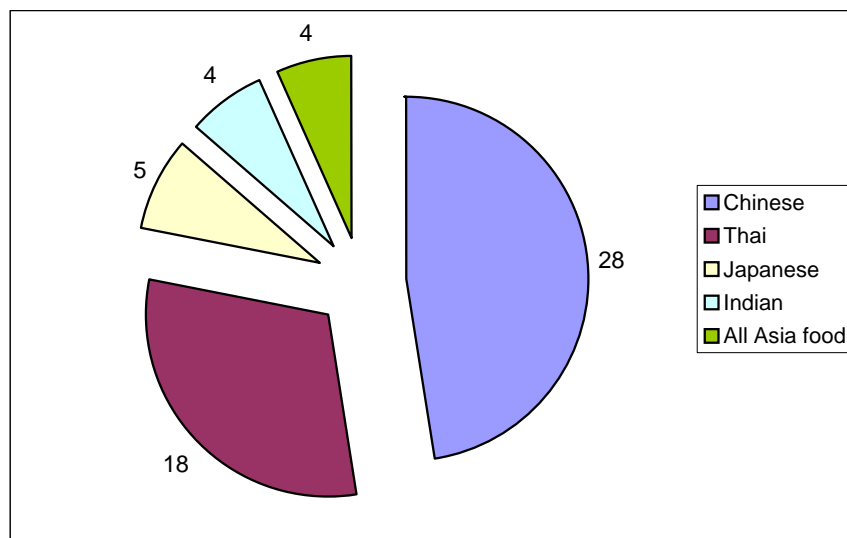


Note: For breakdown of "Other" category see Figure 47, and for breakdown of "Asian" category see Figure 48.

**Figure 47: "Other" Types of Restaurants Brisbane Respondents Eat at When on Holiday (frequency data; n = 20)**



**Figure 48: "Asian" Types of Restaurants Brisbane Respondents Eat at When on Holiday (frequency data; n = 59)**



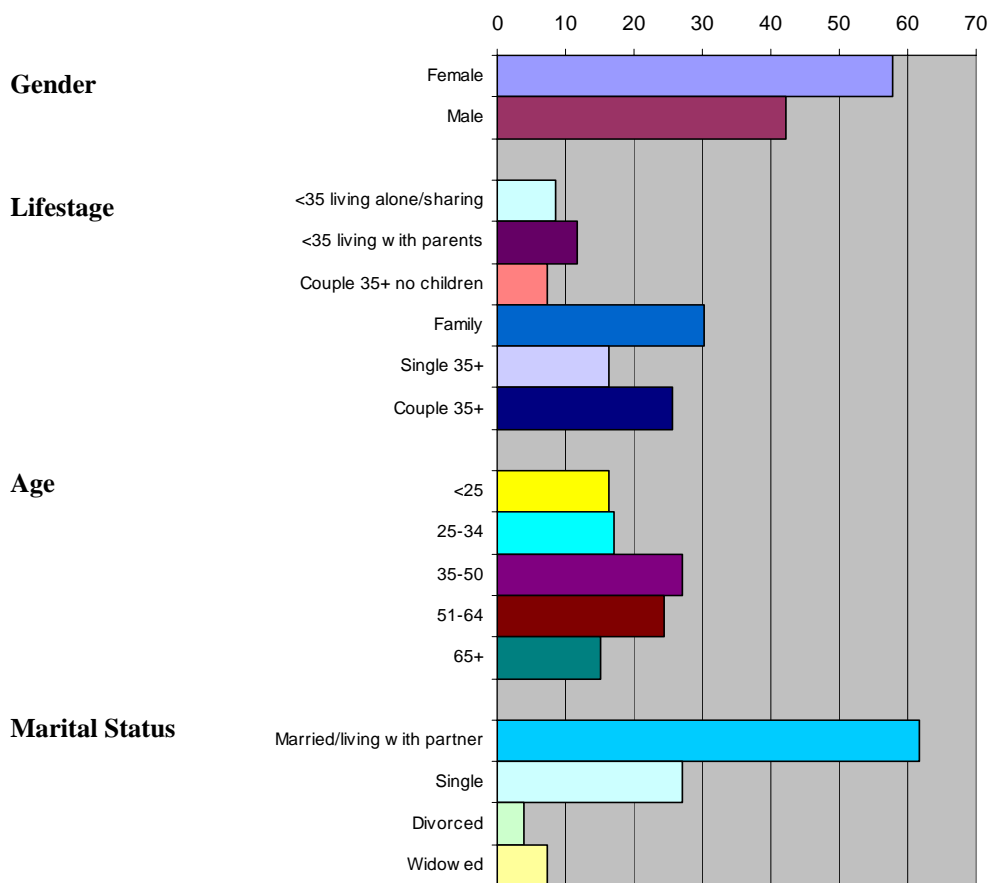


## Appendix C: Demographic Profile of Sydney Respondents

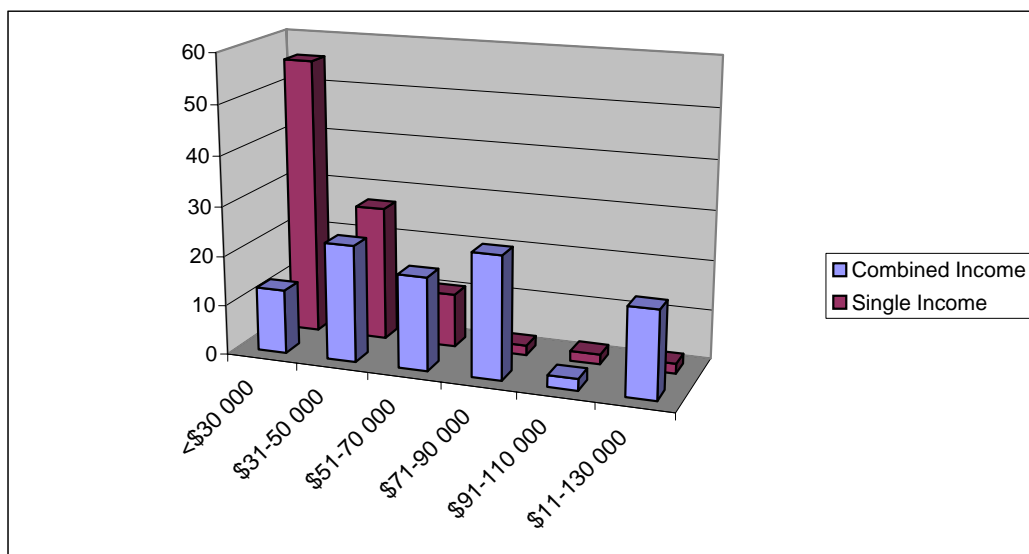
This Appendix shows the demographic profile of Sydney respondents. Furthermore, there is information pertaining to respondents' holiday and short-break holiday patterns, and the types of restaurants Sydney respondents typically eat at when on holiday.

To ascertain the representativeness of the Sydney sample, 1996 Census Data was employed (ABS 1996). Comparisons indicated that the sample was characteristic of the Sydney population. Female respondents accounted for 58% of the sample, representing around 51% of the population of Sydney. In comparison, male respondents accounted for 42% of the sample, making up 49% of Sydney's population. Furthermore, couples without children and singles were well represented, with the proportion of respondents being 32.9% and 16.4% respectively, compared to Sydney's population, which consists of 31.6% couples without children and 22.1% singles. Families who accounted for 30.3% of the sample were somewhat under-represented, consisting of around 41.2% of the population of Sydney. Finally, 64.4% of the sample reported to be employed, compared to 63.3% of Sydney's population.

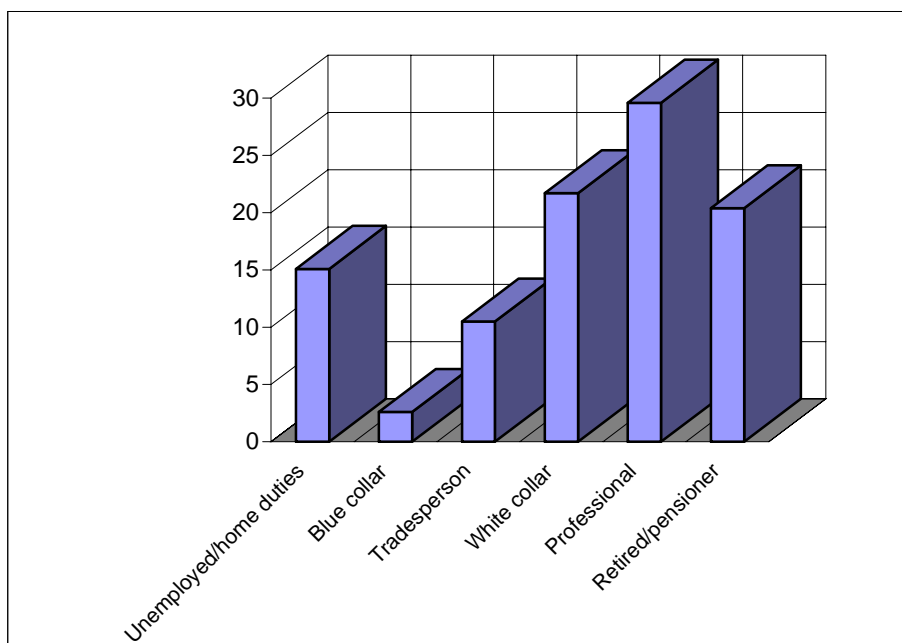
**Figure 49: Demographic Profile of Sydney Respondents** (percentages; n = 152)



**Figure 50: Income of Sydney Respondents** (percentages; n = 152)

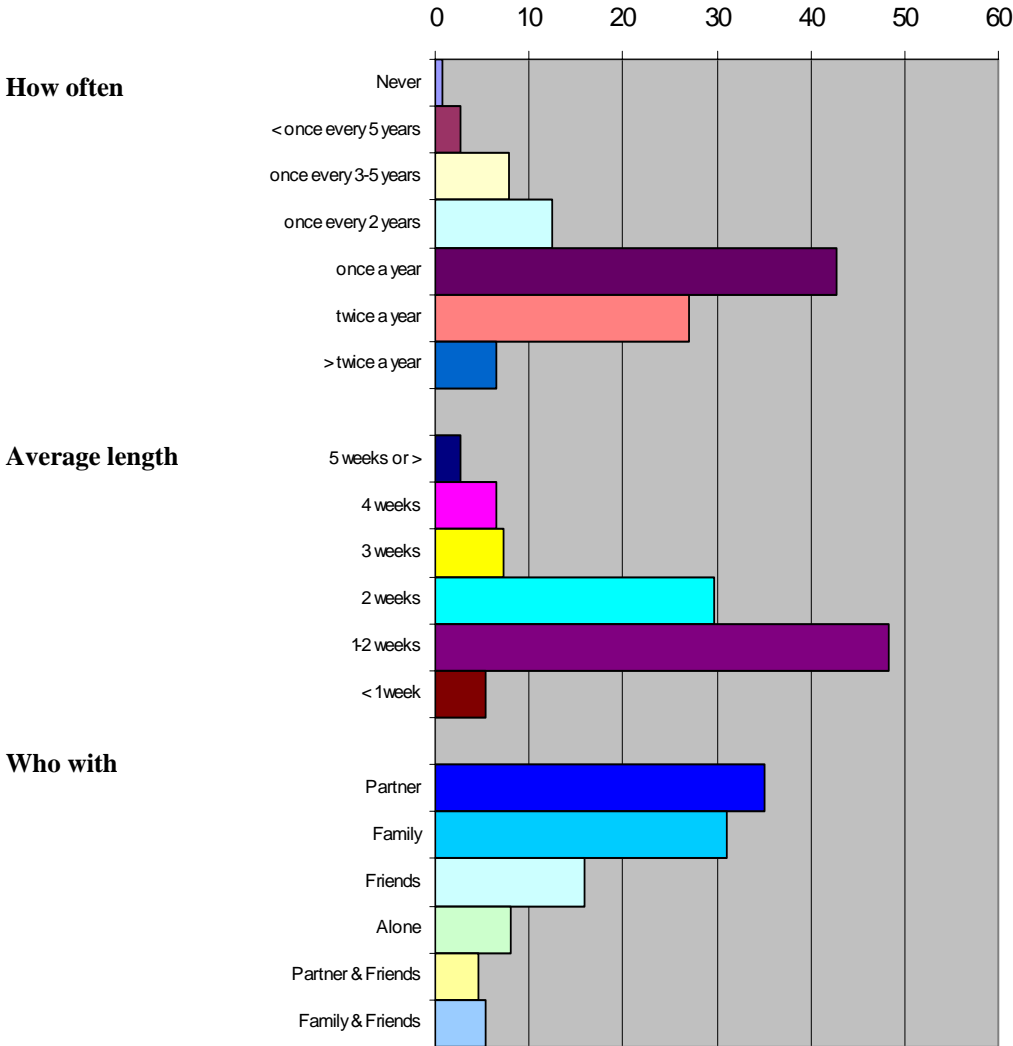


**Figure 51: Occupational classification of Sydney respondents** (percentages; n = 152)



### Holiday Pattern of Sydney Respondents

Figure 52: Holiday Pattern (five nights or more) of Sydney Respondents (percentages; n = 152)



Short-Break Holiday Patterns of Sydney Respondents

Figure 53: Short-Break Holiday Pattern (stay between one and four nights) of Sydney respondents (percentage; n = 152)

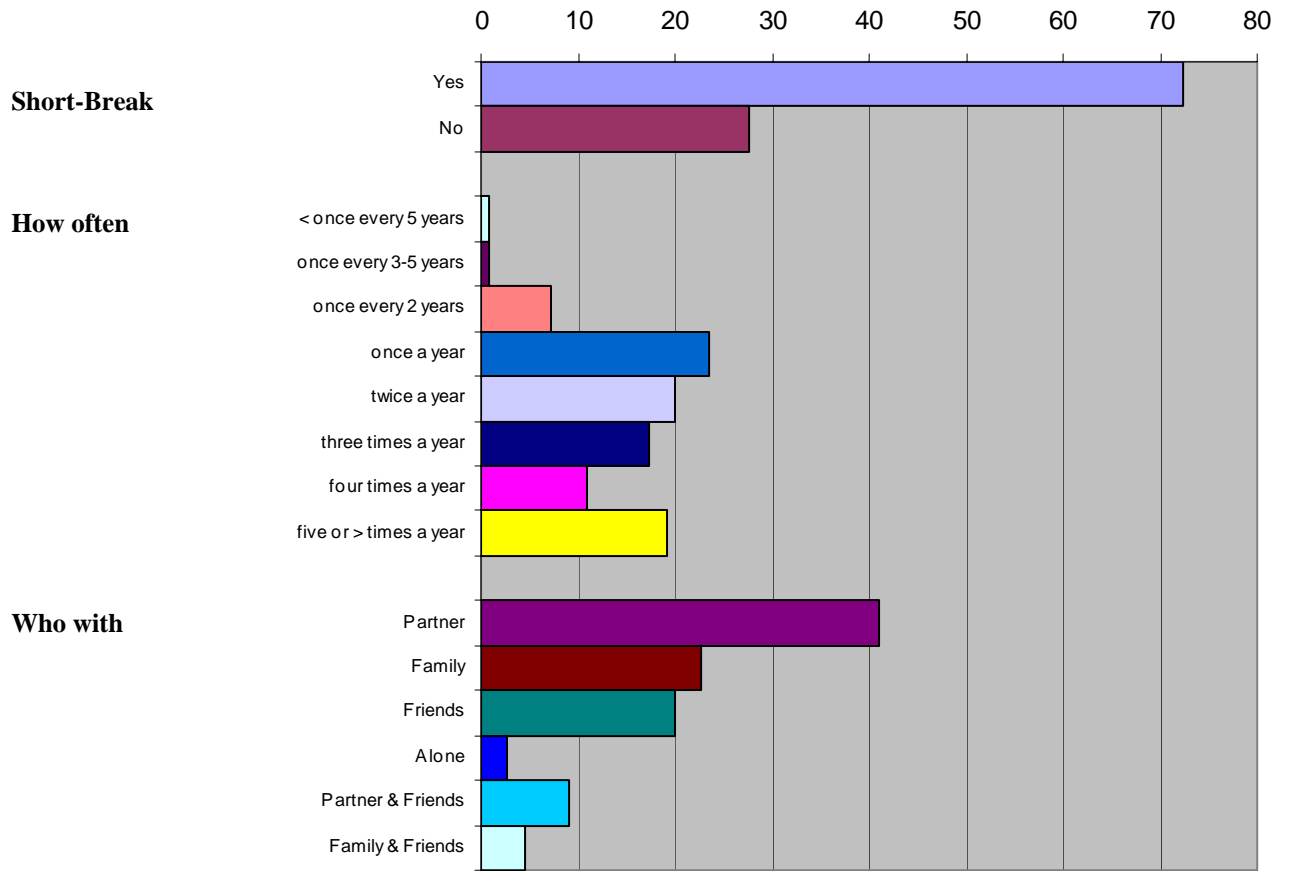
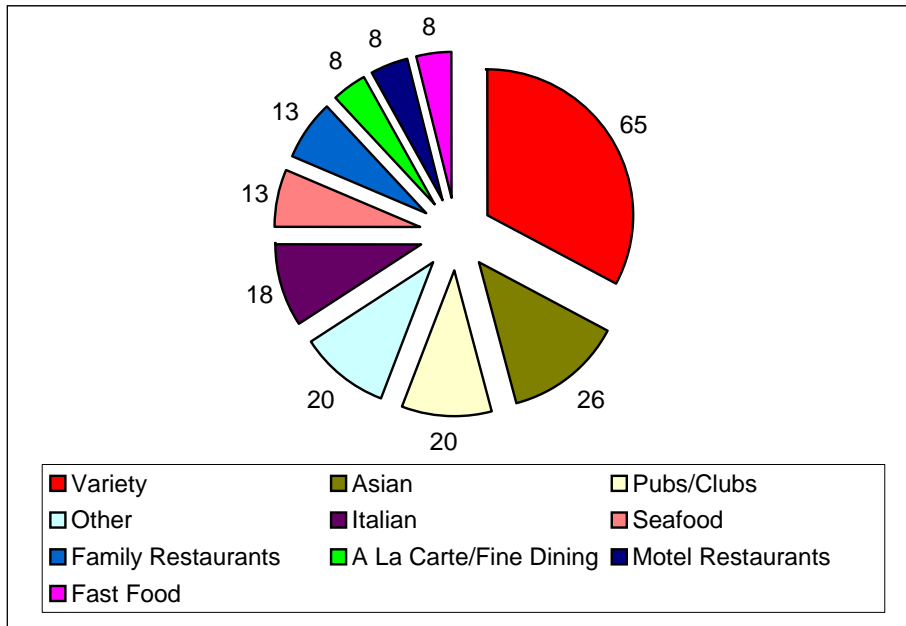


Figure 54: Types of Restaurants Sydney Respondents Eat at When on Holiday (n = 152)



Note: For breakdown of “Other” category see Figure 55, and for breakdown of “Asian” category see Figure 56.

Figure 55: “Other” Types of Restaurants Sydney Respondents Eat at When on Holiday (frequency data; n = 20)

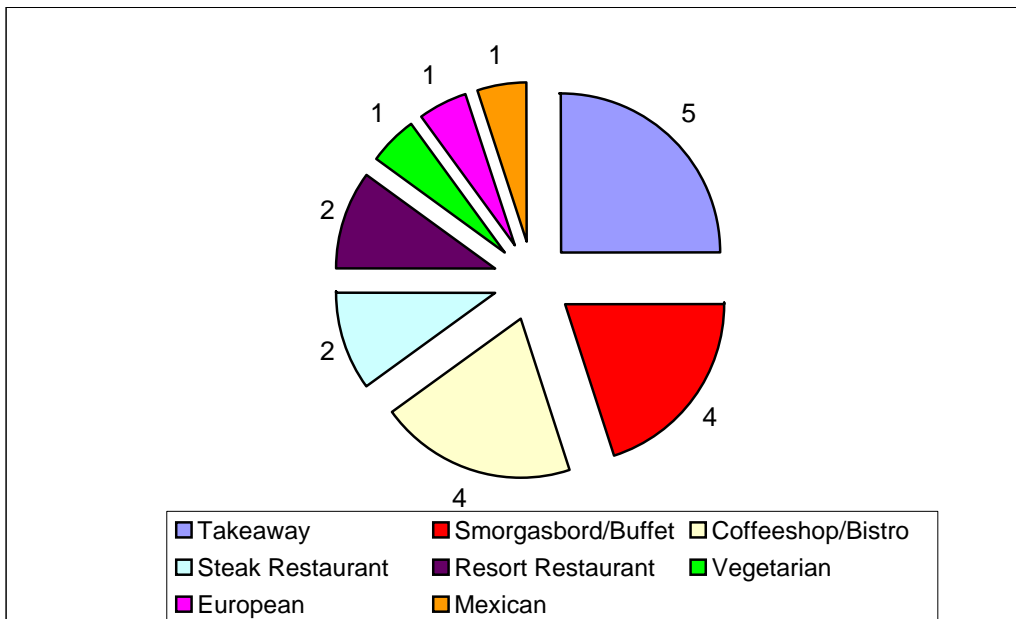
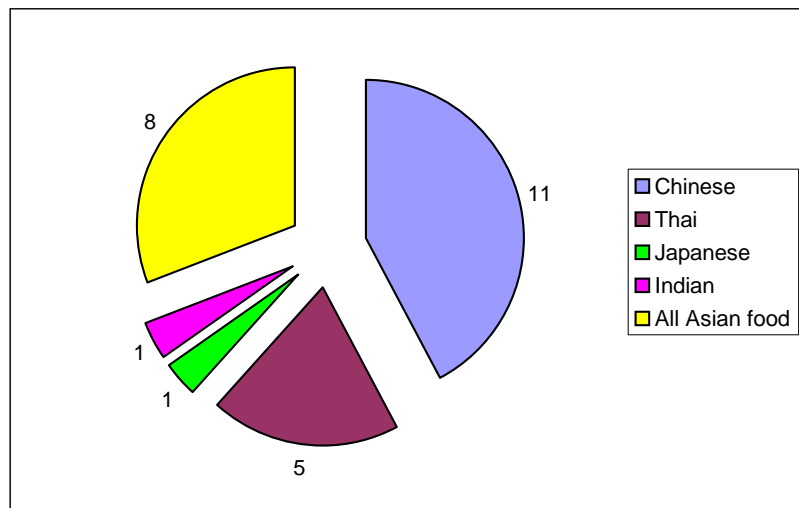


Figure 56: “Asian” Types of Restaurants Sydney Respondents Eat at When on Holiday (frequency data; n = 26)



## Appendix D: Demographic Profile of Melbourne Respondents

This Appendix shows the demographic profile of Melbourne respondents. Furthermore, the Appendix contains information pertaining to respondents' holiday and short break holiday patterns, and the types of restaurants Melbourne respondents typically dine at while on holiday.

To explore the representativeness of the sample, 1996 Census Data was employed (ABS 1996). Comparisons indicated that the sample was fairly representative of Melbourne's population. Females who accounted for 64.3% were somewhat over-represented, being around 51% of the population of Melbourne. In comparison, males were somewhat under-represented, making up 49% of the Brisbane population compared with 35.7% of questionnaire respondents.

Families and couples without children, and singles were reasonably represented, with the proportion of respondents being 33.1%, 28% and 14.6% respectively, compared to Melbourne's population which consists of 41.9% of families, 28% of couples without children, and 22.6% of singles. In addition, 59.9% of respondents reported to be employed, compared to 62.6% of Melbourne's population.

**Figure 57: Demographic Profile of Melbourne Respondents (percentages; n = 157)**

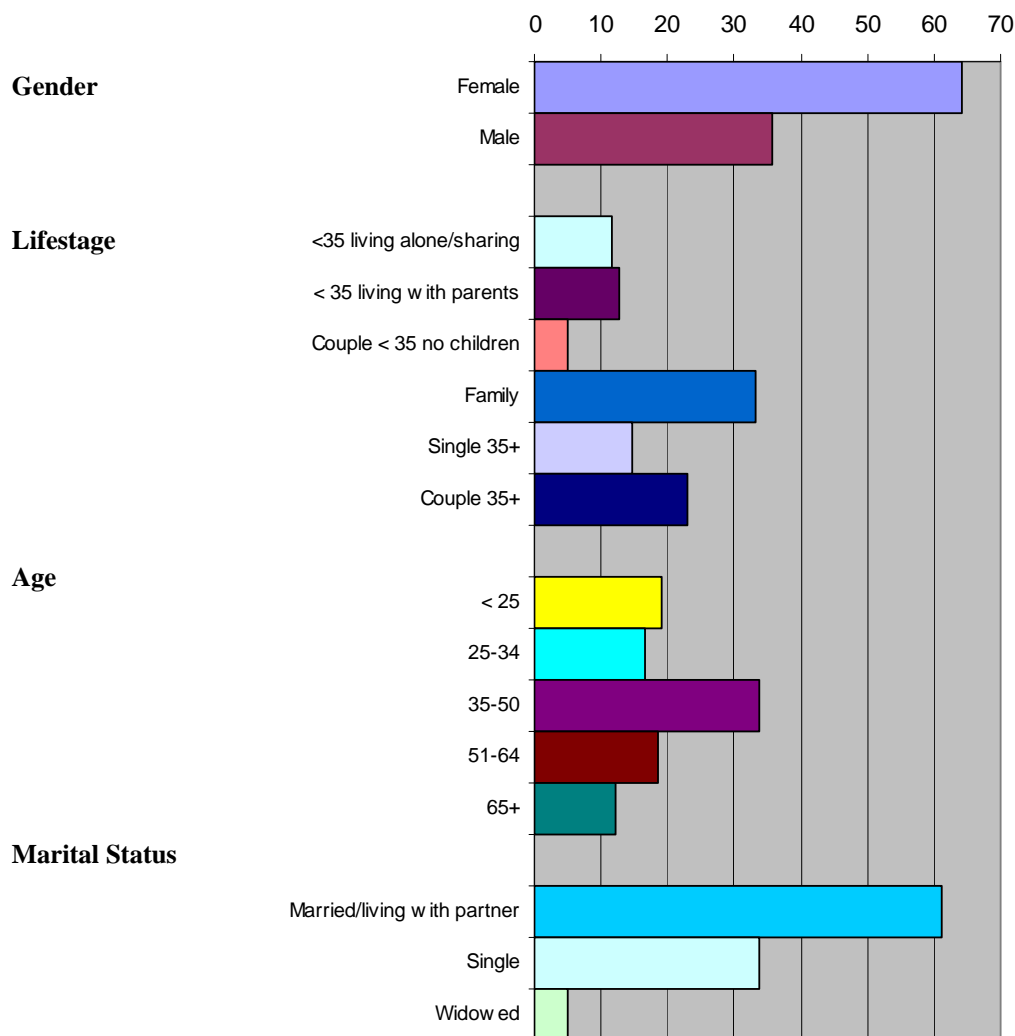


Figure 58: Income of Melbourne Respondents (percentages; n = 157)

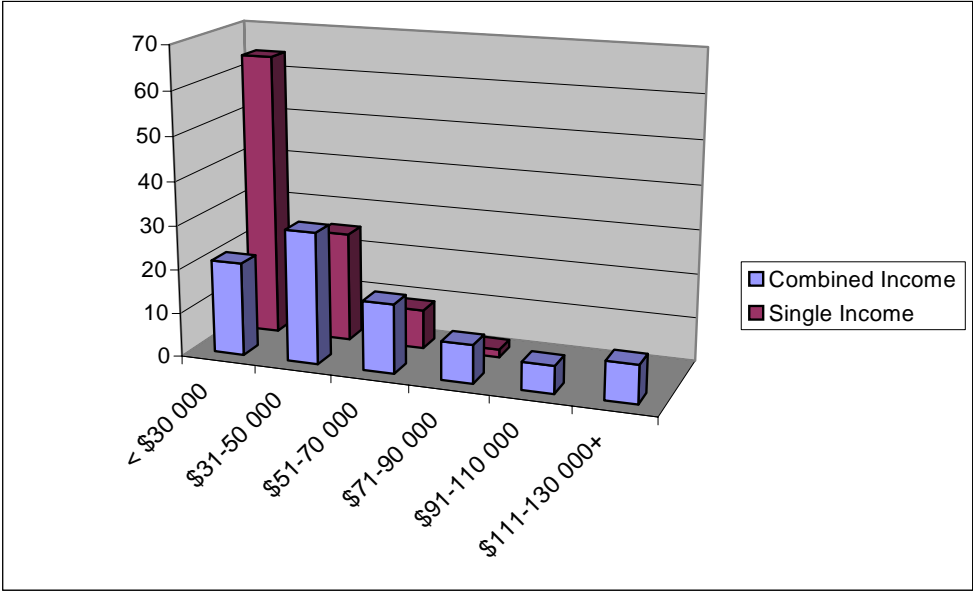
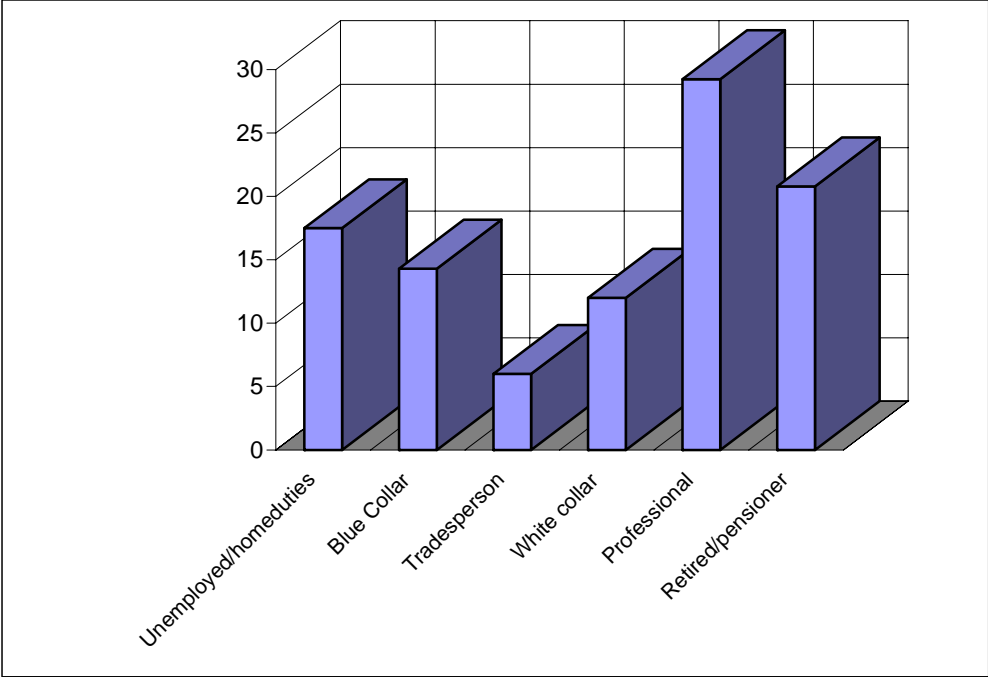
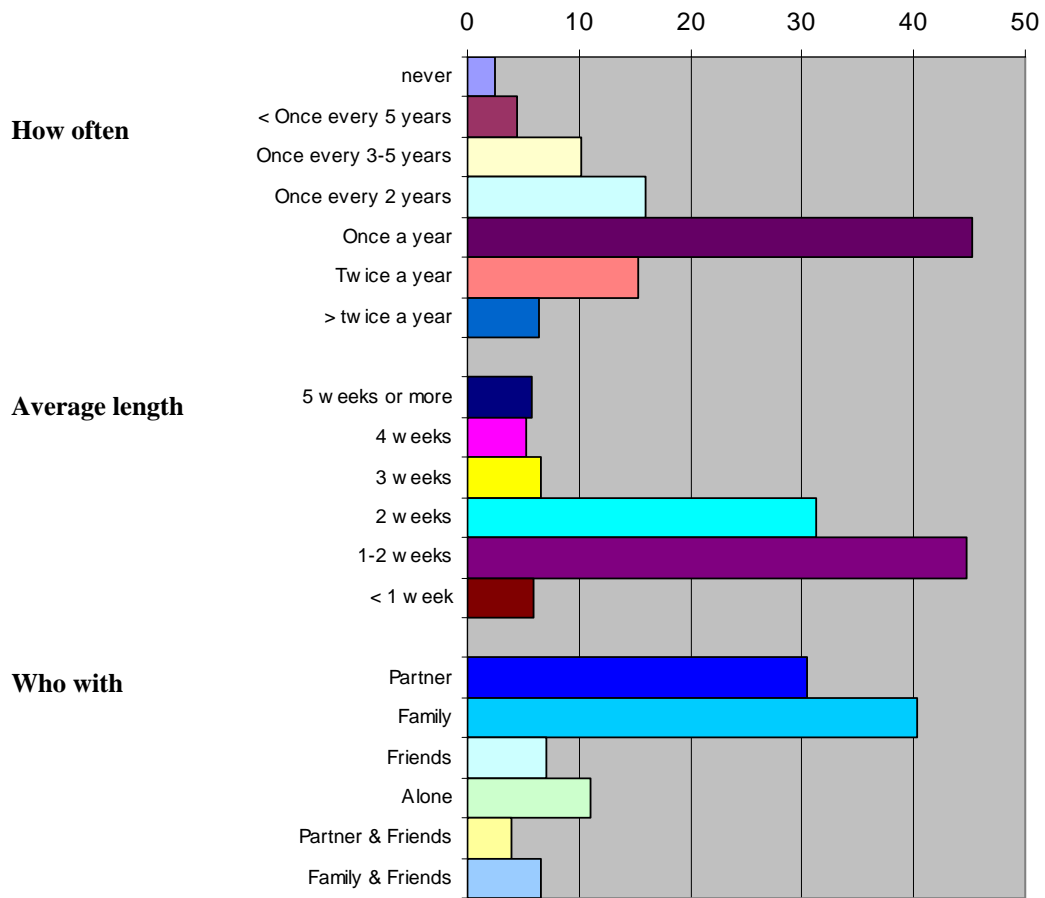


Figure 59: Occupational Classification of Melbourne Respondents (percentages; n = 157)



**Holiday Pattern of Melbourne Respondents**

**Figure 60: Holiday Pattern (five nights or more) of Melbourne Respondents (percentages; n = 157)**





### Short-Break Holiday Pattern of Melbourne Respondents

Figure 61: Short-Break Holiday Pattern (stay between one and four nights) of Melbourne Respondents (percentages; n = 157)

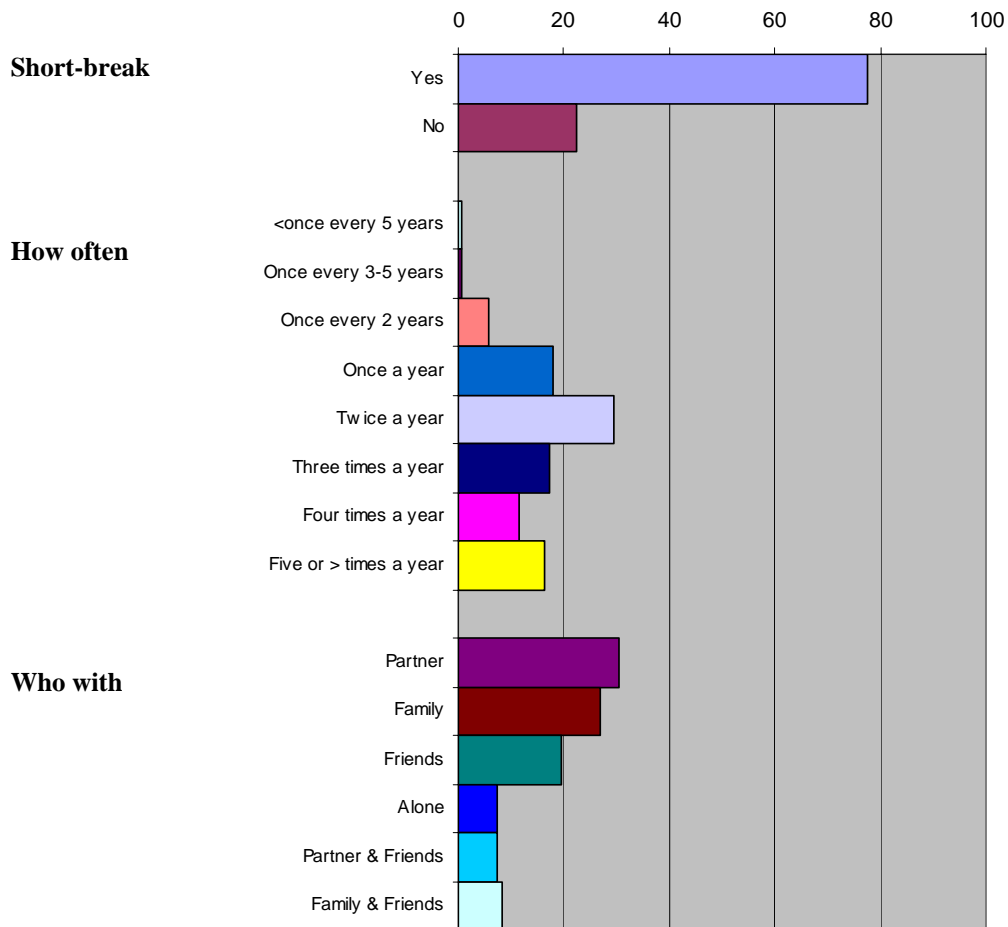
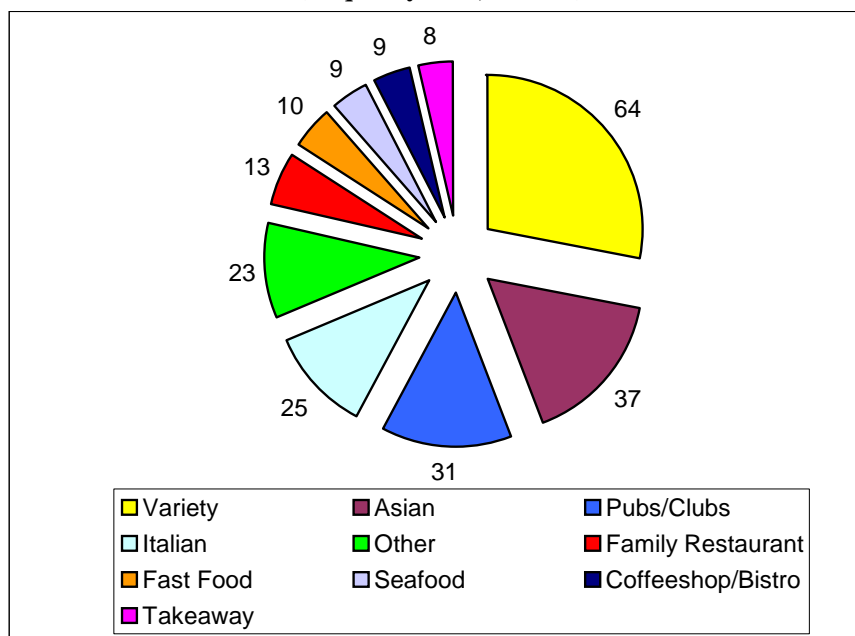
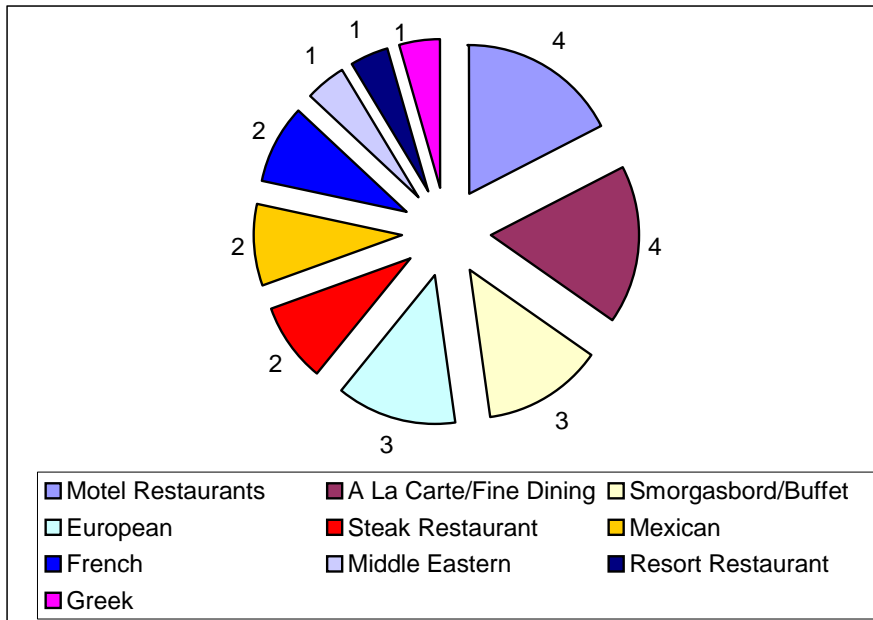


Figure 62: Types of Restaurants Melbourne Respondents Eat at When on Holiday (frequency data; n = 157)

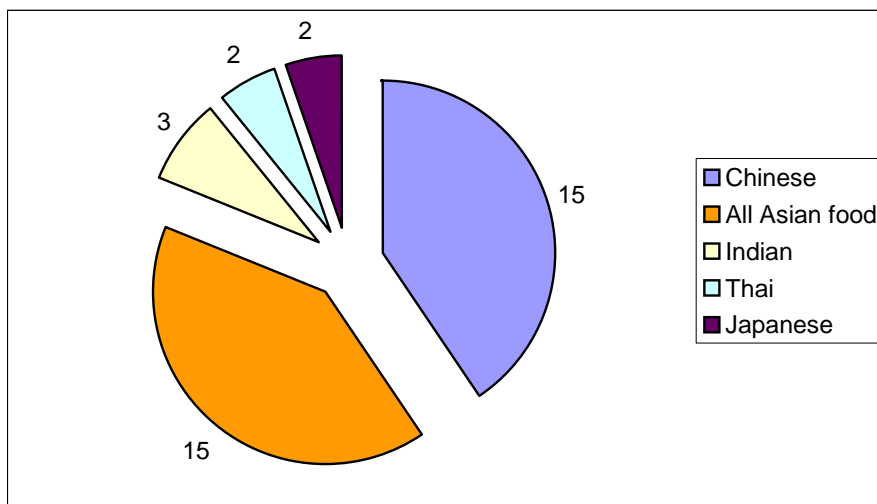


Note: For breakdown of "Other" category see Figure 63 and for breakdown of "Asian" category see Figure 64.

**Figure 63: "Other" Types of Restaurants Melbourne Respondents Eat at When on Holiday** (frequency data; n = 23)



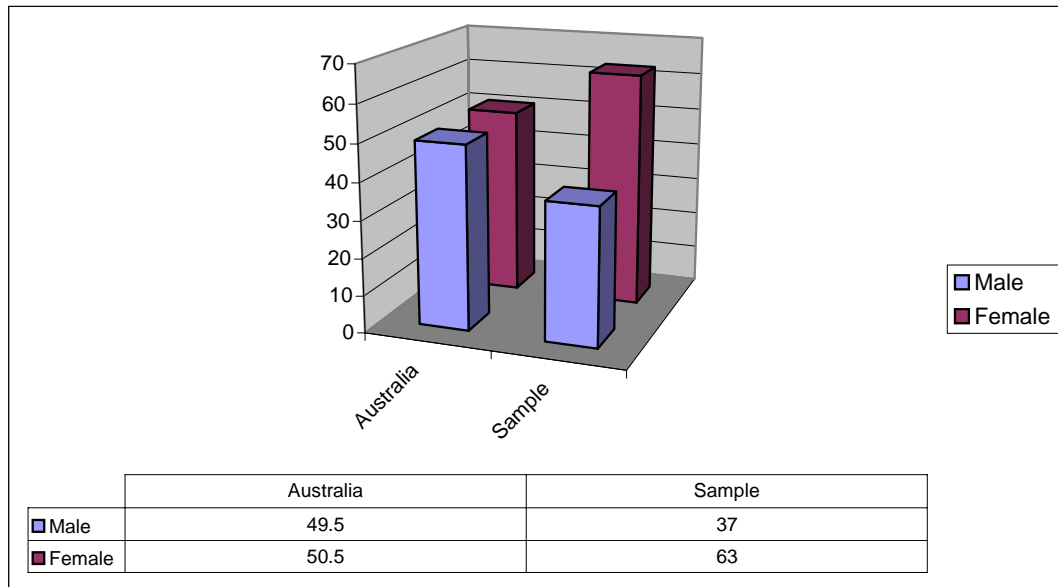
**Figure 64: "Asian" Types of Restaurants Melbourne Respondents Eat at When on Holiday** (frequency data; n = 37)



## Appendix E: Comparing Demographics of Respondents & Australians

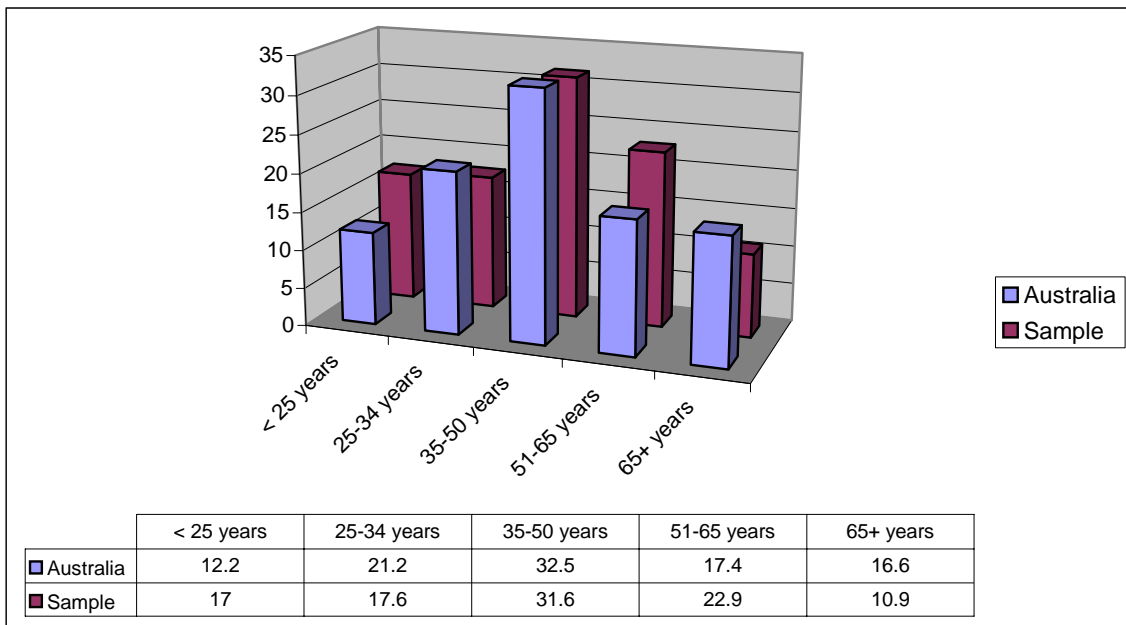
Data from the Australian 1996 *Census of Population and Housing* was used to compare the demographic profile of respondents from the present study with the demographic profile of Australians. Results presented are to be viewed as a guide illustrating trends.

**Figure 65: Gender Comparison Between Respondents and Australian population** (percentages; n = 459)



As illustrated in Figure 65, the Australian population consists of almost equal numbers of women and men. In contrast, the sample of the present study comprised of more female than male respondents.

**Figure 66: Age Comparison between Respondents and Australian Population** (percentages; n = 459)



As can be seen in Figure 66, the age distribution of respondents in the present study was very similar to that of the Australian population.

**Figure 67: Comparison between Respondents and the Australian Population in Terms of Marital Status**  
(percentages; n = 459)

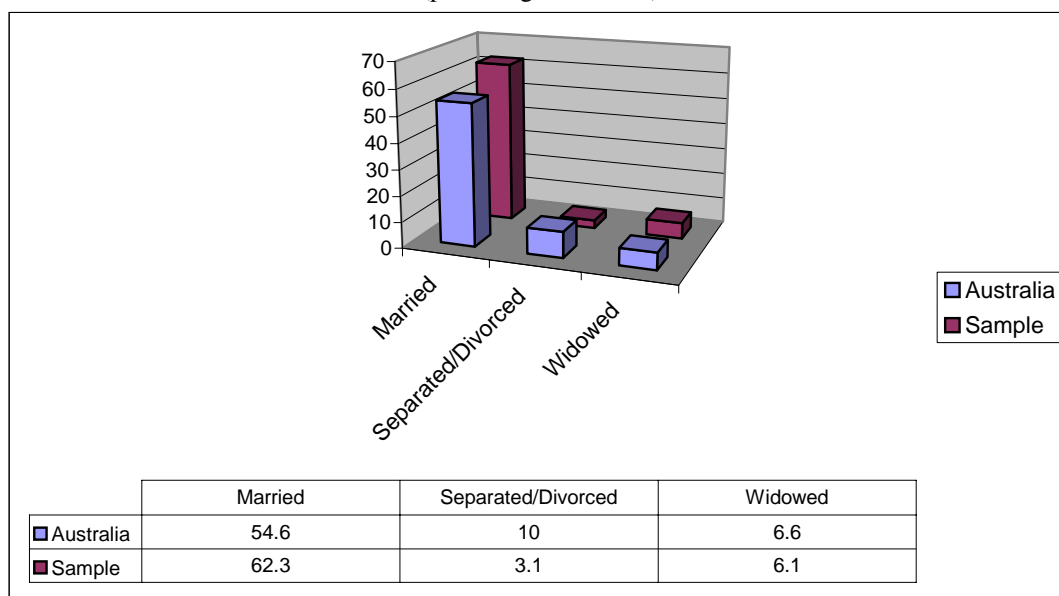
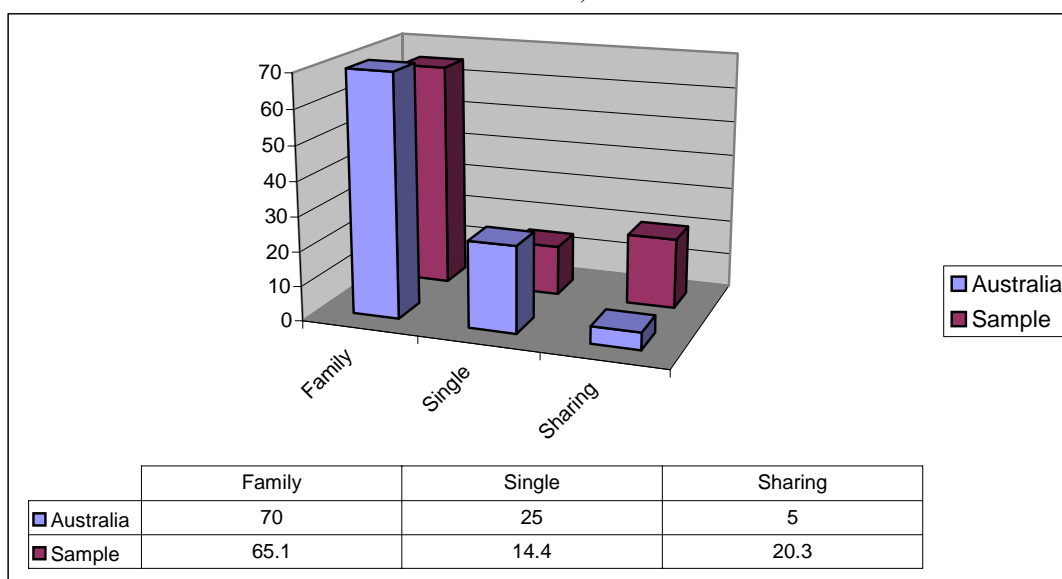


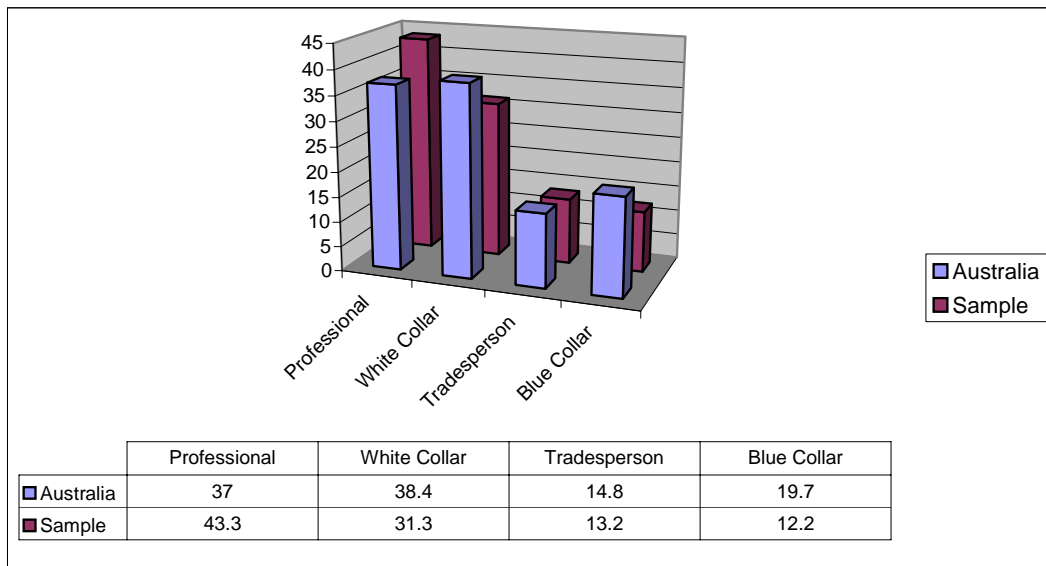
Figure 67 reveals that the percentage of married and widowed people was quite similar in both groups. In contrast, the percentage of divorced and separated people in the Australian population was much higher compared to the present sample.

**Figure 68: Comparison of Respondents and the Australian Population in Terms of Life-Stage** (percentages; n = 459)



As can be seen in Figure 68, compared to the Australian population, the sample of the present study consisted of slightly fewer families and singles and more individuals who share accommodations with friends, parents or strangers.

**Figure 69: Comparison between Respondents and the Australian Population in Terms of Occupation**  
(percentages; n = 459)



As illustrated in Figure 69, compared to the Australian population, the present sample consisted of slightly more professionals, and fewer white collar and blue-collar workers, while the percentage of tradespeople was very similar.

With regard to income, the sample of the present study was representative of the Australian population. While respondents had an average income between \$30,000 and \$50,000, the average income of a full-time adult employee in 2000 was approximately \$40,000 per annum.

Thus, overall, the sample of the present study was representative of the Australian population.

## Appendix F: Gender Comparison – Demographics

Four Chi-square analyses were conducted to investigate differences in demographic background of male and female respondents.

**Table 2: Relationship of Life-Stage on Gender - percentage and frequency of individuals in each category (n = 459)**

Life-Stage	Gender		Total
	Male	Female	
< 35 living alone/sharing	44.4% (20)	55.6% (25)	100% (45)
< 35 living with parents	70.8% (34)	29.2% (14)	100% (48)
Couple <35 no children	45.2% (14)	54.8% (17)	100% (31)
Family	24.7% (38)	75.3% (116)	100% (154)
35+ Single	24.2% (16)	75.8% (50)	100% (66)
Couple 35+	41.7% (48)	58.3% (67)	100% (115)

Chi-square significant at  $p < 0.05$

Table 2 illustrates differences between male and female respondents in terms of their life-stage. For example, 70.8% of respondents who were under 35 years of age and who lived with their parents were male and 29.2% were female. Overall, there was a significant difference between male and female respondents in terms of their life-stage.

**Table 3: Relationship of Age on Gender – percentage and frequency of individuals in each category (n = 459)**

Age	Gender		Total
	Male	Female	
< 25	56.4% (44)	43.6% (34)	100% (78)
25-34	33.3% (27)	66.7% (54)	100% (81)
35-50	30.3% (44)	69.7% (101)	100% (145)
51-64	34.3% (36)	65.7% (69)	100% (105)
65+	38.0% (19)	62.0% (31)	100% (50)

Chi-square significant at  $p < 0.05$

Table 3 illustrates age differences between male and female respondents. For example, 56.4% of respondents under 25 years of age were male and 43.6% were female. Overall, male and female respondents differed considerably in terms of their age.

**Table 4: Relationship of Marital Status on Gender – percentage and frequency of individuals in each category (n = 459)**

Marital Status	Gender		Total
	Male	Female	
Married/living with partner	33.2% (95)	66.8% (191)	100% (286)
Single	51.2% (66)	48.8% (63)	100% (129)
Divorced/separated	28.6% (4)	71.4% (10)	100% (14)
Widowed	17.9% (5)	82.1% (23)	100% (28)
Refuse	0% (0)	100% (2)	100% (2)

Chi-square significant at  $p < 0.05$

Table 4 reveals differences between male and female respondents in terms of their marital status. For example, 51.2% of 'single' respondents were male and 48.8% were female. Overall, male and female respondents differed considerably in terms of their marital status.

**Table 5: Relationship of Occupation on Gender – percentage and frequency of individuals in each category (n = 459)**

Occupations	Gender		Total
	Male	Female	
Unemployed/home duties	20.2% (17)	79.8% (67)	100% (84)
Blue collar	54.5% (18)	45.5% (15)	100% (33)
Tradesperson	77.8% (28)	22.2% (8)	100% (36)
White collar	30.2% (26)	69.8% (60)	100% (86)
Professional	35.3% (42)	64.7% (77)	100% (119)
Retired/pensioner	39.1% (36)	60.9% (56)	100% (92)
Refuse	33.3% (3)	66.7% (6)	100% (9)

Chi-square &lt; 0.05

Table 5 illustrates gender differences between male and female respondents in terms of their occupation. For example, of all respondents who reported to be professionals, 35.3% were male and 64.7% were female. Overall, male and female respondents differed significantly in terms of their occupation.

## Appendix G: Gender Comparison – Holiday Pattern

Three Chi-square analyses were conducted to investigate gender-related differences in respondents' general holiday patterns.

**Table 6: Relationship of Frequency of Holiday on Gender – percentage and frequency of individuals in each category (n = 459)**

	Gender		Total
	Male	Female	
Never	23.5% (4)	76.5% (13)	100% (17)
<Once every 5 years	33.3% (5)	66.7% (10)	100% (15)
Once every 3-5 years	48.8% (20)	51.2% (21)	100% (41)
Once every 2 years	34.2% (25)	65.8% (48)	100% (73)
Once a year	34.0% (64)	66% (124)	100% (188)
Twice a year	37.2% (35)	62.8% (59)	100% (94)
> Twice a year	54.8% (17)	45.2% (14)	100% (31)

Chi –square >0.05

Table 6 illustrates that, overall, male and female respondents did not differ significantly in terms of how often they go on holiday.

**Table 7: Relationship of Average Length of Holiday on Gender – percentage and frequency of individuals in each category (n = 459)**

	Gender		Total
	Male	Female	
5 Weeks or more	45.5% (10)	54.5% (12)	100% (22)
4 Weeks	22.2% (6)	77.8% (21)	100% (27)
3 Weeks	20.0% (6)	80.0% (24)	100% (30)
2 Weeks	43.5% (54)	56.5% (70)	100% (124)
1-2 Weeks	37.3% (76)	62.7% (128)	100% (204)
< 1 Week	40.0% (14)	60.0% (21)	100% (35)

Chi-square > 0.05

Table 7 shows that, overall, male and female respondents did not differ in terms of the average length of their holidays.

**Table 8: Relationship of Holiday Companion on Gender – percentage and frequency of individuals in each category (n = 459)**

	Gender		Total
	Male	Female	
Partner	42.6% (66)	57.4% (89)	100% (155)
Family	30.3% (46)	69.7% (106)	100% (152)
Friends	37.5% (15)	62.5% (25)	100% (40)
Alone	40.5% (17)	59.5% (25)	100% (42)
Partner & Friends	57.1% (12)	42.9% (9)	100% (21)
Family & Friends	31.3% (10)	68.8% (22)	100% (32)

Chi-square > 0.05

Table 8 illustrates that, overall, there was no significant difference between male and female respondents in terms of who accompanies them on their holidays.



## Appendix H: Gender Comparison – Short Break Holidays

Three Chi-square analyses were conducted to investigate differences in male and female respondents' short-break holiday patterns.

**Table 9: Relationship of Whether Respondents Go on Short-Break Holidays on Gender – percentage and frequency of individuals in each category (n = 459)**

	Gender		Total
	Male	Female	
Yes	34.2% (122)	65.8% (235)	100% (375)
No	47.1% (48)	52.9% (54)	100% (102)

Chi-square significant at  $p < 0.05$

Table 9 illustrates that overall, male and female respondents differed significantly in terms of their short-break holiday patterns, with female respondents more likely to take a short trip somewhere.

**Table 10: Relationship of Frequency of Short-Break Holidays on Gender – percentage and frequency of individuals in each category (n = 459)**

	Gender		Total
	Male	Female	
< Once every 5 years	0% (0)	100.0% (2)	100% (2)
Once every 3-5 years	0% (0)	100.0% (3)	100% (3)
Once every 2 years	25.9% (7)	74.1% (20)	100% (27)
Once a year	24.3% (17)	75.7% (53)	100% (70)
Twice a year	40.6% (39)	59.4% (57)	100% (96)
Three times a year	30.9% (17)	69.1% (38)	100% (55)
Four times a year	25.6% (11)	74.4% (32)	100% (43)
Five or > times a year	50.8% (31)	29.2% (30)	100% (61)
N/A*	47.1% (48)	52.9% (54)	100% (102)

Chi-square significant at  $< 0.05$

\* Respondents who do not go on short break holidays

Table 10 illustrates that of respondents who take short vacations, the majority go away for a short trip at least once a year. Overall, there were considerable differences between male and female respondents.

**Table 11: Relationship of Holiday Companion on Gender – percentage and frequency of individuals in each category (n = 459)**

	Gender		Total
	Male	Female	
Partner	36.6% (48)	63.4% (83)	100% (131)
Family	29.8% (25)	70.2% (59)	100% (84)
Friends	40.0% (24)	60.0% (36)	100% (60)
Alone	33.3% (6)	66.7% (12)	100% (18)
Partner & Friends	34.4% (11)	65.6% (21)	100% (32)
Family & Friends	25.8% (8)	74.2% (23)	100% (31)

Chi-square  $> 0.05$

Table 11 illustrates differences between male and female respondents in terms of who they like to spend their short-break holidays with. Overall, there was no difference between male and female respondents.

## **Appendix I: Gender Comparison – Dinner Budget**

An Analysis of Variance (ANOVA) was conducted to assess whether male and female respondents differed in terms of how much money they typically spent per adult when dining at a restaurant. Results revealed that sexes differed, with men spending an average of \$ 40 per head when on holiday, compared to \$36 for women.

**Table 12: Descriptive Statistics (n = 459)**

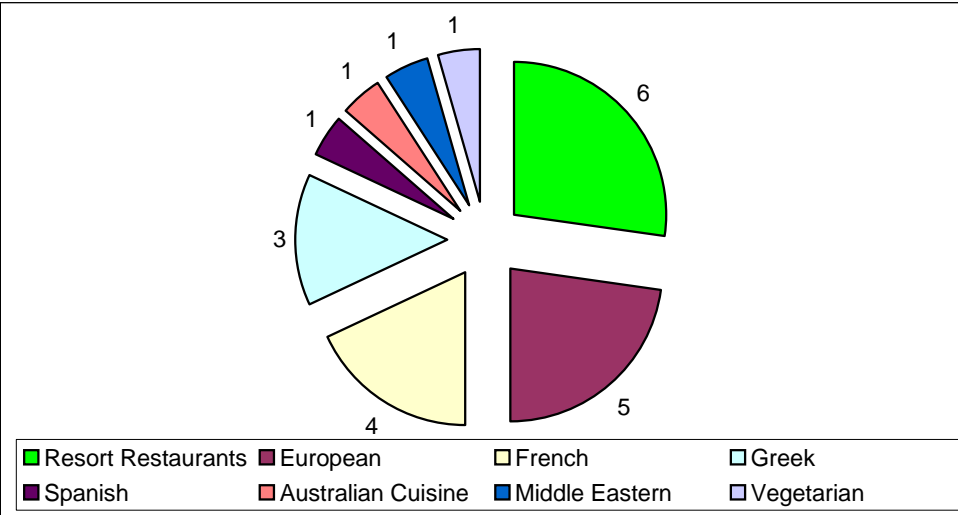
<b>Gender</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>N</b>
Male	39.67	18.66	170
Female	36.0	16.15	289
Total	37.36	17.19	459
Male	39.67	18.66	170

F (1, 457) = 4.914; p < 0.05

## Appendix J: Other Types of Restaurants

Participants were asked what kind of restaurant they usually ate at while on holiday. Figure 70 illustrates the breakdown of the category “Other” that contains restaurants that were mentioned by respondents ten times or less.

**Figure 70: Breakdown of the Restaurant Category “Other”** (frequency data; n = 22)



## Appendix K: Gender Comparison – Types of Restaurants Visited

**Table 13: Relationship of Type of Restaurants Respondents Typically Eat at When on Holiday on Gender – percentage and frequency of individuals in each category (n = 459)**

	Gender		Total
	Male	Female	
A la carte	28.0% (7)	72.0% (18)	100% (25)
Asian	40.2% (50)	59.8% (74)	100% (124)
Australian Cuisine	0% (0)	100% (1)	100% (1)
Coffee shop/Bistro	27.3% (9)	72.7% (24)	100% (33)
European	0% (0)	100% (5)	100% (5)
Family Restaurants	29.0% (9)	71.0% (22)	100% (31)
Fast Food	59.4% (19)	40.6% (13)	100% (32)
French	50.0% (2)	50.0% (2)	100% (4)
Greek	66.6% (2)	33.3% (1)	100% (3)
Hotel Restaurants	50.0% (1)	50.0% (1)	100% (2)
Italian	27.6% (24)	72.4% (63)	100% (87)
Mexican	9.1% (1)	90.9% (10)	100% (11)
Middle Eastern	0% (0)	100% (1)	100% (1)
Motel Restaurants	28.6% (4)	71.4% (10)	100% (14)
Pubs/Clubs	30.6% (23)	69.3% (52)	100% (75)
Resort Restaurants	33.3% (2)	66.6% (4)	100% (6)
Seafood	29.9% (14)	70.1% (33)	100% (47)
Smorgasbord/Buffer	26.3% (5)	73.7% (14)	100% (19)
Spanish	100.0% (1)	0% (0)	100% (1)
Steak Restaurants	46.1% (6)	53.9% (7)	100% (13)
Takeaway	53.0% (9)	47.0% (8)	100% (17)
Variety	41.3% (64)	58.7% (91)	100% (155)
Vegetarian	100% (1)	0% (0)	100% (1)
Asian (general)	33.3% (9)	66.6% (18)	100% (27)
Chinese	42.5% (23)	57.4% (31)	100% (54)
Indian	75.0% (6)	25.0% (2)	100% (8)
Japanese	25.0% (2)	75.0% (6)	100% (8)
Thai	36.0% (9)	64.0% (16)	100% (25)

Chi-square > 0.05

Table 13 illustrates the types of restaurants that male and female respondents typically dine at when on holiday. Overall, there was no significant difference between the genders.

## Appendix L: Gender Comparison – Influence of Printed Material

A multivariate analysis of variance (MANOVA) was conducted to assess whether male and female respondents differed in the extent to which they were influenced by various print media. To control for the experiment-wise error rate, the Bonferroni correction was used. Pairwise comparison error rates were subsequently adjusted to  $\alpha = 0.01$ .

**Table 14: Gender Differences Relating to the Influence of Print Media (n = 459)**

Print Media	Gender	Mean	SD	F	Sig
Region's local Newspaper	Male	2.29	1.38	20.391	p < 0.01
	Female	2.96	1.60		
Food guides	Male	2.15	1.47	6.147	p > 0.01
	Female	2.54	1.75		
Food magazines	Male	1.96	1.30	2.559	p > 0.01
	Female	2.19	1.58		
Chef's Reputation	Male	2.36	1.49	.682	p > 0.01
	Female	2.49	1.64		

As illustrated in Table 14, female respondents were significantly more influenced in their restaurant choice by regions' local newspapers compared to male respondents.

## **Appendix M: Gender Comparison – Influence of Restaurant Characteristics**

A multivariate analysis of variance (MANOVA) was performed to determine whether male and female respondents differed in the extent to which they were influenced by various restaurant characteristics. To control for the experiment-wise error rate, the Bonferroni correction was used. Pairwise comparison error rates were subsequently adjusted to  $\alpha = 0.01$ .

**Table 15: Gender Differences Relating to Restaurant Characteristics (n = 459)**

<b>Restaurant Characteristics</b>	<b>Gender</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>Sig</b>
Region's local Newspaper	Male	2.29	1.38	20.391	p < 0.01
	Female	2.96	1.60		
Display of menu	Male	4.11	1.55	14.536	p < 0.01
	Female	4.64	1.36		
Local food products	Male	3.35	1.42	8.235	p < 0.01
	Female	3.76	1.53		
Looking busy	Male	3.94	1.27	6.076	p > 0.01
	Female	4.25	1.31		
Attractive decor	Male	4.44	1.21	1.140	p > 0.01
	Female	4.56	1.27		
Wide variety of food	Male	4.26	1.31	4.119	p > 0.01
	Female	4.51	1.22		

As can be seen from Table 15, compared to male respondents, female respondents were clearly more influenced by the display of a menu in the window, and by restaurants featuring local food products.

## Appendix N: Gender Comparison – Influence of Alcoholic Beverages and Location

A multivariate analysis of variance (MANOVA) was performed to determine whether male and female respondents differed in the extent to which they were influenced by the availability of alcoholic beverages and the location of the restaurant. To control for the experiment-wise error rate, the Bonferroni correction was used. Pairwise comparison error rates were subsequently adjusted to  $\alpha = 0.016$ .

**Table 16: Gender Differences Relating to the Influence of Alcoholic Beverages and Location (n = 459)**

	<b>Gender</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>Sig</b>
BYO Wine	Male	3.24	1.74	.002	p > 0.016
	Female	3.23	1.90		
Extensive Wine List	Male	2.62	1.51	1.151	p > 0.016
	Female	2.46	1.47		
Location	Male	4.16	1.40	7.732	p < 0.016
	Female	4.55	1.51		

As can be seen from Table 16, female respondents were clearly more influenced by the proximity of the restaurant to their accommodation than male respondents.

## Appendix O: Gender Comparison – Information Sources

A series of Chi-square analyses were performed to determine gender related differences in terms of information sources typically relied upon when selecting restaurants while on holiday.

**Table 17: Gender Differences in Terms of the Information Sources Relied Upon When Selecting a Restaurant While on Holiday (n = 459)**

Type of Information Source	Chi-Square	Male	Female
Dining out guides	$X(1)2 = 4.6; p < 0.05^*$	9.4%	16.6%
Newspaper articles	$X(1)2 = .04, p > 0.05$	15.3%	14.5%
Recommendations from locals/business	$X(1)2 = 8.75, p < 0.05^*$	51.8%	65.7%
Word of mouth	$X(1)2 = .229, p > 0.05$	65.9%	63.7%
Wandering around	$X(1)2 = .338, p > 0.05$	64.1%	66.8%
Internet	$X(1)2 = .22, p > 0.05$	2.4%	1.7%
Magazines	$X(1)2 = .46, p > 0.05$	4.7%	6.2%
Past experience	$X(1)2 = 4.4, p < 0.05^*$	34.1%	24.9%

\* Significant gender difference

As illustrated in Table 17, female respondents were considerably more likely than male respondents to use dining out guides and recommendations from local people or business in the area as a source of information when choosing restaurants when on holiday. In contrast, men compared to women relied more on their past experience. Information sources equally employed by both genders were: newspaper articles, word of mouth recommendations from friends and/or relatives, wandering around until you find something nice, the internet, and magazines.



## Appendix P: Gender Comparison – Reasons for Eating Out

A multivariate analysis of variance (MANOVA) was performed to determine whether male and female respondents differed in the extent to which they perceived various reasons for eating at restaurants as important. To control for the experiment-wise error rate, the Bonferroni correction was used. Pairwise comparison rates were subsequently adjusted to  $\alpha = 0.0083$ .

**Table 18: Gender Differences Relating to Reasons for Why Respondents Eat at Restaurants When on Holiday (n = 459)**

Reasons for Eating Out	Gender	Mean	SD	F	Sig
Indulgence	Male	3.84	1.50	7.994	p < 0.0083
	Female	4.26	1.57		
Healthy food	Male	4.29	1.51	3.534	p > 0.0083
	Female	4.56	1.47		
Relaxation	Male	4.65	1.27	35.877	p < 0.0083
	Female	5.29	1		
Experience	Male	4.24	1.39	5.329	p > 0.0083
	Female	4.55	1.40		
Discovery	Male	3.99	1.48	1.329	p > 0.0083
	Female	4.16	1.52		
Social reason	Male	4.22	1.49	1.062	p > 0.0083
	Female	4.37	1.50		

As illustrated in Table 18, indulgence' (i.e. fine dining or just the feeling of spoiling yourself) and 'relaxation' (i.e. to be waited on and not having to cook yourself) was clearly more important for female respondents than for male respondents.

## Appendix Q: Gender Comparison – Perception of Restaurant Variety

A multivariate analysis of variance (MANOVA) was conducted to explore gender differences in terms of respondents' perceptions relating to the variety of restaurants in Brisbane, Sydney, Melbourne, Tasmania, the Gold Coast, and Sunshine Coast. To control for the experiment-wise error rate, the Bonferroni correction was used. Pairwise comparison error rates were subsequently adjusted to  $\alpha = 0.008$ .

**Table 19: Gender Differences Relating to Restaurant Variety (n = 459)**

<b>Restaurant Variety</b>	<b>Gender</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>Sig</b>
Brisbane	Male	6.65	1.78	1.767	p > 0.008
	Female	6.92	1.86		
Sydney	Male	7.79	1.92	8.199	p < 0.008
	Female	8.36	1.75		
Melbourne	Male	8.40	1.46	.261	p > 0.008
	Female	8.49	1.76		
Tasmania	Male	5.59	2.02	6.871	p > 0.008
	Female	6.13	1.84		
Gold Coast	Male	6.51	2.01	4.210	p > 0.008
	Female	6.96	2.03		
Sunshine Coast	Male	6.06	1.87	14.024	p < 0.008
	Female	6.81	1.83		

As can be seen from Table 19, female respondents perceived the variety of restaurants in Sydney and on the Sunshine Coast as more favourable compare to male respondents.

## Appendix R: Gender Comparison – Perceptions of Dining Precincts

A multivariate analysis of variance (MANOVA) was performed to investigate gender differences relating to respondents' perceptions of dining precincts in Brisbane, Sydney, Melbourne, Tasmania, the Gold Coast, and the Sunshine Coast. To control for experiment-wise error rate, the Bonferroni correction was used. Pairwise comparison error rates were subsequently adjusted to  $\alpha = 0.008$ .

**Table 20: Gender Differences Relating to Dining Precincts (n = 459)**

Dining Precincts	Gender	Mean	SD	F	Sig
Brisbane	Male	6.35	1.86	1.033	p > 0.008
	Female	6.56	1.84		
Sydney	Male	7.34	1.82	6.135	p > 0.008
	Female	7.85	1.82		
Melbourne	Male	7.92	1.50	1.616	p > 0.008
	Female	8.15	1.71		
Tasmania	Male	5.41	1.97	.613	p > 0.008
	Female	5.57	1.72		
Gold Coast	Male	6.44	1.95	5.825	p > 0.008
	Female	6.97	1.96		
Sunshine Coast	Male	6.11	1.83	9.722	p < 0.008
	Female	6.78	1.92		

As illustrated in Table 20, female respondents perceived Sunshine Coast dining precincts more favourable compared to male respondents.

## Appendix S: Gender Comparison – Perceptions of Overall Reputation

A multivariate analysis of variance (MANOVA) was conducted to explore gender differences in terms of respondents' perceptions relating to the overall reputation of restaurants in Brisbane, Sydney, Melbourne, Tasmania, the Gold Coast and Sunshine Coast. To control for the experiment-wise error rate, the Bonferroni correction was used. Pairwise comparison error rates were subsequently adjusted to  $\alpha = 0.008$ .

**Table 21: Gender Differences Relating to the Overall Reputation of Restaurants (n = 459)**

Dining Precincts	Gender	Mean	SD	F	Sig
Brisbane	Male	6.81	1.61	.503	p > 0.008
	Female	6.94	1.72		
Sydney	Male	7.65	1.63	9.606	p < 0.008
	Female	8.19	1.54		
Melbourne	Male	8.02	1.43	5.713	p > 0.008
	Female	8.41	1.51		
Tasmania	Male	6.24	1.73	1.185	p > 0.008
	Female	6.46	1.83		
Gold Coast	Male	6.62	1.82	.652	p > 0.008
	Female	6.79	1.90		
Sunshine Coast	Male	6.35	1.77	5.075	p > 0.008
	Female	6.81	1.84		

As illustrated in Table 21, female respondents rated the overall reputation of Sydney's restaurants noticeably higher compared to male respondents.

## Appendix T: Gender Comparison – Perceptions of Regional Produce

A multivariate analysis of variance (MANOVA) was performed to explore gender differences in terms of respondents' perceptions relating to regional produce featured in restaurants in Brisbane, Sydney, Melbourne, Tasmania, the Gold Coast and Sunshine Coast. To control for the experiment-wise error rate, the Bonferroni correction was used. Pairwise comparison error rates were subsequently adjusted to  $\alpha = 0.008$ .

**Table 22: Gender Differences Relating to Regional Produce (n = 459)**

Regional Produce	Gender	Mean	SD	F	Sig
Brisbane	Male	6.39	1.76	3.625	p > 0.008
	Female	6.77	1.83		
Sydney	Male	6.60	1.82	6.861	p > 0.008
	Female	7.12	1.72		
Melbourne	Male	6.68	1.80	5.263	p > 0.008
	Female	7.13	1.71		
Tasmania	Male	7.13	1.81	.289	p > 0.008
	Female	7.25	1.93		
Gold Coast	Male	6.13	2.04	4.585	p > 0.008
	Female	6.60	1.89		
Sunshine Coast	Male	6.45	1.91	7.039	p > 0.008
	Female	7.00	1.82		

As can be seen from Table 22, statistical analysis revealed no differences in ratings of male and female respondents in terms of the region's restaurants featuring regional produce in their menus.

## Appendix U: Contrast Analysis

In order to determine whether the six Australian regions (Brisbane, Sydney, Melbourne, Tasmania, the Gold Coast and the Sunshine Coast) were perceived differently in terms of their variety of restaurants, dining precincts, overall reputation and regional produce, contrasts were performed. To control for the experiment-wise error rate, the Bonferroni correction was employed (Anderson, Sweeney, & Williams, 1996). Subsequently, pairwise error rates were adjusted to  $\alpha = 0.003$ .

Table 23 illustrates comparisons between regions in terms of the variety of restaurants each region has to offer. Looking at the first comparison between Brisbane and the Sunshine Coast, with a p-value of 0.003, the variety of restaurants in Brisbane was perceived as significantly different compared to the variety of restaurants on the Sunshine Coast. The respective means indicated that respondents perceived Brisbane (mean = 6.82) to have a better variety of restaurants compared to the Sunshine Coast (mean = 6.53).

In contrast, when comparing the variety of Gold Coast restaurants with the variety of Sunshine Coast restaurants, with a p-value greater than 0.003, no statistically significant difference was found between the two regions, which indicated that respondents perceived the variety of restaurants on the Gold Coast and the Sunshine Coast in a similar way.

Table 24 illustrates comparisons between the regions dining precincts, and Table 25 illustrates comparisons between the reputations of the regions' restaurants. Finally, Table 26 provides information about comparisons between regions' restaurants in terms of featuring regional produce in their menus.

**Table 23: Contrasts to Compare Regions' Variety of Restaurants (n = 459)**

Cities	P-Value	Means
Brisbane – Sunshine Coast	.003	6.82 – 6.53
Sydney – Sunshine Coast	.000	8.15 – 6.53
Melbourne – Sunshine Coast	.000	8.46 – 6.53
Tasmania – Sunshine Coast	.000	5.93 – 6.53
Gold Coast – Sunshine Coast	.005 (non-significant)	6.80 – 6.53
Brisbane – Gold Coast	.799 (non-significant)	6.82 – 6.80
Sydney – Gold Coast	.000	8.15 – 6.80
Melbourne – Gold Coast	.000	8.46 – 6.80
Tasmania – Gold Coast	.000	5.93 – 6.80
Brisbane – Tasmania	.000	6.82 – 5.93
Sydney – Tasmania	.000	8.15 – 5.93
Melbourne – Tasmania	.000	8.46 – 5.93
Brisbane – Melbourne	.000	6.82 – 8.46
Sydney – Melbourne	.002	8.15 – 8.46
Brisbane – Sydney	.000	6.82 – 8.15

**Table 24: Contrasts to Compare Regions' Dining Precincts (n = 459)**

Cities	P-Value	Means
Brisbane – Sunshine Coast	.003	6.82 – 6.53
Sydney – Sunshine Coast	.000	8.15 – 6.53
Melbourne – Sunshine Coast	.000	8.46 – 6.53
Tasmania – Sunshine Coast	.000	5.93 – 6.53
Gold Coast – Sunshine Coast	.005 (non-significant)	6.80 – 6.53
Brisbane – Gold Coast	.799 (non-significant)	6.82 – 6.80
Sydney – Gold Coast	.000	8.15 – 6.80
Melbourne – Gold Coast	.000	8.46 – 6.80
Tasmania – Gold Coast	.000	5.93 – 6.80
Brisbane – Tasmania	.000	6.82 – 5.93
Sydney – Tasmania	.000	8.15 – 5.93
Melbourne – Tasmania	.000	8.46 – 5.93
Brisbane – Melbourne	.000	6.82 – 8.46
Sydney – Melbourne	.002	8.15 – 8.46
Brisbane – Sydney	.000	6.82 – 8.15

**Table 25: Contrasts to Compare Reputation of Regions' Restaurants (n = 459)**

Cities	P-Value	Means
Brisbane – Sunshine Coast	.598 (non-significant)	6.49 – 6.54
Sydney – Sunshine Coast	.000	7.67 – 6.54
Melbourne – Sunshine Coast	.000	8.07 – 6.54
Tasmania – Sunshine Coast	.000	5.52 – 6.54
Gold Coast – Sunshine Coast	.010 (non-significant)	6.78 – 6.54
Brisbane – Gold Coast	.003	6.49 – 6.78
Sydney – Gold Coast	.000	7.67 – 6.78
Melbourne – Gold Coast	.000	8.07 – 6.78
Tasmania – Gold Coast	.000	5.52 – 6.78
Brisbane – Tasmania	.000	6.49 – 5.52
Sydney – Tasmania	.000	7.67 – 5.52
Melbourne – Tasmania	.000	8.07 – 5.52
Brisbane – Melbourne	.000	6.49 – 8.07
Sydney – Melbourne	.002	7.67 – 8.07
Brisbane – Sydney	.000	6.49 – 7.67

**Table 26: Contrasts to Compare Regions' Restaurants in Terms of Featuring Regional Produce in their Menus (n = 459)**

Cities	P-Value	Means
Brisbane – Sunshine Coast	.041 (non-significant)	6.63 – 6.80
Sydney – Sunshine Coast	.184 (non-significant)	6.93 – 6.80
Melbourne – Sunshine Coast	.114 (non-significant)	6.96 – 6.80
Tasmania – Sunshine Coast	.000	7.21 – 6.80
Gold Coast – Sunshine Coast	.000	6.42 – 6.80
Brisbane – Gold Coast	.013 (non-significant)	6.63 – 6.42
Sydney – Gold Coast	.000	6.93 – 6.42
Melbourne – Gold Coast	.000	6.96 – 6.42
Tasmania – Gold Coast	.000	7.21 – 6.42
Brisbane – Tasmania	.000	6.63 – 7.21
Sydney – Tasmania	.019 (non-significant)	6.93 – 7.21
Melbourne – Tasmania	.034 (non-significant)	6.96 – 7.21
Brisbane – Melbourne	.000	6.63 – 6.96
Sydney – Melbourne	.635	6.93 – 6.96
Brisbane – Sydney	.000	6.63 – 6.93

## Appendix V: One-Way ANOVAs & Tukey's Posthoc

One-way ANOVAs and Tukey's Honestly Significant Difference Tests were conducted in order to determine whether respondents from the three cities (Brisbane, Melbourne and Sydney) differed in their perception of food and restaurants for the six Australian regions (Brisbane, Sydney, Melbourne, Tasmania, Gold Coast, and Sunshine Coast).

Table 27 illustrates differences between respondents' perceptions in terms of the regions' variety of restaurants. When examining the data for variations in response patterns of Brisbane restaurants (see first three rows), the one-way ANOVA revealed that perceptions of respondents from Sydney, Melbourne and Brisbane differed significantly ( $p < 0.05$ ). As results for the one-way ANOVA were significant, Tukey's Honestly Significant Difference Test was conducted in order to explore the exact nature of these differences. As can be seen in

Table 28, respondents from Sydney and Melbourne did not differ significantly in the way they perceived the variety of Brisbane's restaurants. In contrast, ratings from Sydney respondents differed substantially from those of Brisbane respondents. Similarly, perceptions of respondents from Melbourne differed significantly from those of respondents from Brisbane. Table 36 provides information about differences in ratings between respondents from Sydney, Melbourne and Brisbane in terms of rating the regions' dining precincts. Again, statistical analysis revealed a statistically significant difference between respondents' perceptions of Brisbane's dining precincts. Inspection of Table 30, illustrating Tukey's Honestly Significant Differences Test, showed that respondents from Sydney compared to respondents from Melbourne did not differ in their perception of Brisbane's dining precincts, unlike respondents from Sydney when compared to respondents from Brisbane, and Melbourne respondents when compared to Brisbane respondents.

Table 31 and Table 32 provide information about variations in perception between respondents from Sydney, Melbourne and Brisbane in terms of the overall reputation of the regions' restaurants, and Table 33 and Table 34 illustrate differences between respondents' perceptions relating to regional produce being featured by the regions' restaurants.

**Table 27: One-Way ANOVA for Differences Between Respondents' Ratings in Terms of Regions' Variety of Restaurants (n = 459)**

Dependent Variable	City	Mean	SD	F	P-Value
Brisbane Variety	Sydney	6.60	1.62	19.271	.000
	Melbourne	6.27	1.84		
	Brisbane	7.50	1.75		
Sydney Variety	Sydney	8.59	1.55	9.283	.000
	Melbourne	7.69	2.03		
	Brisbane	8.21	1.83		
Melbourne Variety	Sydney	8.16	1.68	11.447	.000
	Melbourne	8.94	1.27		
Brisbane Variety	Sydney	6.60	1.62	19.271	.000
	Brisbane	8.23	1.77		
Tasmania Variety	Sydney	6.11	1.74	1.213	.298 (ns)
	Melbourne	5.99	1.96		
	Brisbane	5.75	2.03		
Gold Coast Variety	Sydney	6.75	2.02	3.624	.027
	Melbourne	6.50	2.28		
	Brisbane	7.14	1.89		
Sunshine Coast Variety	Sydney	6.57	1.64	1.020	.362 (ns)
	Melbourne	6.40	2.06		
	Brisbane	6.72	1.95		

(ns) = non significant



**Table 28: Tukey's Honestly Significant Difference Test for Comparisons Between Respondents Ratings of the Regions' Restaurant Variety (n = 459)**

Dependent Variable	City	City	P-Value
Brisbane Variety	Sydney	Melbourne	.274 (ns)
	Sydney	Brisbane	.000
	Melbourne	Brisbane	.000
Sydney Variety	Sydney	Melbourne	.000
	Sydney	Brisbane	.168 (ns)
	Melbourne	Brisbane	.039
Melbourne Variety	Sydney	Melbourne	.000
	Sydney	Brisbane	.911(ns)
	Melbourne	Brisbane	.000
Gold Coast Variety	Sydney	Melbourne	.545 (ns)
	Sydney	Brisbane	.240 (ns)
	Melbourne	Brisbane	.021

Note: Tukey's Honestly Significant Difference Test is only performed for significant ANOVA results.  
(ns) = non-significant

**Table 29: One-Way ANOVA for Differences Between Respondents' Ratings in Terms of the Regions' Dining Precincts (n = 459)**

Dependent Variable	City	Mean	SD	F	P-Value
Brisbane Precincts	Sydney	6.29	1.67	10.311	.000
	Melbourne	6.13	1.84		
	Brisbane	7.03	1.82		
Sydney Precincts	Sydney	8.07	1.59	4.034	.018
	Melbourne	7.60	1.78		
	Brisbane	7.55	1.89		
Melbourne Precincts	Sydney	7.94	1.63	8.957	.000
	Melbourne	8.54	1.40		
	Brisbane	7.80	1.82		
Tasmania Precincts	Sydney	5.67	1.73	.660	.517 (ns)
	Melbourne	5.62	1.87		
	Brisbane	5.43	1.86		
Gold Coast Precincts	Sydney	6.86	1.93	.510	.601(ns)
	Melbourne	6.68	2.03		
	Brisbane	6.90	1.89		
Sunshine Coast Precincts	Sydney	6.65	1.74	.228	.796 (ns)
	Melbourne	6.49	2.00		
	Brisbane	6.53	1.97		

(ns) = non-significant

**Table 30: Tukey's Honestly Significant Difference Test for Comparisons Between Respondents' Ratings of the Regions' Dining Precincts (n = 459)**

Dependent Variable	City	City	P-Value
Brisbane Precincts	Sydney	Melbourne	.745 (ns)
	Sydney	Brisbane	.002
	Melbourne	Brisbane	.000
Sydney Precincts	Sydney	Melbourne	.051(!)
	Sydney	Brisbane	.029
	Melbourne	Brisbane	.970 (ns)
Melbourne Precincts	Sydney	Melbourne	.004
	Sydney	Brisbane	.739 (ns)
	Melbourne	Brisbane	.000

Note: Tukey's Honestly Significant Difference Test is only performed for significant ANOVA results. (ns) = non-significant (!) = approaches significance

**Table 31: One-Way ANOVA for Differences Between Respondents' Ratings in Terms of the Reputation of the Regions' Restaurants (n = 459)**

Dependent Variable	City	Mean	SD	F	P-Value
Brisbane Reputation	Sydney	6.55	1.60	18.851	.000
	Melbourne	6.49	1.73		
	Brisbane	7.54	1.54		
Sydney Reputation	Sydney	8.25	1.47	3.323	.037
	Melbourne	7.81	1.63		
	Brisbane	7.89	1.70		
Melbourne Reputation	Sydney	8.14	1.58	6.495	.002
	Melbourne	8.59	1.26		
	Brisbane	8.02	1.56		
Tasmania Reputation	Sydney	6.38	1.77	.705	.495 (ns)
	Melbourne	6.52	1.75		
	Brisbane	6.27	1.81		
Gold Coast Reputation	Sydney	6.49	1.81	3.524	.030
	Melbourne	6.61	2.05		
	Brisbane	7.04	1.71		
Sunshine Coast Reputation	Sydney	6.52	1.71	1.289	.277 (ns)
	Melbourne	6.64	1.97		
	Brisbane	6.87	1.82		

(ns) = non- significant

**Table 32: Tukey's Honestly Significant Difference Test for Comparisons Between Respondents' Ratings of the Regions' Reputation of Restaurants (n = 459)**

Dependent Variable	City	City	P-Value
Brisbane Reputation	Sydney	Melbourne	.938 (ns)
	Sydney	Brisbane	.000
	Melbourne	Brisbane	.000
Sydney Reputation	Sydney	Melbourne	.039
	Sydney	Brisbane	.126 (ns)
	Melbourne	Brisbane	.887 (ns)
Melbourne Reputation	Sydney	Melbourne	.020
	Sydney	Brisbane	.771 (ns)
	Melbourne	Brisbane	.002
Gold Coast Reputation	Sydney	Melbourne	.846 (ns)
	Sydney	Brisbane	.031
	Melbourne	Brisbane	.125 (ns)

Note: Tukey's Honestly Significant Difference Test is only performed for significant ANOVA results. (ns) = non significant

**Table 33: One-Way ANOVA for Differences Between Respondents' Ratings in Terms of the Regional Produce Featured by the Regions' Restaurants (n = 459)**

Dependent Variable	City	Mean	SD	F	P-Value
Brisbane Regional Produce	Sydney	6.67	1.74	.166	.847 (ns)
	Melbourne	6.54	1.75		
	Brisbane	6.62	2.02		
Sydney Regional Produce	Sydney	7.10	1.77	.638	.529 (ns)
	Melbourne	6.97	1.74		
	Brisbane	6.87	1.82		
Melbourne Regional Produce	Sydney	6.85	1.80	4.378	.013
	Melbourne	7.35	1.66		
	Brisbane	6.80	1.84		
Tasmania Regional Produce	Sydney	7.51	1.74	2.664	.071 (ns)
	Melbourne	7.38	1.77		
	Brisbane	7.01	1.95		
Gold Coast Regional Produce	Sydney	6.38	1.84	.382	.683 (ns)
	Melbourne	6.34	2.12		
	Brisbane	6.54	1.92		
Sunshine Coast Regional Produce	Sydney	6.80	1.73	.246	.782 (ns)
	Melbourne	6.68	2.02		
	Brisbane	6.83	1.92		

(ns) = non-significant

**Table 34: Tukey's Honestly Significant Difference Test for Comparisons Between Respondents' Ratings of Regional Produce Featured in the Regions' Restaurants (n = 459)**

Dependent Variable	City	City	P-Value
Melbourne Regional Produce	Sydney	Melbourne	.046
	Sydney	Brisbane	.964 (ns)
	Melbourne	Brisbane	.020

Note: Tukey's Honestly Significant Difference Test is only performed for significant ANOVA results.

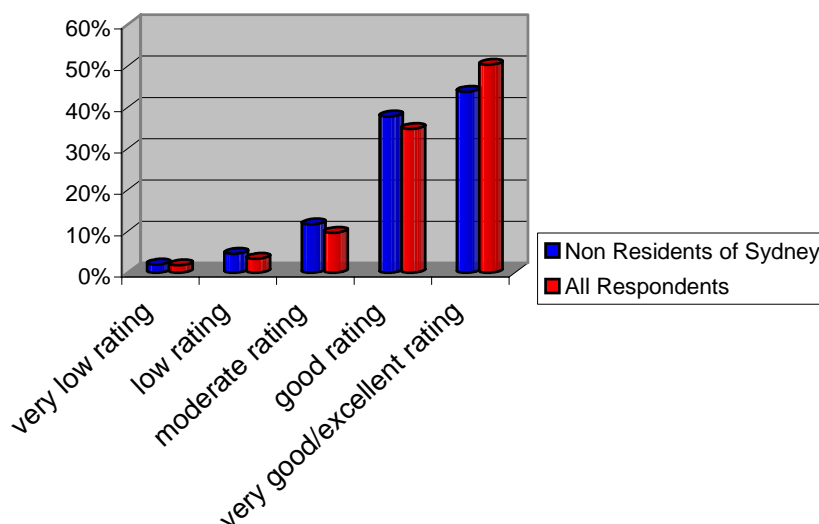
(ns) = non-significant

## Appendix W: Controlling for Biased Responses

### Sydney

#### Variety of Restaurants

Figure 71: Ratings for the Variety of Restaurants in Sydney (percentages; n = 459)

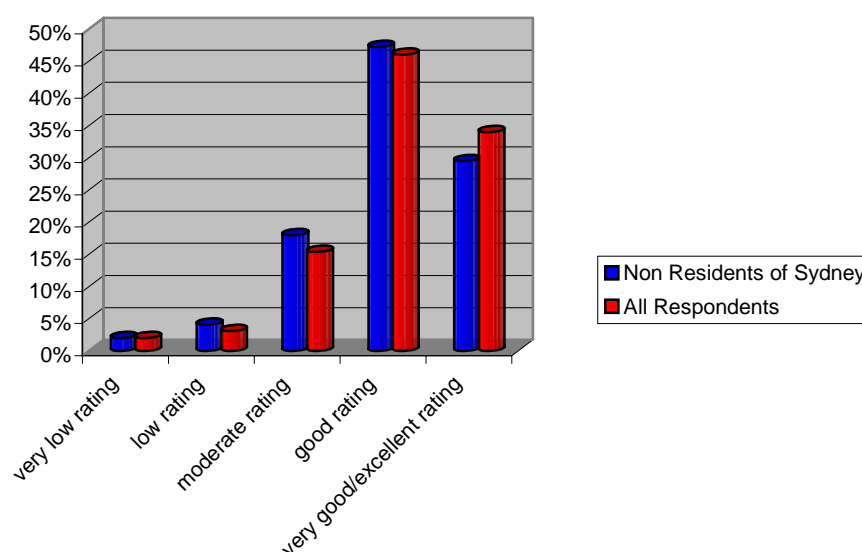


	Non Residents of Sydney	All Respondents
Very low ratings	2%	1.8%
Low ratings	4.6%	3.4%
Moderate ratings	11.7%	9.7%
Good ratings	37.8%	34.8%
Very good/excellent ratings	43.8%	50.3%

Figure 71 illustrates ratings for the variety of restaurants in Sydney before and after filtering out responses from Sydney respondents. While 'good' and 'moderate' ratings slightly increased after re-analysing data without ratings from Sydney respondents, ratings at the top-end ('very good/excellent rating') decreased by 6.5%.

#### Dining Precincts

Figure 72: Ratings for Dining Precincts in Sydney (percentages n = 459)

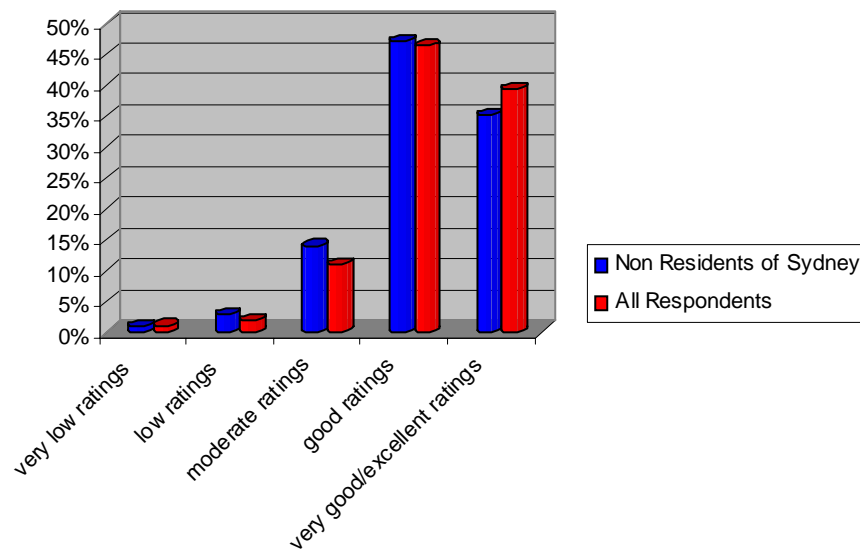


	Non Residents of Sydney	All Respondents
Very low ratings	1.7%	1.6%
Low ratings	4.1%	3.1%
Moderate ratings	17.6%	15.4%
Good ratings	47.2%	45.9%
Very good/excellent ratings	29.5%	34%

As can be seen in Figure 72, while ‘good’ and moderate’ ratings, relating to Sydney’s dining precincts, slightly increased, ‘very good/excellent’ ratings decreased by 4.5% after filtering out responses from Sydney respondents.

## Overall Reputation

Figure 73: Ratings for the Reputation of Sydney’s Restaurants (percentages; n = 459)

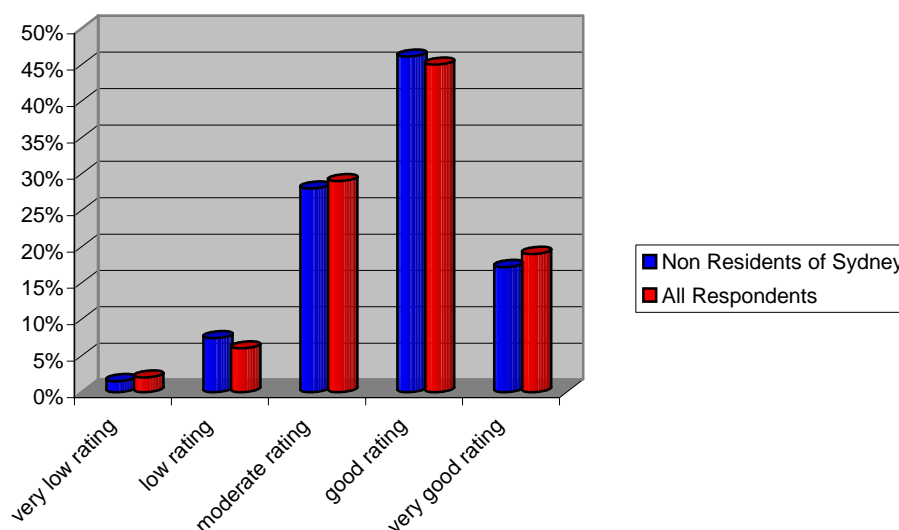


	Non Residents of Sydney	All Respondents
Very low ratings	1%	1.1%
Low ratings	3%	2%
Moderate ratings	13.7%	11%
Good ratings	47.2%	46.4%
Very good/excellent ratings	35.2%	39.4%

As illustrated in Figure 73, ‘moderate’ and ‘good’ ratings, concerning the overall reputation of Sydney’s restaurants, slightly increased following the elimination of Sydney respondents from the analysis. In contrast, ‘very good/excellent’ ratings decreased by about 4%.

### Regional Produce

Figure 74: Ratings for Regional Produce Featured in Sydney's Restaurants (percentages; n = 459)

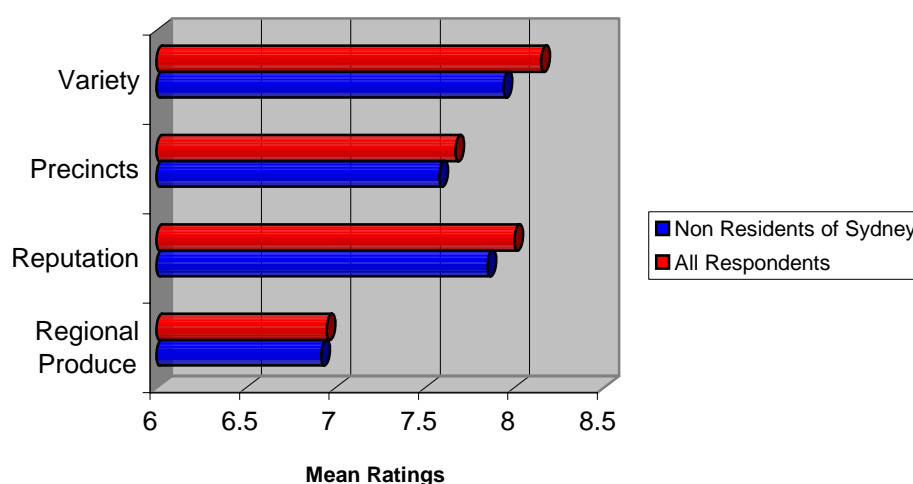


	Non Residents of Sydney	All Respondents
Very low ratings	1.5%	1.6%
Low ratings	7.4%	6%
Moderate ratings	27.8%	28.9%
Good ratings	46.1%	44.7%
Very good/excellent ratings	17.2%	18.9%

Figure 74 demonstrated that even when responses from Sydney respondents were excluded from the analysis, differences in ratings, relating to regional produce featured in the menus of Sydney's restaurant were only small, ranging from .1% to 1.3%.

### Overview

Figure 75: Overview of Ratings for Sydney's Restaurants (mean ratings; n = 459)



	Non Residents of Sydney	All Respondents
Restaurant Variety	7.94	8.15
Dining Precinct	7.58	7.67
Overall Reputation	7.85	8
Regional Produce	6.92	6.95

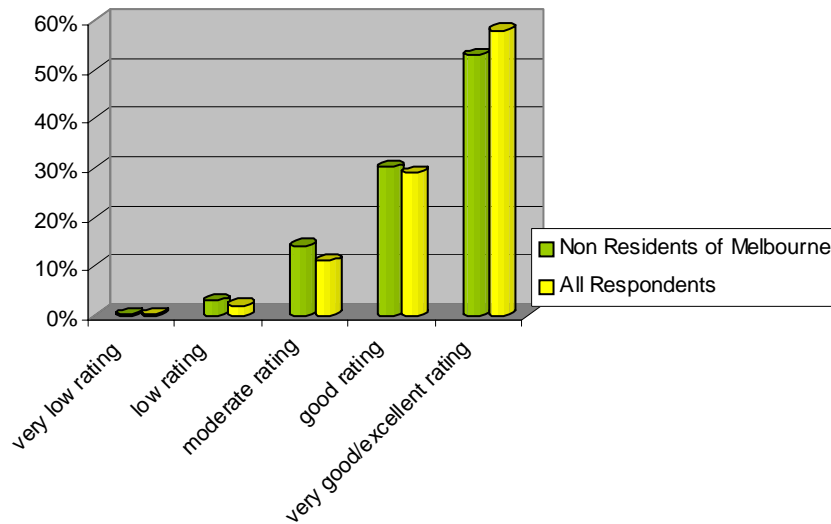
Figure 75 illustrates comparisons between mean ratings. While there is a tendency for mean ratings across all four dimensions (variety, precincts, reputation, and regional produce) to be slightly lower after removing responses from Sydney respondents from the analysis, these differences, ranging between .03 and .21, were small.

In summary, across three of the four dimensions (variety, precincts, and reputation) there was a tendency for ‘moderate’ and ‘good’ ratings of Sydney’s restaurants to slightly increase, after filtering out responses from Sydney respondents. In contrast, ‘very good/excellent’ ratings consistently decreased, painting a slightly less favourable picture of Sydney’s restaurants after excluding Sydney respondents from the analysis. Furthermore, when comparing mean ratings, differences found were only small. Although ratings slightly decreased following the elimination of Sydney respondents from the analysis, overall Sydney’s restaurants were rated as very good.

## Melbourne

### Variety of Restaurants

Figure 76: Ratings for the Variety of Restaurants in Melbourne (percentages; n = 459)

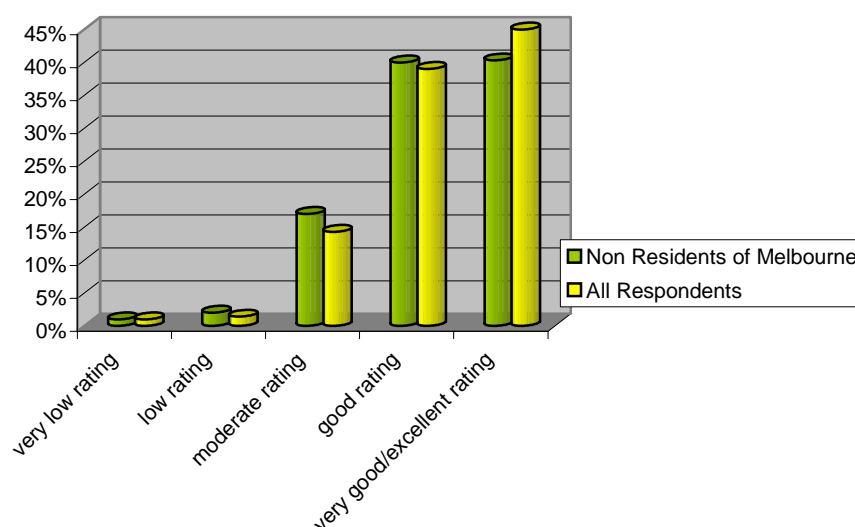


	Non Residents of Sydney	All Respondents
Very low rating	.3%	.2%
Low rating	2.7%	2%
Moderate rating	14.2%	11%
Good rating	30.1%	28.9%
Very good/excellent rating	52.7%	57.8%

As illustrated in Figure 76, while ‘moderate’ and ‘good’ ratings, relating to Melbourne’s variety of restaurants, slightly increased following the elimination of Melbourne respondents from the analysis, ‘very good/excellent’ ratings decreased by 5.1%.

### Dining Precincts

Figure 77: Ratings of Melbourne's Dining Precincts (percentages; n = 459)

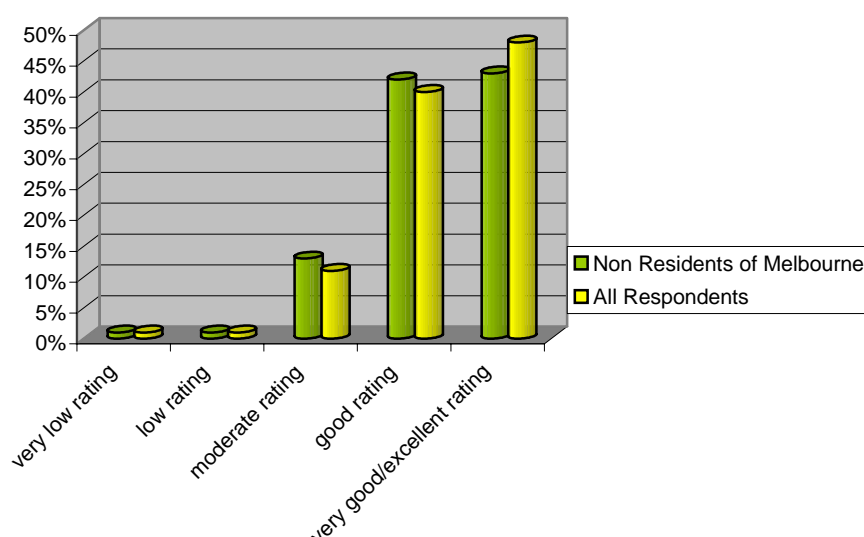


	Non Residents of Sydney	All Respondents
Very low rating	1%	.6%
Low rating	1.7%	1.4%
Moderate rating	16.9%	14.3%
Good rating	40%	38.7%
Very good/excellent rating	40.3%	45%

As illustrated by Figure 77, while 'moderate' and 'good' ratings, concerning Melbourne's dining precincts, slightly increased after eliminating ratings of Melbourne respondents from the analysis, 'very good/excellent' ratings decreased by 4.7%.

### Overall Reputation

Figure 78: Ratings for Overall Reputation of Melbourne's Restaurants (percentages; n = 459)



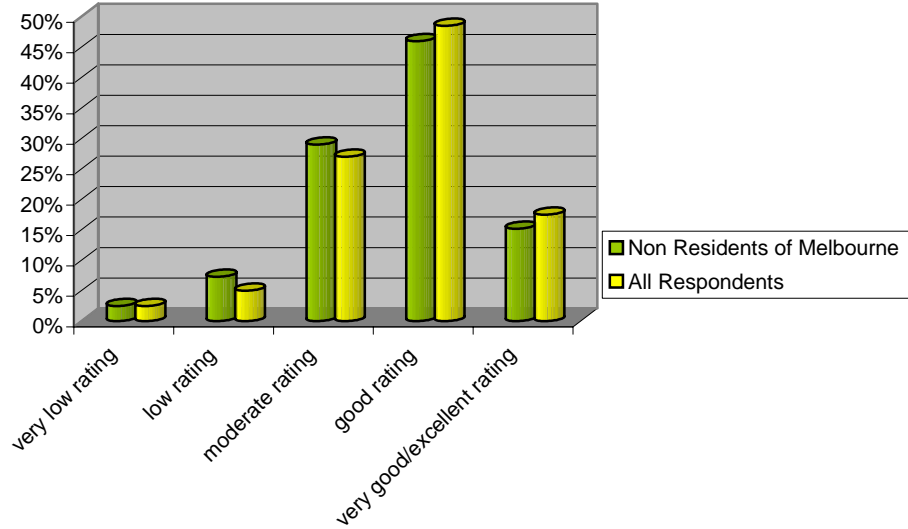
	Non Residents of Sydney	All Respondents
Very low rating	1%	.6%
Low rating	1%	.9%
Moderate rating	12.9%	10.7%
Good rating	42.2%	39.9%
Very good/excellent rating	42.9%	47.9%



Figure 78 illustrates that while ‘moderate’ and ‘good’ ratings, relating to the overall reputation of Melbourne’s restaurants, slightly increased following the removal of Melbourne respondents from the analysis, ‘very good/excellent’ ratings decreased by 5%.

### Regional Produce

Figure 79: Ratings of Regional Produce Featured in Melbourne’s Restaurant (percentages; n = 459)

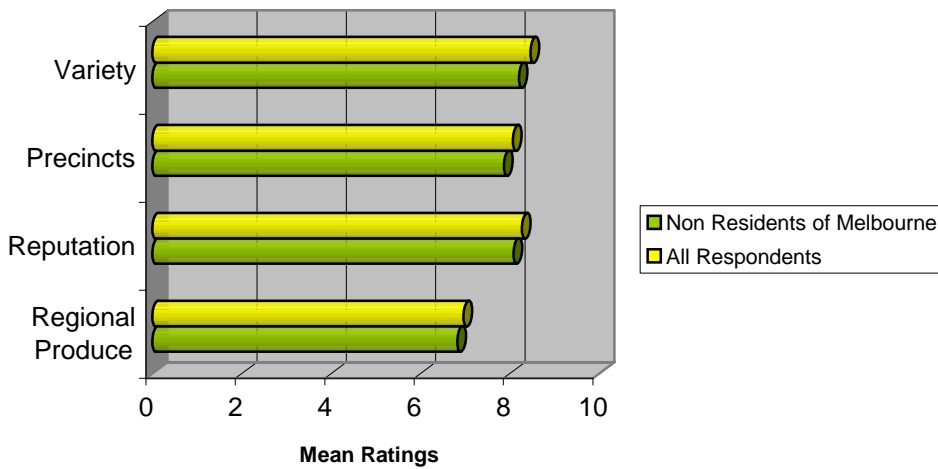


	Non Residents of Sydney	All Respondents
Very low rating	2.5%	2.5%
Low rating	7.3%	4.9%
Moderate rating	29%	26.6%
Good rating	46%	48.5%
Very good/excellent rating	15.2%	17.5%

As demonstrated in Figure 79, after filtering out responses from Melbourne respondents, ‘moderate’ ratings, relating to regional produce featured in the menus of Melbourne’s restaurants, slightly increased. In contrast, ‘good’ and ‘very good/excellent’ ratings decreased by 2.5% and 2.2% respectively.

### Overview

Figure 80: Overview of Ratings for Melbourne’s Restaurants (mean ratings; n = 459)



	<b>Non Residents of Sydney</b>	<b>All Respondents</b>
Restaurant Variety	8.2	8.46
Dining Precincts	7.87	8.07
Overall Reputation	8.08	8.27
Regional Produce	6.82	6.96

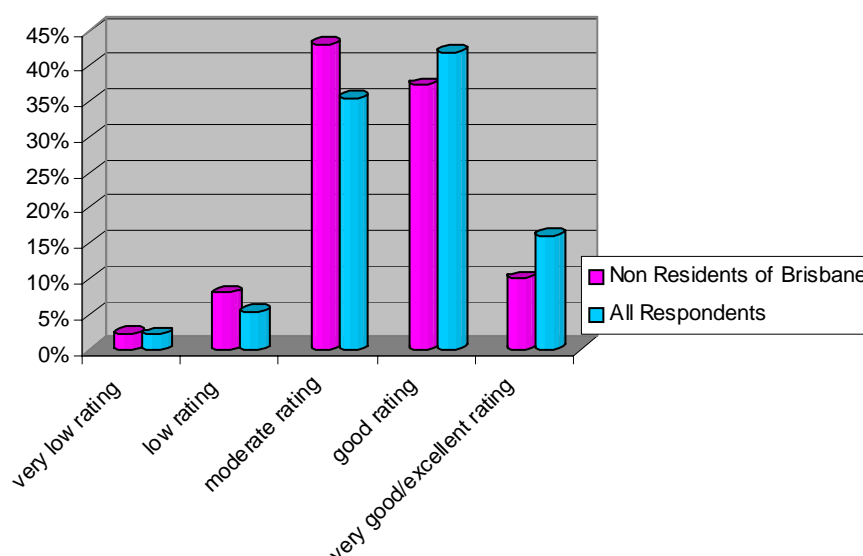
Figure 80 Provides mean comparisons. While there was a tendency for mean ratings to be slightly lower after filtering Melbourne respondents out of the analysis, the differences ranging between .19 and .26 were only small.

In summary, after filtering out ratings of Melbourne respondents, across three (variety, precincts, reputation) of the four dimensions, 'moderate' and 'good' ratings slightly increased, while 'very good/excellent' ratings somewhat decreased. Furthermore, comparisons between mean ratings indicated a tendency for ratings to be slightly lower after removing Melbourne respondents from the analysis. However, these differences were small. Although ratings slightly decreased after re-analysing the data, overall, Melbourne's restaurants were rated as very good.

## **Brisbane**

### **Restaurant Variety**

**Figure 81: Ratings of Restaurant Variety for Brisbane Restaurants (percentages; n = 459)**

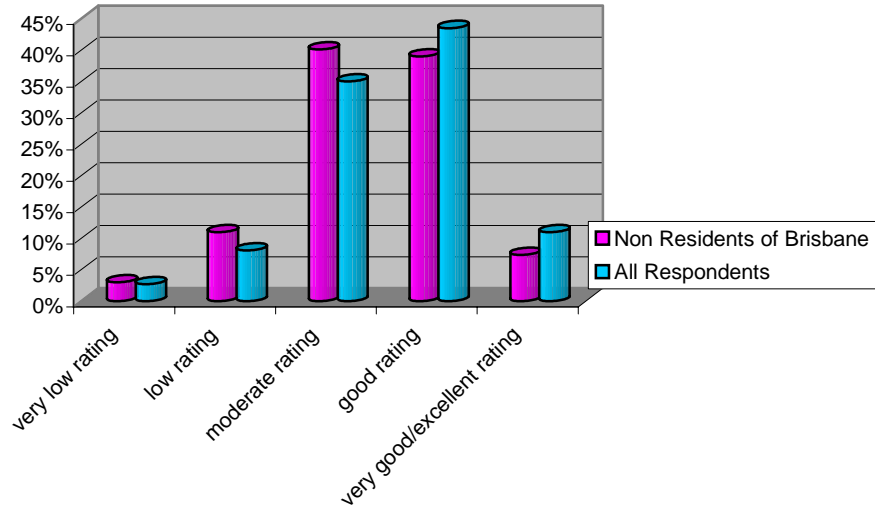


	<b>Non Residents of Sydney</b>	<b>All Respondents</b>
Very low rating	2.2%	2.1%
Low rating	7.9%	5.3%
Moderate rating	42.9%	35.5%
Good rating	37.3%	41.7%
Very good/excellent rating	9.7%	15.6%

Figure 81 illustrates that after excluding Brisbane respondents from the analysis, 'moderate' ratings, relating to the variety of restaurants in Brisbane, increased by 7.4%, while 'good' and 'very good/excellent' ratings decreased by 4.4% and 5.9% respectively.

## Dining Precincts

Figure 82: Ratings for Brisbane’s Dining Precincts (percentages; n = 459)

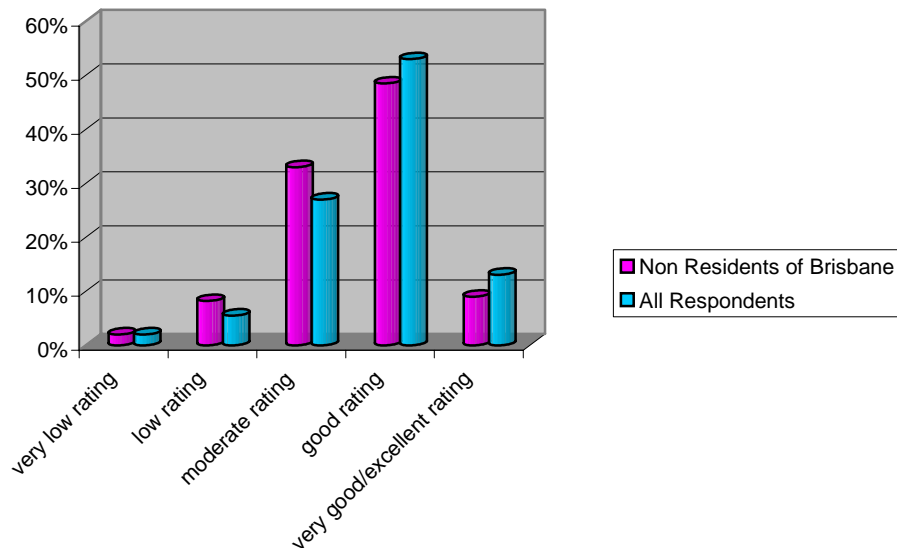


	Non Residents of Sydney	All Respondents
Very low rating	2.8%	2.7%
Low rating	10.9%	8.1%
Moderate rating	40.1%	34.8%
Good rating	38.9%	43.5%
Very good/excellent rating	7.4%	10.8%

As illustrated in Figure 82, following the elimination of Brisbane respondents from the analysis, ‘low’ and ‘moderate’ ratings, relating to Brisbane’s dining precincts, increased by 2.8% and 4.7% respectively, while ‘good’ and ‘very good/excellent’ ratings decreased by 4.6% and 3.4% respectively.

## Overall Reputation

Figure 83: Ratings for Overall Reputation of Brisbane’s Restaurants (percentages; n = 459)

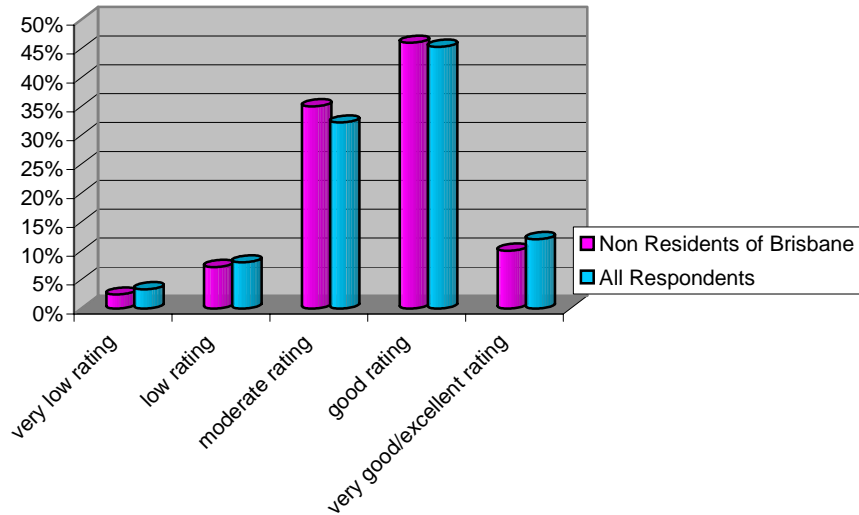


	Non Residents of Sydney	All Respondents
Very low rating	1.9%	1.7%
Low rating	8.2%	5.5%
Moderate rating	32.7%	27%
Good rating	48.5%	52.8%
Very good/excellent rating	8.7%	13.1%

Figure 83 shows that after filtering out responses from Brisbane respondents, 'low' and moderate' ratings, relating to the overall reputation of Brisbane's restaurants, increased by 2.7% and 5.7% respectively, while 'good' and 'very good/excellent' ratings decreased by 4.3% and 4.4% respectively.

**Regional Produce**

**Figure 84: Ratings for Regional Produce Featured in Brisbane's Restaurants (percentages; n = 459)**

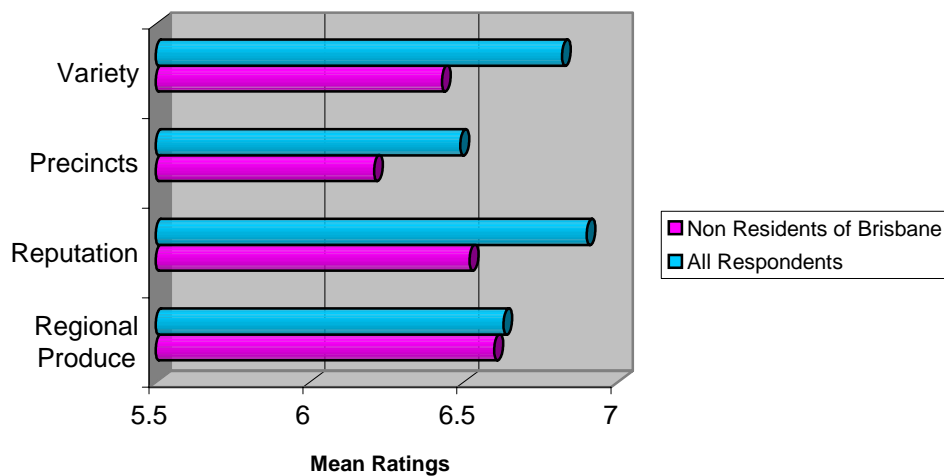


	<b>Non Residents of Sydney</b>	<b>All Respondents</b>
Very low rating	2.4%	3.3%
Low rating	7.2%	7.6%
Moderate rating	34.7%	32.2%
Good rating	45.6%	45.3%
Very good/excellent rating	10%	11.7%

As evident from Figure 84, with regard to regional produce featured in the menus of Brisbane's restaurants, only minimal differences between ratings were observed after removing Brisbane respondents from the analysis.

**Overview**

**Figure 85: Overview of the Reputation of Brisbane's Restaurants (mean ratings; n = 459)**



	<b>Non Residents of Sydney</b>	<b>All Respondents</b>
Restaurant Variety	6.43	6.82
Dining Precincts	6.21	6.49
Overall Reputation	6.52	6.9
Regional Produce	6.60	6.63

Figure 85 illustrates mean comparisons. Once again, there was a tendency for mean ratings to be slightly lower after removing responses from Brisbane respondents from the analyses, with mean differences ranging from .03 to .39.

In summary, across three (variety, precincts, and reputation) of the four dimensions, 'low' and 'moderate' ratings increased, while 'good' and 'very good/excellent' ratings decreased, after excluding Brisbane respondents from the analysis. Furthermore, mean comparisons revealed some differences, with the greatest discrepancies relating to restaurant variety and overall reputation of Brisbane's restaurants. Although overall Brisbane's restaurants were rated as quite good, re-analyses of the data revealed a slightly less favourable picture of Brisbane's restaurants.

Overall, consistently, after filtering out responses of residence of the relevant city, 'moderate' and 'good' ratings for restaurant variety, dining precincts and reputation increased, while ratings in the 'very good/excellent' range decreased. This indicates that respondents tended to view restaurants in their own city of residence in a somewhat more favourable light compared to non-residents.

## Appendix X: Gender Comparison – Importance of Restaurants

An analysis of variance (ANOVA) was conducted to explore mean gender differences relating to the extent to which restaurants influence respondents' in their choice of a holiday destination.

**Table 35: Gender Differences Relating to Importance of Restaurants when Choosing a Holiday Destination (n = 459)**

Gender	Mean	SD	F	Sig
Male	3.89	2.59	.223	p > 0.05
Female	4.01	2.72		

As illustrated in Table 35, on average, male and female respondents did not differ in terms of how important they considered restaurants in the process of selecting a holiday destination.

Furthermore, to explore differences between male and female respondents in more detail, a chi-square analysis was conducted:

**Table 36: Relationship of Importance of Restaurants on Gender – Percentage and Frequency of Individuals in Each Category (n = 459)**

Importance of Restaurants	Gender	
	Male	Female
Low rating	28.8%	26.0%
2	8.8%	14.2%
3	13.5%	8.3%
4	8.8%	9.3%
5	9.4%	14.2%
6	12.9%	6.9%
7	4.7%	6.6%
8	8.8%	7.3%
9	2.9%	2.8%
High rating	1.2%	4.2%

$\chi^2(1) = 16.6, p > 0.05$

As illustrated in Table 36 statistical analysis revealed that male and female respondents did not differ significantly in terms of how important they viewed restaurants to be when selecting a holiday destination.

## Appendix Y: Destinations Returned To

### Return to a Destination

**Table 37: Listing of Destinations Mentioned Between Two and Ten Times that Respondents Returned to Because of Their Positive Restaurant Experiences (n = 459)**

<b>Destination</b>	<b>Number of Respondents</b>
Cairns (QLD)	8
Brisbane (QLD)	7
Byron Bay (NSW)	7
Adelaide (SA)	4
Phillip Island (VIC)	3
Port Douglas (QLD)	3
Caloundra (QLD)	3
Blue Mountains (NSW)	2
Culburra (NSW)	2
Coffs Harbour (NSW)	2
Daylesford (VIC)	2
Darwin (NT)	2
Great Keppel Island (QLD)	2
Kingscliff (NSW)	2
Newcastle (NSW)	2
Toowoomba Bay (NSW)	2
Townsville (QLD)	2
Yamba (NSW)	2

**Table 38: Listing of Destinations Mentioned Once that Respondents Returned to Because of their Positive Restaurant Experiences (n = 37)**

<b>Destination</b>	<b>Number of Respondents</b>
Apollo Bay (VIC)	1
Barossa Valley (SA)	1
Bateman's Bay (NSW)	1
Bendigo (VIC)	1
Bowral (NSW)	1
Brampton Island (QLD)	1
Bright (VIC)	1
Brisbane (QLD)	1
Bundaberg (QLD)	1
Canberra (ACT)	1
Christmas Island (VIC)	1
East Gippsland (VIC)	1
Echuca (VIC)	1
Ellis Springs (Central Australia)	1
Forster (NSW)	1
Geelong (VIC)	1
Hamilton Island (QLD)	1
Jindabyne (NSW)	1
Kilbarra (WA)	1
Lindeman Island (QLD)	1
Margaret River (WA)	1
Murrumba (QLD)	1
Mt Buller (VIC)	1
Mullewa (WA)	1
Nelson Bay (NSW)	1
Nundle (NSW)	1
Perth (WA)	1
Port Macquarie (NSW)	1
Port Stevens (NSW)	1
Portsy (VIC)	1
Potsville (QLD)	1
Robe (SA)	1
Rockhampton (QLD)	1
Terrigal (Central Coast)	1
Torquay (VIC)	1
Toowoomba (QLD)	1
Wollongong (NSW)	1



## Appendix Z: Gender Comparison – Return to a Destination

A chi-square analysis was conducted to explore gender differences in terms of whether respondents had returned to a holiday destination as a result of positive restaurant experiences in the location.

**Table 39: Effect of Decision to Return to a Holiday Destination on Gender (n = 459)**

	Gender		Total
	Male	Female	
Yes	37.7% (80)	62.3% (132)	100% (212)
No	36.2% (89)	63.8% (157)	100% (246)
Not sure	100% (1)	0% (0)	100% (1)

Chi-square > 0.05

As illustrated in Table 39, statistical analysis revealed that there was no difference between male and female respondents.

## Appendix Aa: Destination Returned to Once by Respondents from Sydney, Melbourne & Brisbane

**Table 40: Holiday Destinations Reported Once that Sydney Respondents Returned to Because of Positive Restaurant Experiences (n = 20)**

Destination	Frequency
Adelaide (SA)	1
Apollo Bay (VIC)	1
Bowral (NSW)	1
Cairns (QLD)	1
Caloundra (QLD)	1
Canberra (ACT)	1
Christmas Island (VIC)	1
Darwin (NT)	1
Forster (NSW)	1
Geelong (VIC)	1
Hamilton Island (QLD)	1
Jindabyne (NSW)	1
Kalbarri (WA)	1
Margaret River (WA)	1
Murrumba (QLD)	1
Mullewa (WA)	1
Nelson Bay (NSW)	1
Port Stevens (NSW)	1
Terrigal (Central Coast)	1
Wollongong (NSW)	1

**Table 41: Holiday Destinations Reported Once that Melbourne Respondents Returned to Because of Positive Restaurant Experiences (n = 15)**

Destination	Frequency
Bateman's Bay (NSW)	1
Bendigo (VIC)	1
Brampton Island (QLD)	1
Byron Bay (NSW)	1
Daylesford (VIC)	1
East Gippsland (VIC)	1
Echuca (VIC)	1
Geelong (VIC)	1
Great Keppel Island (QLD)	1
Kilbarra (WA)	1
Mount Buller (VIC)	1
Nundle (NSW)	1
Portsy (VIC)	1
Torquay (VIC)	1

**Table 42: Holiday Destinations Reported Once that Brisbane Respondents Returned to Because of Positive Restaurant Experiences (n = 11)**

<b>Destination</b>	<b>Frequency</b>
Adelaide (SA)	1
Barossa Valley (SA)	1
Bundaberg (QLD)	1
Ellis Springs (Central Australia)	1
Great Keppel Island (QLD)	1
Lindeman Island (QLD)	1
Port Douglas (QLD)	1
Potsville (NSW)	1
Robe (SA)	1
Rockhampton (QLD)	1
Toowoomba (QLD)	1

## Appendix Bb: Gender Comparison – Magazines Typically Read

A series of chi-square analyses were conducted to determine whether male and female respondents differed in terms of the types of magazines they read on a regular basis.

**Table 43: Gender Differences in Terms of the Types of Magazines Read (n = 459)**

Type of Magazine	Chi-Square	Males	Females
Food magazine	$X_{(1)}^2 = 9.87, p < 0.05^*$	4.1%	13.1%
Home & Lifestyle magazine	$X_{(1)}^2 = 10.46, p < 0.05^*$	7.6%	18.7%
Women's magazines	$X_{(1)}^2 = 47.56, p < 0.05^*$	9.4%	39.4%
Fashion magazines	$X_{(1)}^2 = 10.46, p < 0.05^*$	.6%	7.3%
Business magazines	$X_{(1)}^2 = 7.3, p < 0.05^*$	14.7%	6.9%
Men's magazines	$X_{(1)}^2 = 17.37, p < 0.05^*$	5.9%	0%
Motoring magazines	$X_{(1)}^2 = 41.72, p < 0.05^*$	15.9%	.7%
Computing magazines	$X_{(1)}^2 = 11.32, p < 0.05^*$	5.9%	.7%
Sporting magazines	$X_{(1)}^2 = 28.51, p < 0.05^*$	13.5%	1.4%
Music magazines	$X_{(1)}^2 = 4.7, p < 0.05^*$	4.1%	1.0%
General magazines	$X_{(1)}^2 = 1.03, p > 0.05$	12.4%	9.3%

\* Significant gender difference

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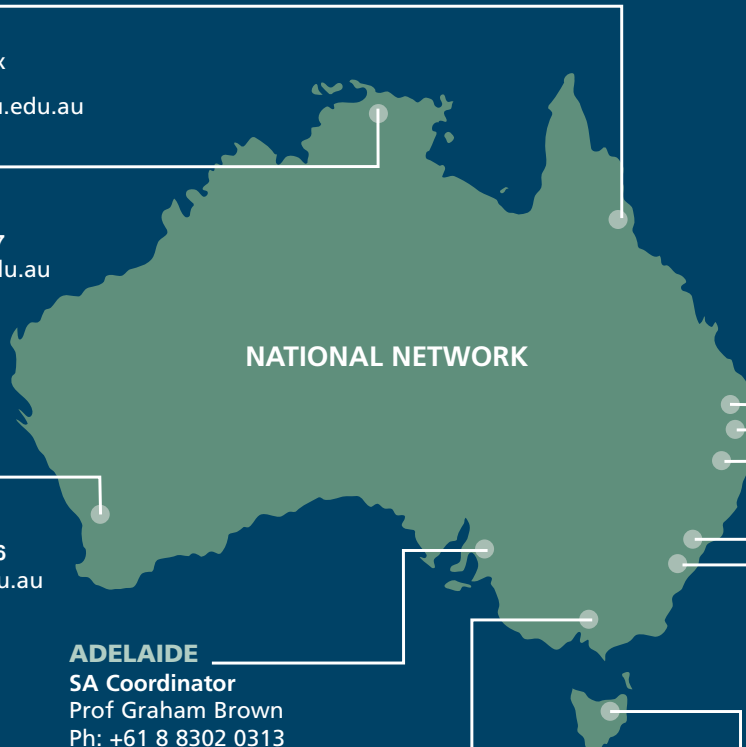
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