### 1. Experiencing Good Food & Wine is One of the Key Factors in Choosing WA

- **Great Produce**
- **Local Producers & Farmers’ Markets**
- **Farmers’ Markets and Venues**
- **Wineries & Wine Tasting**
- **Festivals & Food Events**

### 2. Culinary Tourism in Western Australia is a Good Experience

- **Authentic Local Produce**
- **Place to Eat/Drink on the Beach/Waterfront**
- **Regional Specialties**
- **Local & Farmer’s Markets**
- **Vibrant City Life**

### 3. Authentic, Local Produce is the Must-Have Culinary Tourism Offer

- **Strongest Appeal in**
  - **UK**
  - **Australia**
  - **Singapore**

### 4. Culinary Tourists Can be Divided into Four Groups Based on Interest

- **Dedicated**
- **Interested**
- **Accidental**
- **No Interest**

### 5. Important Factors for Different Food & Wine Experiences

- **Intrastate**
  - **Attractions**
  - **Dominating**
  - **Festivals**
  - **Wineries**
  - **Food and Wine Tours**

### 6. Information Sources About Culinary Tourism

- **Family and Friends**
- **Travel Agents**
- **Tourism Websites**
- **Travel Magazines**
- **Online Discussions”

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This most appealing feature is a range of culinary destination experiences and a direct service orientation and promotion of the tourism product, a great opportunity to include, in a changing consumer demand, limited real estate appeal.