

Local food matters: Targeting the Australian domestic market

Australian local food tourists:

×2

Made almost twice as many purchases of local food during trips



×5

Are 5 times more likely to include local food in their next trip

How to target these local food tourists

Accommodation providers can:

Send information on local food experiences in your confirmation email



Welcome Pack

Have a welcome pack which includes:

A map of the local area with locations and a brief background on local food enterprises

Current information on local food events, e.g. farmers market

Leaflets showing local food enterprises

96%

agreed that providing this information would increase satisfaction with their stay

Add a message to the welcome pack that highlights the contribution of local food purchase to the local economy and community

“Buying local food during your travels contributes \$\$\$ to the local community through the creation of jobs and support for local farmers”

83%

agreed that this message would increase their purchase of local food

Local food producers and enterprises can:

Within your promotional materials, show how local food:

- Strengthens relationships with travel companions; partners or family
- Provides opportunities to learn
- Benefits the local community and environment



Encourage local food tourists to share their knowledge with others by:

- Facilitating the creation and sharing of content on social media
- Creating and promoting the use of hashtags like #destination.localfood
- Engaging with reviews and posts

