

FOOD EVENTS IN LIFESTYLE AND TRAVEL

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A large-scale survey of food lovers revealed the critical importance of planned events in their lifestyles and travel. Details provided in this article include participation frequencies for various food-related events, segmentation based on food-event attendance, and the differences between segments in terms of preferences for enjoyment events versus learning events. The small segment most likely to travel for food experiences, called dynamic foodies, prefers specialist learning events. The much larger segment, called active foodies, prefers enjoyment events, suggesting that higher levels of involvement translate into demand for more specialized benefits. Conclusions are drawn for food events and their marketing, and for destination development and marketing to food tourists. Research needs are identified.

Key words: “Foodies”; Food events; Food tourism; Lifestyle; Segmentation

Introduction

Although most planned events provide food and beverages as essential services, events that are themed with food and beverages have become very popular attractions around the world (Hall & Sharples, 2008). So well established is the culture of the “foodie,” food lover, or food enthusiast, that food tourism has become an international growth phenomenon, with numerous destinations pursuing the high-yield, special interest food tourist. Most destinations are engaged in supply-side

development and marketing, that is, they promote what they have with the message that it is of high quality, unique, authentic, or trendy. Often this marketing is connected to restaurants and chefs, to fisheries and agricultural producers, and to events. What has been lagging is an empirically based understanding of the target market including their motivations, the specific benefits they seek, and how they can be attracted to any particular place (Robinson & Getz, 2013). This has been especially true with regard to food lovers and planned events.

As demonstrated in the ensuing literature review, the relationship between food events and tourism is well recognized, but only partially understood. The purpose of this article is therefore to provide detailed, empirical evidence on this relationship, and to advance the study of food events and food tourism. This is accomplished by presenting selected data from a large-scale, multicountry survey of food lovers and assessing the implications for event producers, destination development, and marketing.

A literature review focused on foodies and food tourism is presented, focused on the demand side—that is, what is known about foodie or food-tourist motivation and behavior linked to events. Events have been viewed primarily as attractions within food tourism, and some pertinent material has been provided by those who have looked at events from the perspectives of motivation, experiences, satisfaction, and spending.

In the method section an overview of the survey is provided; however, to achieve the purpose of this article analysis is restricted to a number of questions that focus on planned events: attendance at food events, segmentation based on event attendance, and differences between segments in terms of their preferences for events that stress enjoyment or focus on learning. In the conclusions we draw upon the findings for a discussion of implications for event design, destination development and marketing, and for future demand-side research.

Literature Review

This review concentrates on relationships between “foodies” and food events, both in the context of daily lifestyle and travel. The term “foodie” entered the vernacular in the 1980s, according to Watson, Morgan, and Hemmington (2008), who said it was coined in *Harpers & Queen Magazine* and popularized by *The Official Foodie Handbook* by Barr and Levy (1984). Who is a foodie, and what defines them, is open to debate. As with all lifestyle descriptors, such as being “artsy” or “sporty” in one’s leisure pursuits, or being “sophisticated” in terms of consumption and travel, it is mostly a matter of self-identification.

Published research on foodies revealed them to NOT be preoccupied with eating alone. Robinson and Getz (2013), based on analysis of Australian food-lover responses to a foodie involvement scale,

concluded that these dimensions are crucial to self-identification as a foodie:

- First is the importance of cooking to self and social identity—foodies, first and foremost, love to cook; naturally that is reflected in their kitchens, their expenditure on cooking-related materials, and their constant desire to learn more.
- Second, eating is pleasure, but this is largely about the social context; foodies like to please and entertain others; to join others in a great food experience; to seek novelty.
- Third, quality is paramount, both in terms of the produce foodies buy and the meals they purchase.
- Finally, foodies do appear to be conscientious; they are likely to be fastidious about how they source, buy, use, and dispose of food.

Food-Themed Events

The popularity and growth of food-themed events has been well documented. For example, Hall and Sharples (2008) catalogued food and wine festivals around the world and provided cases and examples of events that cater to wine and food tourists. Cavicchi and Santini (2014) attempted to organize various aspects of food and wine events in Europe within a stakeholder framework. Festivals have attracted the most attention, and according to the *2011 Restaurant, Food and Beverage Market Research Handbook* (Richard K. Miller & Associates, 2011) there are more than 1,000 food and wine festivals held annually across the US. In addition, one has to include a variety of other food events including markets, fairs, shows, congresses, and competitions, although few researchers have studied them. One exception is Brown and Chappel’s (2008) examination of the “Tasting Australia and the World Food Media Awards” in Adelaide, South Australia, whereby an event was created to harness and develop the region’s identity as a wine, restaurant, and lifestyle-café destination.

Food Event Attendance Motivations

Motivation to attend food events is the one topic in which an ample body of research evidence exists. Nicholson and Pearce (2001) studied motivations of people attending four New Zealand festivals, one

featuring wine and food, and one themed on wild food. Dominant motivations were generic, related to socializing, novelty seeking, family, entertainment, and escapism, but the two non-food-related events attracted higher proportions of attendees holding specific interests (i.e., guitars and airplanes), suggesting that the food-themed events were primarily viewed by visitors as consumption and entertainment opportunities. Lilleheim, Mykletun, Quain, and Engstrom (2005), in the context of examining motives of suppliers and exhibitors at the Miami South Beach Food and Wine Festival, also concluded that fun and atmosphere were important overall motivators. On the other hand, Park, Reisinger, and Kang (2008) identified the major factors that motivated visitors to attend the South Beach Wine and Food Festival as: the desire to taste new wine and food; enjoy the event; enhance social status; escape from routine life; meet new people; spend time with family; and get to know the celebrity chefs and wine experts, suggestive of some discerning motivating factors aligned with the love of food (and wine). Similarly, two food events in Tasmania were profiled by Crispin and Reiser (2008), with the motivational emphasis appearing to be on food and wine consumption—plus entertainment.

Recent studies have affirmed the blend of motivations and drivers for food events. Smith, Costello, and Muenchen (2010) concluded that food, event novelty, and socialization were push motivations for attending a culinary event—these are internal factors that initiated a need by individuals to undertake a trip. Food products, support services, and essential services, on the other hand, were pull motivations, that is (external) characteristics of an event that attracted potential attendees. Chang and Yuan (2011) reviewed food-festival attendee studies, dating back nearly 2 decades (from Uysal, Gahan, & Martin, 1993). Their conclusion was that festival motivations in general confirm the Getz and Cheyne (2002) framework of combinations of intrinsic, generic, and extrinsic motives.

Accordingly, conscious efforts to appeal to food lovers are observable. Melbourne's Food and Wine Festival incorporates ticketed master classes and meetings (Hede, 2008), while Ludlow Marches Food and Drink Festival (beyond providing "something for everyone") has demonstrations and talks, and chefs who judge competitions. Sharples and Lyons (2008)

suggested that the Ludlow event is "arguably the longest running and most popular food festival of its type in the UK" (p. 102) and the educational components "add value to the event in providing both entertainment and education and differentiate the festival from a regular farmer's market" (p. 110). And two unique food events were discussed by Hall and Sharples (2008), with the international Salone del Gusto being a slow-food exhibition in Turin that showcases artisan products, plus demonstrations and workshops. The Terre Madre event was added as a closed meeting for producers and other food communities, suggestive that a segmentation of food-event visitors is a reasonable proposition. In other words, for many food and drink events generic leisure and social benefits appear to dominate as motivators for attendees.

Profiling Food Event Attendees

Additional work has profiled food event attendees. Cela, Knowles-Lankford, and Lankford (2007) surveyed visitors to local food festivals in northeast Iowa. They found them to be typically middle-aged, affluent college graduates, who were predominantly repeat visitors and not part of an organized group. Festivals attendees were mainly day trippers, primarily motivated to specifically attend the festivals, closely followed by the motivation to support, taste, and purchase local food. This research indicates that there are foodies who travel to festivals because of their special interests. Hu (2010) studied visitors to a food festival with a focus on their expenditures. Most respondents were young, with more females than males, and predominantly locals in groups. Their main motivations were generic (social and family related) rather than food specific. However, they were judged to be somewhat more highly involved with food than general food consumers, with special interests in cooking and taste judging. A study by Kim, Suh, and Eves (2010) employed an on-site survey with 335 visitors attending the Gwangju Kimchi (local food) Festival in South Korea showed that food neophobia, or the fear of new foods, had a negative effect on satisfaction and loyalty while involvement with food had a positive relationship with loyalty, and satisfaction and loyalty showed a significant positive relationship. Thus, an emerging body of work suggests that individuals highly involved with food

seek out specialized food (and drink) festival and event experiences.

Towards Segmenting Food Event Attendees

Clearly there are generic reasons for attending any festival, particularly escapism, novelty seeking, socializing, and being entertained, with food and beverage events offering a universally popular consumption element. Research has also demonstrated the importance of providing learning opportunities in order to attract more highly involved food lovers. A body of recent research has deployed various statistical techniques to drill down to underlying factors. Kim, Yuan, Goh, and Antun (2009) analyzed drivers behind food event participation and suggested “knowledge and learning” as a strong factor together with “enjoyment.” Smith et al. (2010) came to similar conclusions with the dominant factor related to both “enjoyment” and “learning.” Park et al. (2008) also identified “enjoyment” as an important motive for visitors to a wine and food festival in Florida together with “social status” describing the importance of how friends and other people recognized the value of attending the food event. Smith and Costello (2009) used cluster analysis to dichotomize a sample of visitors to a food event into “food focusers” and “event seekers” and found that “food focusers” are more interested in enjoyment and food tasting but less interested in event novelty and travel with friends and family compared to “event seekers.” Horng, Su, and So (2013) studied visitors to the Macau Food Festival and Taiwan Culinary Exhibition and, employing structural equation modeling, demonstrated that lifestyles influenced behavioral patterns.

Thus, the study of food events has evolved from description to identifying motivations and has culminated in attempts to segment visitors by motivation and behavior. Much research, however, has been conducted in the context of specific events. This current study is innovative because it engages a large sample of food lovers, not in situ, and considers their reported food event motivations, attitudes, and behaviors from a food tourism perspective.

Food Tourism

Food tourism is already well established in terms of destination development, private sector

marketing, and the research literature (Okumus, Okumus, & McKercher, 2007). Culinary Tourism (2011) is an association devoted to its development, and they have projected that the propensity to travel for food will keep increasing. Books devoted to the subject range from those adopting anthropological and folklorist (Long, 2003), cultural and heritage (Boniface, 2003), policy and management (Hall, Sharples, Mitchell, Macionis, & Cambourne, 2003), marketing (Hall, 2004; Wolf, 2006), and multidisciplinary (Hall & Sharples, 2008; Hjalager & Richards, 2002) perspectives.

Demand-side research on food tourism includes major national surveys, such as the one conducted for the Travel Industry Association of America and Edge Research (2006). Their Profile of Culinary Travelers, 2006 Edition stems from the first ever national research study on the culinary travel market in the US. A survey was completed by 2,364 leisure travelers, from which the “culinary traveler” was profiled. This segment (17% of the total leisure travelers) had participated in one or more of: cooking classes; dining out for a unique and memorable experience; visiting farmers markets; gourmet food shopping; attending food festivals; or undertaking some wine tourist activity. Findings showed that culinary travelers were generally younger, more affluent, and better educated travelers. They were motivated by unique experiences including a destination’s environmental and cultural elements. Large numbers also reported they were interested in visiting farmers markets (83%), sampling traditional artisan products (81%), attending culinary festivals (77%), tasting locally made wines (72%), or touring wineries (71%).

Another large-scale survey seeking to understand whether food enthusiasts might travel for different reasons was commissioned by the Canadian Tourism Commission (2003). The Travel Activities and Motivation Survey (TAMS) was completed first in 2001 and repeated in 2007. The 2001 research by Lang Research Inc. developed a Cuisine and Wine Interest Index as part of the analysis of both Americans and Canadians. A number of general motivational factors were found to be important—personal indulgence, exploration, romance, and relaxation all influenced the target markets; wine and food tourism was closely tied to entertainment and cultural activities. As summarized by Ignatov and Smith (2006) the TAMS material revealed “there

are distinct types of culinary tourists who seek distinct types of culinary experiences” (p. 235).

Analysis of the 2007 TAMS, reported by S. L. Smith (Keynote address, 2010 Perth County Culinary Tourism Summit, Ontario, Canada, 2010), concentrated on visitors to Ontario (residents and out-of-province visitors) who reported engaging in at least three of a specified set of food-related activities on a trip in the last 2 years. This segment of food tourists were subdivided into a number of clusters:

- Dining (40.2%) (high-end restaurants, menus featuring local ingredients, cafés)
- Celebrating (24.6%) (attending food festivals)
- Sampling (16.4%) (winery or brewery visits)
- Rural experiences (12.9%) (farm-gate sales, picking, farmers’ markets)
- Learning (5.7%) (cooking schools, wine classes)

As argued by Mason and Paggiaro (2009), an important component of culinary tourism is the food festival. Their research determined that attractiveness relates both to territory and product in food and wine festivals and hence adds justification for a more in-depth examination of food tourism from an events perspective.

Methods

This study from which this research is extracted was funded and conducted on behalf of tourism and agriculture agencies in Sweden. Its purpose was to gain a detailed understanding of foodies with a view to increasing food tourism to Sweden. The international research team consisted of both academics and private consultants. Work was completed in early 2013 and presented to the sponsors in a final report that is available online, free of charge (<http://experiencec.com/En/Page.asp?PageId=276>). A key dimension of the study was to gain deeper insights into various products and experiences that might attract and engage foodies. Clearly, as this article will highlight, food events were a highly sought after dimension.

Informing this project was an in-depth literature review on foodies and food tourism and earlier research conducted in Australia (see Robinson & Getz, 2013, 2014). A series of focus groups conducted in four European countries provided qualitative insights and helped formulate the large-scale

online survey, which was administered in two ways. First, an open invitation was extended through selected print and online media to anyone who considered themselves to be a food lover. This was followed by the employment of market research panels to reach food lovers in other European countries.

The survey contained a number of sections, comprising 220 variables that solicited responses for: respondent demographics, general travel frequency and preferences, food-related event attendance and food and travel preferences including preferred destinations, and information sources and booking behaviors. Results, representing 3,137 valid responses, were automatically coded into a database by a specially commissioned web survey program. After cleaning the data, mainly by the elimination of outliers, statistical tests were performed using pairwise deletion in the occasions of missing values. Missing values were rare and below 8% for most variables, which together with the large number of observations made it undesirable to replace missing data (such as by using mean values). Tests of normality, homoscedasticity, and linearity were performed where appropriate. Variables measured on a Likert scale from 1 to 7 (1 = *strongly disagree*; 4 = *neutral*; 7 = *strongly agree*) were treated as an interval scale.

Analysis

Analysis began with data on event attendance, with respondents having indicated which types of food events they had attended in the past 12 months. This was followed by segmentation through cluster analysis, with event attendance used as the dependent variable in correlations with a number of demographic and travel-related variables. Subsequently, two categories of events were examined, differentiating between events that were deemed to be mostly about enjoyment, versus those that were more about learning (including competition). This categorization augmented the segmentation analysis by revealing more about the nature of food-related experiences sought by food lovers.

Profile of Respondents

Our sample consists of a fairly good balance by gender (females: 54%). We fully expected that females would be in the majority, partly owing to

typical response biases (more females respond to surveys of all kinds) and previous research, which suggests that there are more self-identified foodies among women. Most of our respondents were married (46%) or in a relationship (27%). It was found that many food tourists travel as couples for leisure purposes (56%) and are without children living at home (74% had no children under 15 living at home). A secondary demographic consists of families traveling together, and a third is singles who might travel alone or with friends. Many foodies work, or have worked in the food or tourism/hospitality industries, and this fact suggests one source of foodie identity and a practical way to reach them.

As found by researchers previously in North America and Australia, food tourists are typically better educated and with higher incomes than the general population. We also know that many foodies in our sample are frequent travelers. Foodies who had already traveled internationally for a food-related experience are a large group, constituting 39% of the total.

Attendance at Food-Related Events

Respondents were asked to indicate which events they had attended in the previous 12 months (not necessarily while traveling) from a list of nine types. The choices were “have not attended,” “a few times,” and “many times,” so this is a simple

categorization of frequency and presumably popularity (see Table 1). They are listed in descending order of participation in the “have not attended in the last 12 months” column.

Food/fish markets were the most frequented, and they are typically permanent features in European cities and many other countries. There was a high level of attendance at food festivals and ethnic/cultural festivals including food. Special gastronomic events at restaurants attracted a fairly high level of attendance, as did trade fairs for food producers, and this might reflect the high proportion of respondents who had some current or past work affiliation with the food and hospitality sectors. The very specialized events were the least attended: cooking classes, lessons, competitions, and seminars.

The widespread availability of festivals is reflected in these data, both food themed and those in which food is a potential attraction because of ethnic or cultural uniqueness. However, festivals can attract people for multiple reasons, both generic (e.g., fun, consumption, family togetherness, novelty) and targeted (i.e., they include programming for special interests), and it cannot be assumed that any given festival has a strong appeal to food lovers.

As with any leisure/travel pursuit, a higher level of involvement or specialization can be correlated with certain desired experiences and activities that appeal mostly, and sometimes exclusively, to the most highly involved. Therefore, it is not surprising

Table 1
Food-Related Event Attendance in Past 12 Months

Food- Related Events	Have NOT Attended in the Last 12 Months	A Few Times in the Last 12 Months (1–5 Times)	Many Times in the Last 12 Months (6+ Times)
A food market where local farmers/fishermen sell their fresh food	18.6%	49.2%	32.2%
Food festival	56.8%	39.3%	3.8%
Special gastronomic events at restaurants	57.5%	34.4%	8.2%
An ethnic or cultural festival, including their food	59.3%	37.3%	3.4%
A trade fair for food producers	60.6%	32.6%	6.8%
Attending a food competition	74.4%	19.3%	6.2%
Lessons on what wine to drink with different foods	75.4%	20.8%	3.8%
Cooking classes offered by professionals	80.4%	16.5%	3.1%
Seminar or conference on food cuisine or gastronomy	82.4%	14.3%	3.3%

to learn from these data that food competitions, seminars, lessons, and cooking classes offered by experts generate the smallest frequencies of attendance. These behavioral measures can be used to separate respondents in terms of levels of involvement with food.

Segmentation and Target Marketing

Clustering and segmentation based on respondents' participation in food-related events worked well to generate three target segments. We call these "dynamic foodies," "active foodies," and "passive foodies." Each segment is profiled below.

Segment 1: Dynamic Foodies (n = 350). Their past participation in food-related events, combined with the finding that highly-involved foodies love food events and have traveled the most, makes them dynamic foodies. They hold the following characteristics, relative to the other two segments:

- they have the highest propensity to attend food events of all kinds
- they are younger, on average
- they have higher incomes and are better educated
- 49% are females, and they have more children living at home
- they have already traveled the most for food tourism experiences (80% have done so, and 20% have done so four or more times)
- food is a more important factor in deciding where to go for a holiday, and is more important in their reported satisfaction with holidays
- this segment is the highest in preferring to meet and learn from chefs, attend food festivals, and farmers' markets; they are willing to pay the most money for many of the preferred activities
- they have a higher likelihood of visiting Sweden, and have done so more in the past
- they are the most frequent travelers, are most likely to stay in four- and five-star accommodation, spas, or self-catering
- of the three segments they are most likely to book a package online, take the train, employ hotel loyalty, or frequent-flyer programs
- in terms of media use, they are internet savvy and reliant on online bookings and information

In summary, the dynamic foodies are experienced, up-market travelers. It makes sense to reach them through both food-specific media and regular loyalty programs for accommodation and air travel. They will seek destination-specific information about food online, and they want tactile food experiences. The dynamic foodies often travel as couples or as families, which affects their decisions and opportunities.

Segment 2: Active Foodies (n = 1,040). The "Active Foodies" segment holds the following characteristics, relative to the other two segments:

- they do not travel as much, and food is not as important in their decision making and trip satisfaction
- 52% traveled for food in the previous 12 months, but only 5.4% did so four or more times
- this segment also attends events, but at a lower frequency; farmer's markets (or fishers') have the highest appeal among the events, followed by special gastronomic events at restaurants, a trade fair for food producers, food festivals, and ethnic or cultural festivals
- 51% are females; they are older and have fewer children at home
- travel preferences: active foodies value regional cuisine in a local restaurant, enjoy a farmer's market to look for and buy fresh food, attending a food festival, taking a trip to the islands and staying in a cottage; they are very low on camping, likely owing to their average older age and having fewer children at home; they seek the cheapest air fares
- media preferences: they show more reliance on friends and family, but destination websites are also consulted; they are likely to do all their travel and accommodation bookings online

Segment 3: Passive Foodies (n= 1,430). Although they are food lovers, few of this segment are food tourists. Almost 79% in this segment had not traveled for food experiences in the previous 12 months. They prefer farmers' markets, presumably close to home. They tend to rely on word of mouth from friends and relatives for information, but they will consult destination websites. They

will demand value for money and use low-cost air and accommodation. We can assume they will want a good food experience when they do travel but they predominantly express their passion for food in their own home and with a close-knit group of friends or family.

Learning Events and Enjoyment Events

The above analysis makes it clear that foodies all love to attend food events, but not all types of events are equally attractive to all foodies. Segmentation on the basis of attending events can be used in another way, to reveal the categorically different experiences desired by foodies. In addition to food markets, which have great universal appeal to all foodies, the most-attended events are those that cater to hedonism, usually a combination of consumption and entertainment in the form of festivals. The least attended are those that feature learning opportunities (including competitions) or are trade related.

The nine types of events used in the questionnaire can be divided into two categories: "Learning events" and "Enjoyment events." The six learning events included "Cooking classes offered by professionals," "Lessons on what wine to drink with different foods," "Attending a food competition," "Special gastronomic events at restaurants," "Seminar or conference on food cuisine or gastronomy," and "A trade fair for food producers." The three Enjoyment events were "Food festival[s]," "An ethnic or cultural festival, including their food," and "A food market where local farmers/fishers sell their fresh food." Correlations (see Table 2) between the frequency of visits indicate two clusters of events with three types of events in the "Enjoyment" cluster (i.e., food festival; an ethnic or cultural festival, including their food; a food market where local farmers/fishers sell their fresh food) and 6 events in the "Learning" cluster (i.e., cooking classes offered by professionals; lessons on what wine to drink with different foods; attending a food competition; special gastronomic events at restaurants; seminar or conference on food cuisine or gastronomy; a trade fair for food producers).

All respondents who on average had visited the three "Enjoyment" events at least one time during the last 12 months were classified as "Enjoyment

event visitors" and correspondingly "Learning event visitors" includes respondents who on average had visited the six "Learning events" at least one time during the last 12 months. There were four times more visitors to Enjoyment events ($n = 1,143$) than visitors to Learning events ($n = 286$). There is a strong correlation between the two types of event visitors [$\chi^2(1) = 293, p = 0.01$]; however, while most (83%) of the visitors to Learning events are also visitors to Enjoyment events, only 21% of the visitors to Enjoyment events are also visitors to Learning events. We propose that this distinction reflects the more specialized interests of the most highly involved foodies.

Event Preferences Correlate With Travel Behavior

There are other significant behavioral differences between the foodies who prefer Enjoyment events and those who prefer Learning events. As illustrated in Table 3, those more highly involved foodies that attend learning events also had traveled internationally much more with food as the main reason in the previous 12 months.

Because they are more highly involved foodies who travel a lot for food-related experiences, those we have called Learning event tourists scored significantly higher on all items in Table 4. This included a significantly higher importance assigned to food in both travel decisions and satisfaction with trips. Also of note are the following differences, with Learning event visitors being more inclined towards:

- luxury hotels and business hotels and spa
- using travel agencies and package tours
- having visited and planning to visit Sweden
- using loyalty (air, hotel) programs

Other comparisons revealed that Enjoyment event respondents were more inclined towards city breaks and shopping tourism, as well as activities in nature, whereas Learning event visitors seem to prefer touring by car, visiting farmers' markets, and meals at country inns.

Sociodemographic variables indicate no significant differences regarding gender or relationship status, but weak ($p = 0.05$) significance regarding personal income and education. Learning event

Table 2
Correlations Between Frequency of Visits to Various Types of Events

	Food Festival	An Ethnic or Cultural Festival, Including Their Food	Cooking Classes Offered by Professionals	Lessons on What Wine to Drink With Different Foods	Attending a Food Competition	A Food Market Where Local Farmers/Fishers Sell Their Fresh Food	Special Gastronomic Events at Restaurants	Seminar or Conference on Food Cuisine or Gastronomy	A Trade Fair for Food Producers
Food festival	1 3,093	0.481* 0.000 3,050	0.317* 0.000 3,057	0.349* 0.000 3,054	0.249* 0.000 3,024	0.346* 0.000 3,071	0.406* 0.000 3,059	0.366* 0.000 3,049	0.371* 0.000 3,060
An ethnic or cultural festival, including their food	0.481* 0.000 3,050	1 3,071	0.309* 0.000 3,036	0.316* 0.000 3,035	0.158* 0.000 3,006	0.326* 0.000 3,052	0.341* 0.000 3,038	0.334* 0.000 3,029	0.305* 0.000 3,038
Cooking classes offered by professionals	0.317* 0.000 3,057	0.309* 0.000 3,036	1 3,076	0.508* 0.000 3,040	0.294* 0.000 3,014	0.162* 0.000 3,057	0.362* 0.000 3,044	0.507* 0.000 3,037	0.315* 0.000 3,044
Lessons on what wine to drink with different foods	0.349* 0.000 3,054	0.316* 0.000 3,035	0.508* 0.000 3,040	1 3,074	0.279* 0.000 3,011	0.226* 0.000 3,056	0.423* 0.000 3,043	0.486* 0.000 3,036	0.331* 0.000 3,045
Attending a food competition	0.249* 0.000 3,024	0.158* 0.000 3,006	0.294* 0.000 3,014	0.279* 0.000 3,011	1 3,044	0.109* 0.000 3,027	0.177* 0.000 3,015	0.263* 0.000 3,007	0.304* 0.000 3,014
A food market where local farmers/fishers sell their fresh food	0.346* 0.000 3,071	0.326* 0.000 3,052	0.162* 0.000 3,057	0.226* 0.000 3,056	0.109* 0.000 3,027	1 3,094	0.393* 0.000 3,060	0.212* 0.000 3,051	0.292* 0.000 3,061
Special gastronomic events at restaurants	0.406* 0.000 3,059	0.341* 0.000 3,038	0.362* 0.000 3,044	0.423* 0.000 3,043	0.177* 0.000 3,015	0.393* 0.000 3,060	1 3,079	0.491* 0.000 3,040	0.361* 0.000 3,049
Seminar or conference on food cuisine or gastronomy	0.366* 0.000 3,049	0.334* 0.000 3,029	0.507* 0.000 3,037	0.486* 0.000 3,040	0.263* 0.000 3,007	0.212* 0.000 3,051	0.491* 0.000 3,040	1 3,070	0.424* 0.000 3,040
A trade fair for food producers	0.371* 0.000 3,060	0.305* 0.000 3,038	0.424* 0.000 3,044	0.424* 0.000 3,045	0.304* 0.000 3,014	0.292* 0.000 3,061	0.361* 0.000 3,049	0.424* 0.000 3,040	1 3,081

“Enjoyment” events: markets; festivals. “Learning” events: cooking classes; lessons; competitions; special gastronomic events; seminars or conferences; trade fairs.
*Correlation is significant at the 0.01 level (two-tailed).

Table 3
The Relation Between Food Tourism and Event Preferences

How Many Times Have You Traveled Internationally in the Last 12 Months With Food as the Main Reason?	Enjoyment Event Visitors	Learning Event Visitors	Total Average
No times	48%	18%	41%
1 to 3 times	46%	60%	49%
4 or more times	6%	22%	10%
Total	100%	100%	100%

$\chi^2(2) = 114, p = 0.01.$

visitors were on average 2 years younger ($p = 0.10$) and had higher personal income and education levels. Learning event visitors also had significantly more children under the age of 15 living at home ($p = 0.01$), presumably as a function of their younger average age, and had traveled significantly ($p = 0.01$) more both for business and for leisure purposes.

Event Preferences of the Three Foodie Segments

Having demonstrated that event preferences defined by Learning versus Enjoyment are correlated with important travel patterns and preferences,

we return to the three previously identified segments. "Dynamic Foodies" is clearly the most interesting segment to target for food tourism and in Table 5 it is shown that "Dynamic Foodies" had a significantly higher preference for Learning events. Learning event visitors were all in the segment "Dynamic Foodies," and most Enjoyment event visitors were in the segment called "Active Foodies."

Conclusions

A large-scale survey of food lovers revealed the importance of a selection of food-related events

Table 4
Respondents' Travel Behavior Related to Event Preferences

	Enjoyment Event Visitors (Mean)	Learning Event Visitors (Mean)	Total (Mean)	ANOVA (Sig.)
How important was food when you last decided where to go for a holiday?	5.31	5.82	5.43	$p = 0.01$
When you were on your last holiday trip, how important was the food experience for your total satisfaction?	5.65	5.90	5.71	$p = 0.01$
Stay in a business hotel (four star)	4.03	4.65	4.18	$p = 0.01$
Stay in a luxury hotel (five star)	3.56	4.24	3.72	$p = 0.01$
Camping	2.43	3.05	2.58	$p = 0.01$
Stay in a spa resort	3.57	4.20	3.72	$p = 0.01$
Take the train when travelling between destinations	4.15	4.50	4.23	$p = 0.01$
Take a sightseeing tour in a new destination	4.29	4.62	4.37	$p = 0.01$
Book a package tour online	3.29	4.17	3.50	$p = 0.01$
Use a travel agent for booking	3.09	4.11	3.33	$p = 0.01$
Book my travel ticket using my loyalty frequent-flyer program	3.11	4.30	3.40	$p = 0.01$
Book my hotel using my hotel loyalty program	3.00	4.22	3.29	$p = 0.01$
Have you previously visited Sweden?	0.45	0.73	0.51	$p = 0.01$
Do you plan to travel to Sweden within the next 2 years?	2.14	2.28	2.17	$p = 0.01$

Based on a 7-point Likert scale: 1 = *strongly disagree*; 4 = *neutral*; 7 = *strongly agree*.

Table 5
A Cross-Tabulation of Foodie Segment by Type of Preferred Food Event

	Foodie Segment			Total
	Passive Foodies	Active Foodies	Dynamic Foodies	
Enjoyment event visitors	52	726	57	835
Learning event visitors	0	0	283	283

$\chi^2(2) = 867, p = 0.01.$

in their lifestyles, with a very high frequency of attendance at markets, which reflects a dominant theme among foodies being a strong preference for fresh and local produce. Also attended frequently are food festivals and ethnic festivals featuring food, and although this might arise from a desire for authentic experiences with different cuisines (Robinson & Clifford, 2007, 2012), it also likely reflects the hedonistic or enjoyment-oriented nature of many festivals that feature consumption and entertainment.

Understanding the motives and desired benefits of target markets is crucial for both promoting a destination and developing the most appealing products and packages. Development and marketing of food tourism has become a globally competitive phenomenon, so it is crucial to know what really attracts dedicated food tourists. However, the literature on food events has been unclear, if not confusing, on differences between generic and specific motivators and the kinds of experiences desired by food event tourists. This has arisen largely because of the paucity of research specific to foodies and a reliance on data from actual event attendees.

The current analysis confirms several of the important dimensions of self-identification as a foodie as determined by Robinson and Getz (2013), yet we extend that conceptualization to demonstrate how self-identified foodies can be further segmented according to their event behaviors and preferences. A high propensity to attend food-related events and to travel for food-related event experiences is definitely a lifestyle feature of food lovers. The constant desire to learn is reflected in the events preferred by foodies, with the highly involved and well-traveled "Dynamic

Foodies" segment being much more interested in the category we called Learning events. Enjoyment events, the kind usually studied in the past, feature hedonistic consumption and entertainment and are of much less interest to food tourists. Previous literature has hinted that there might indeed be a possible segmentation of food lovers vis-à-vis event attendance. The findings of Lilleheim et al. (2005), Crispin and Reiser (2008), Park et al. (2008), Hu (2010), and others demonstrate how food festivals attract many people for generic reasons (aka active or passive foodies). Similarly, Nicholson and Pearce (2001) also detected strong differences between generic and event-specific (or targeted) benefits when comparing four events, and in their study it was the food events that mostly appealed on the basis of generic motivators.

On the other hand, involved foodies and food tourists want tactile learning experiences, although this does not preclude an interest in enjoyment or consumption. Some key take-home messages for practitioners are that events designed for the dedicated food tourist must provide experiences that meet higher order, self-development needs. These should include opportunities for learning (e.g., seminars and demonstrations from chefs; tours featuring terroir; exposure to authentic cuisine), doing (e.g., picking produce, preparing food, cooking), and sharing with other foodies. Creating memorable, unique experiences is a primary goal of festivals and events catering to food tourists, and because many food tourists have professional interest in food, or a background in food-related production and services, technical and career development opportunities are also desired.

Although we have distinguished between so-called "Learning" and "Enjoyment" events, this is really a surrogate for examining the experiential preferences of foodies and food tourists. We also acknowledge that our study is limited in that it is pioneering a relationship between involvement and segmenting foodies based on their event preferences, and within a discrete geographical context. As such we had little basis for comparison other than associated food event studies, which as reported in the literature review did not adopt a similar approach to our research. Further research is needed to fully explore the desired experiences of dedicated food tourists, how these preferences

evolve over time, and whether or not there is a natural evolution towards food-specific travel as one becomes more involved with various aspects of food, its production, and consumption. Moreover, our study might infer a mutual exclusivity between our categorizations and further work needs to be undertaken to confirm, refine, or redefine our findings. Little research has been done on food events that specifically target foodies and food tourists, so there is a need to compare attendee segments on the basis of travel motivation, experiences desired, activities, and reactions to food-related experiences. Of vital interest to destinations is the challenge of attracting high-yield food tourists and spreading the benefits throughout the food production and service supply chain.

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