

Destination Food Image of Australia

Chinese Perspectives of Australian Cuisine



What do Chinese people eat when they travel?

A. Local Food



B. Chinese Food



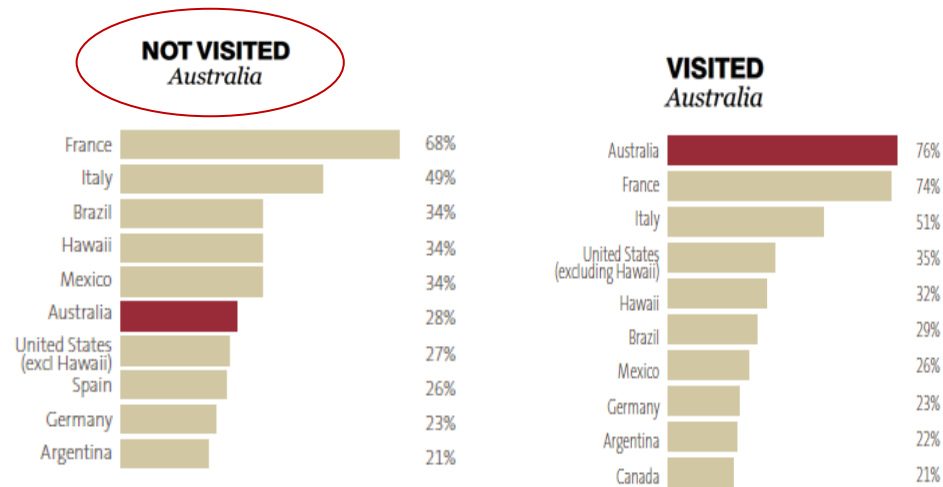
Background



TARGET MARKET

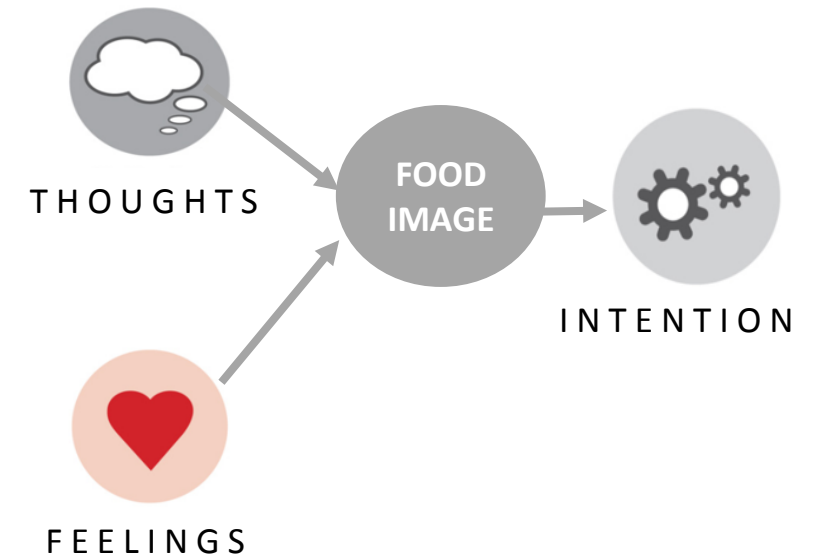
GOOD FOOD AND WINE

How does Australia rate?



Source: Tourism Australia (2014)

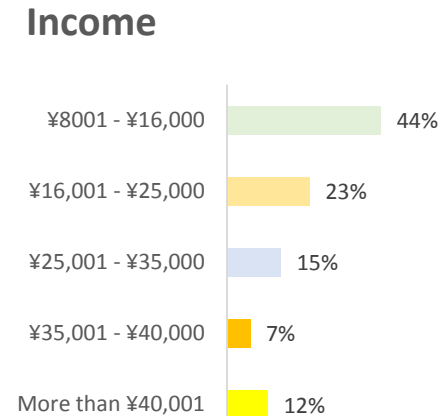
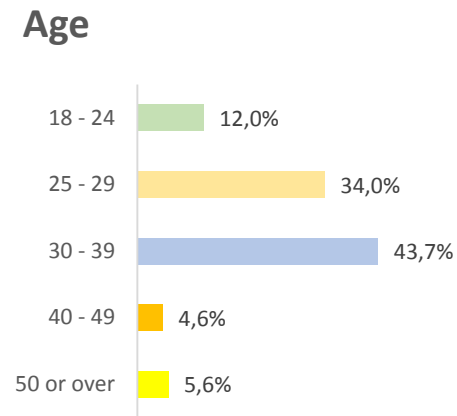
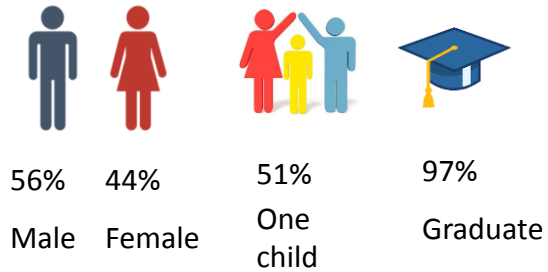
AIMS



Source: Brand Image Model (Gartner, 1993; Keller, 1993)

Meet our respondents

520 Potential Chinese Tourists



Information source



1st – WOM



2nd – Food reviews



3rd – Asked a local

What Australian food is...



* Australian fresh local food  Australian signature dish

Most Attractive Australian Food Image



Food environment



Dining with views



Fresh & quality



Exotic food/produce

Least Attractive Australian Food Image



Fine dining, price, status



Street food



Multicultural cuisine

AussieCuisine

Food culture
Cuisine
Local dishes
Well-known

*** High vs. least appeal images**

indicating that these attributes were/were not recognise by the potential Chinese tourists

If I travel to Australia, the food and food experiences that I am interested in and willing to pay are.....



Lifestyle



Local food, exotic food



Seafood meal



Street food



Festivals & events



Food tour

Least preferred



Asian cuisine



Fine dining

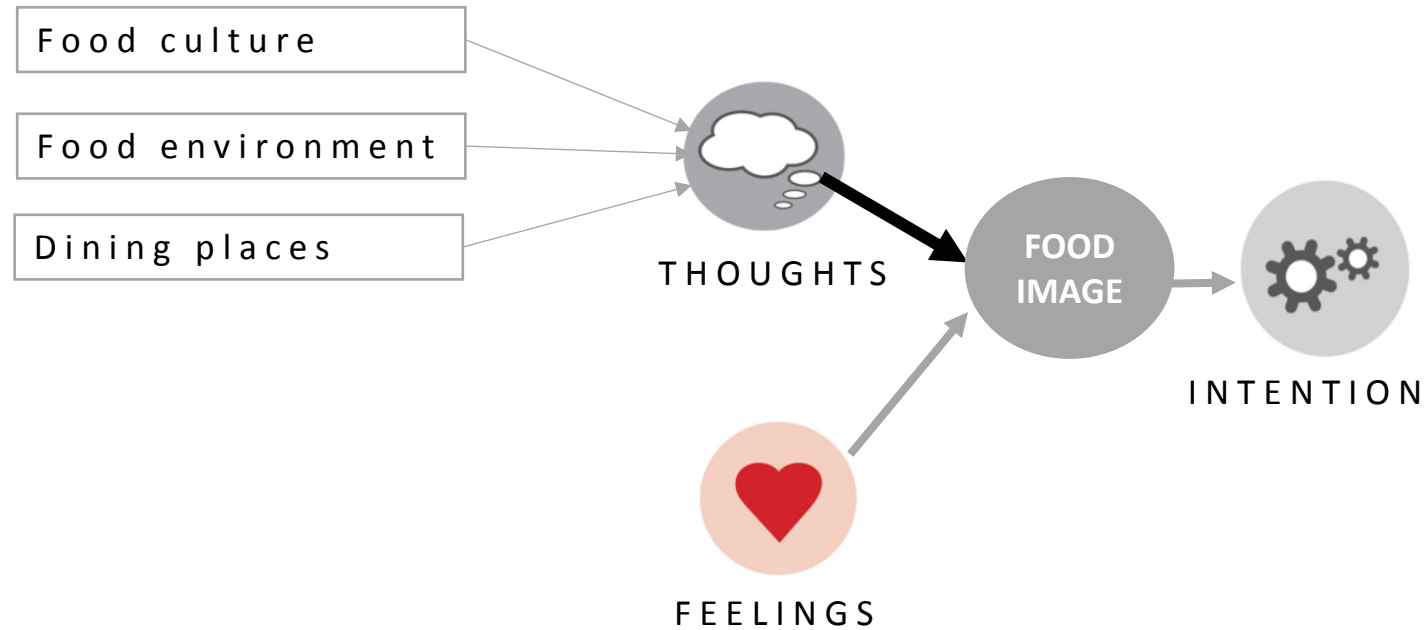


Cooking classes

* Changing behaviour of Chinese Millennial

Food culture & cuisine dimension, willingness to sampling new food

Food image vs. intention to visit



IMPLICATIONS

What does this mean?

1. How **effective** is your food tourism branding strategy to the Chinese market?

→ **Strategic alignment**

2. What food experiences are the **most authentic** at your destination?

→ **Authenticity of local cuisine**



THANK YOU!

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Take a look at what's happening across Australia right now.

