

A Final Report Prepared for the Leopold Center for Sustainable Agriculture

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**Project Title: A Study of Place Based Food Tourism in Northeast Iowa Communities**

**Grant no.: MSP01- 2005**

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## Non Technical Summary

**Project Title: A Study of Place Based Food Tourism in Northeast Iowa Communities**

**Grant no.: MSP01- 2005**

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Food and beverage tourism on a community level may enable the development of a “sense of place”, but also has the potential to generate economic benefits and support sustainable community and tourism development. In this perspective, food tourism festivals can be one alternative opportunity for tourism development in rural areas for farmers and communities by adding values to already existing place-based food products.

The study, utilizing an intercept questionnaire-based survey, analyzes travel motivations of visitors, and their common interests at 11 place-based food community festivals in Northeast Iowa, taking place from June to October 2005.

Findings of this study revealed:

- Most of the visitors in the place-based food festivals are repeat visitors, who traveled specifically to attend the festival and learned of the event primarily by word of mouth. Predominantly, they are not part of organized groups. They are predominantly on a day trip, while most of those in overnight trip stay at their friends or relatives in the area.
- The highest spending category is lodging, followed by shopping and restaurants. First time visitors spent significantly more than repeat visitors for shopping.
- Visitors at place based food festivals are willing to pay more for the locally produced food: 36% of them will pay for place based food 1-5% more and another 36% will pay 6-10% more on the price of place-based food.
- The total economic impact of visitors (initial spending \$1.6 million) in place based food festivals in terms of sales is almost \$2.6 million; in terms of personal income is \$1.4 million; and in terms of employment is 51 jobs.
- Visitors in place-based food festivals were motivated to attend the festival to support, taste and purchase place-based food; to simply attend the festival; and to support and learn about place-based food and Northeast Iowa. They were satisfied with the visit and with the food.
- Visitors were 26-35 years old, on average 40 years old. They were middle income and college educated. Women attended slightly more than men in these festivals.

## Introduction

Tourism, as the largest growing industry, is usually promoted by a country for its ability to spread economic development and reduce inequalities in income distribution. It can generate sales and output, labor earnings and employment, exchange earnings, balance of payments advantages and important infrastructure developments benefiting locals and tourists alike in a nation, a province, a municipality or other local areas (Glasson, Godfrey, & Goodey, 1995; Frechtling, & Horvath, 1999). Efforts to maximize the economic benefits derived from tourism in destination areas have focused on marketing and management strategies to increase the number of tourists, their length of stay and their overall expenditures.

A complimentary way to enhance the benefits of tourism is to expand the economic linkages by increasing the amount of local food used in the industry (Telfer & Wall, 1996). The very nature of the food industry lends itself to a marriage with tourism. Food is associated with relaxation, communicating with others, learning about new things, and hospitality (modified from Bruwer, 2002). Food has become an increasingly important element in the tourism industry and up to 25% of total tourist expenditures is accounted for by foods (Hudman, 1986 as cited in Quan & Wang, 2004).

Food and beverage tourism is increasingly being recognized as an important part of the cultural tourism market. According to Santich (2004), the definition of food tourism includes gastronomic tourism, culinary tourism and cuisine tourism. Wine routes in Italy, Spain, Portugal, France, Australia and California, beer trails in Canada, are some of the examples of the food and beverage tourism development around the world. Tourists are seeking authentic and unique experiences and the consumption of local food and beverages brings the tourist closer to the host culture (Plummer, Telfer, Hashimoto, & Summers, 2005).

An overall trend towards cultural education through tourism has also fueled the development of food festivals and other types of festivals (Emmons, 2001). Rural communities are also using food festivals to promote local commodities and differentiate themselves from urban community festivals (adapted from Emmons, 2001). From the development standpoint, small festivals in areas with few tourism attractions may be critical in retaining locals' discretionary funds and generating civic pride (Chhabra, Sills & Cabbage, 2003).

In recent years, special events or festivals have become one of the fastest growing types of tourism attractions (Burr, 1997; Crompton & McKay, 1997; Jago & Shaw, 1998; Thrane, 2002). Tourism marketing professionals increasingly view festivals as an integral part of tourism development and marketing plans, and they are deliberately creating new festivals as tourist attractions (Getz, 1989, Getz & Frisby, 1988). There has been extensive research focusing on the impacts and outcomes of special festivals, some of which are:

1. Increased visitation in a region (Dwyer, Mellor, Mistilis, & Mules, 2000; Faulkner 2001 et al.; Getz, 1989; Light, 1996; Murphy & Carmichael, 1991; Ritchie, 1984);
2. Economic injection (Dwyer, Mellor, Mistilis, & Mules, 2000; Crompton & McKay, 1994; Murphy & Carmichael, 1991; Ritchie, 1984; Ritchie & Smith, 1991; Roche, 1994; Witt, 1988);
3. Increased employment (Dwyer, Mellor, Mistilis, & Mules, 2000; Hughes, 1993; Ritchie, 1984);
4. Improved image of a destination (Backman, Backman, Uysal, & Mohr Sunshine, 1995; Ritchie, 1984; Ritchie & Smith, 1991; Roche, 1994; Witt, 1988);
5. Enhanced tourism development (Getz, 1989; Hall, 1987; Hughes, 1993; Long & Perdue, 1990; Ritchie, 1984; Ritchie & Smith, 1991);
6. Ability to act as a catalyst for development (Faulkner et al. 2001; Hughes, 1993; Light, 1996);
7. Reduction of seasonal fluctuations or extension of the tourism season (Getz, 1989; Ritchie & Beliveau, 1974);

8. Enhanced community pride (Getz, 1989; Light, 1996; Mules, 1993; Quan & Wang, 2004; Ritchie, 1984; Roche, 1994); and
9. Enhanced social and cultural benefits (Dwyer et al. 2000; Gitelson, Kerstetter, & Kiernan, 1995).

In particular, food tourism festivals can also be one alternative opportunity for tourism development in rural areas, adding values to already existing products (Getz, & Brown, 2006; Quan, & Wang, 2004). Macionis & Cambourne (1998) define necessary pre-requisites for the development of successful food and beverage tourism as a combination of the active development of food-tourism linkages, focus on consumer needs and identification of cross-promotional opportunities with the food and tourism sectors.

Development of food tourism can not only contribute to the growth of tourism at a destination, but also enhance the image of the destination when food is seen as a part of that image (modified from Szivas, 1999). If developed properly, food tourism can add to the range of tourism attractions and provide new attractions to the destination (Szivas, 1999), along with economic benefits.

The wealth of research suggests tangible positive outcomes of food and beverage tourism on a community level, upon proper development. Not only does it enable the development of the “sense of place”, but it also has the potential to generate economic benefits and support sustainable community and tourism development.

This study will include an analysis of travel motivations of visitors and their common interests in place-based foods in Northeast Iowa community festivals. Food is being considered as place-based if it is being grown, or processed locally, in Northeast Iowa. The study analysis will identify and describe:

- festival participants’ profile;
- festival participants’ travel motivations;
- the market of place based food tourism
- sources of travel information where Northeast Iowa communities should spend advertising dollars; and
- the economic impact of place-based food tourism on communities.

## **Study Design and Methodology**

With the purpose of addressing the above-mentioned research objectives, a questionnaire-based survey has been designed (see Appendix 1).

In the first part of the questionnaire, visitors were asked about travel and trip characteristics, which included questions such as number of previous visits to the region and other festivals they had visited, the primary purpose of the trip, where they have gathered information about the festival, length of stay, type of accommodation and travel party size. In the second part of the questionnaire, they were asked about their spending patterns for lodging, restaurants, groceries, transportation, admissions, shopping and particularly purchasing place-based food at the festivals, as well as their willingness to pay more for the place-based food. In the third part visitors were asked about their motivations for attending place-based food festivals and also about their satisfaction with the food and their overall visit. In the fourth part of the questionnaire, some questions on visitors’ demographic profile were included, such as age, income, gender, education level, and where they came from.

The visitors were intercepted at 11 festivals taking place in Northeast Iowa with a theme of a place-based food/product of the surrounding region from May-October 2005. Table no.1 shows the list of the festivals with the dates and locations.

A list of festivals was made based on a web search of NE Iowa counties websites. The list was screened based on whether the festivals highlighted a place-based food. It was reviewed by Silos and Smokestacks National Heritage Area and Leopold Center for Sustainable Agriculture.

Table no.1 List of Festivals

<b>Nr.</b>	<b>Festivals</b>	<b>Dates of Festivals</b>	<b>Place</b>	<b>County</b>
1.	Dairy Parade	June 6 <sup>th</sup>	Waukon	Allamakee
2.	Dairy Days	June 7 <sup>th</sup> June 8 <sup>th</sup>	Fredericksburg	Chickasaw
3.	Strawberry Days	June 10 <sup>th</sup> June 11 <sup>th</sup> June 12 <sup>th</sup>	Strawberry Point	Clayton
4.	Corn Days	August 5 <sup>th</sup> August 6 <sup>th</sup>	Dows	Wright
5.	Watermelon Days	August 6 <sup>th</sup>	Atkins	Benton
6.	Sauerkraut Days	August 11 <sup>th</sup> August 12 <sup>th</sup> August 13 <sup>th</sup>	Lisbon	Linn
7.	Sweet Corn Days	August 13 <sup>th</sup>	Elkader	Clayton
8.	Watermelon Days	August 27 <sup>th</sup>	Fayette	Fayette
9.	Sauerkraut Days	Sept 2 <sup>nd</sup> Sept 3 <sup>rd</sup> Sept 4 <sup>th</sup>	Blairstown	Benton
10.	Annual Honey Fest	September 25 <sup>th</sup>	Indian Creek Nature Center	Linn
11.	Apple Festival	October 9 <sup>th</sup>	Le Claire	Scott

Surveys were handed out by students from the University of Northern Iowa, Sustainable Tourism and Environmental Program. Visitors intercepted at the festivals included anyone who was attending the festival, whether or not they were residents in the area. By October 2005, 180 surveys were completed.

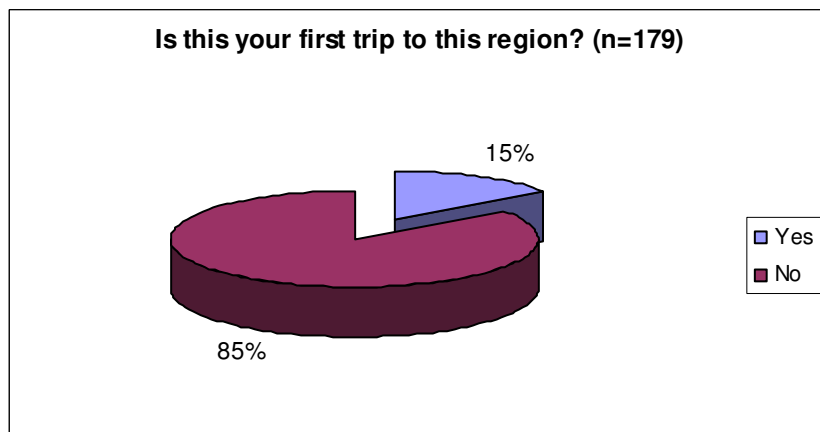


## Data and Discussion

### 1. Trip Characteristics

The festival participants were asked if this was their first trip to the region.

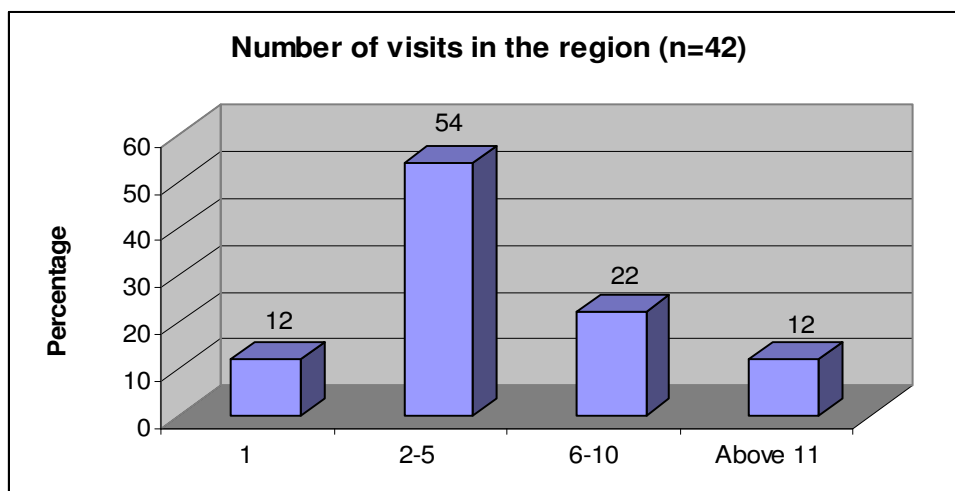
Chart no. 1



The majority of the visitors (85%) had made previous visits to the region. Instead, only 15% of the visitors were making their first time visitors (Chart no.1).

Those who have previously visited the region were asked about the number of their visits in the last 12 months.

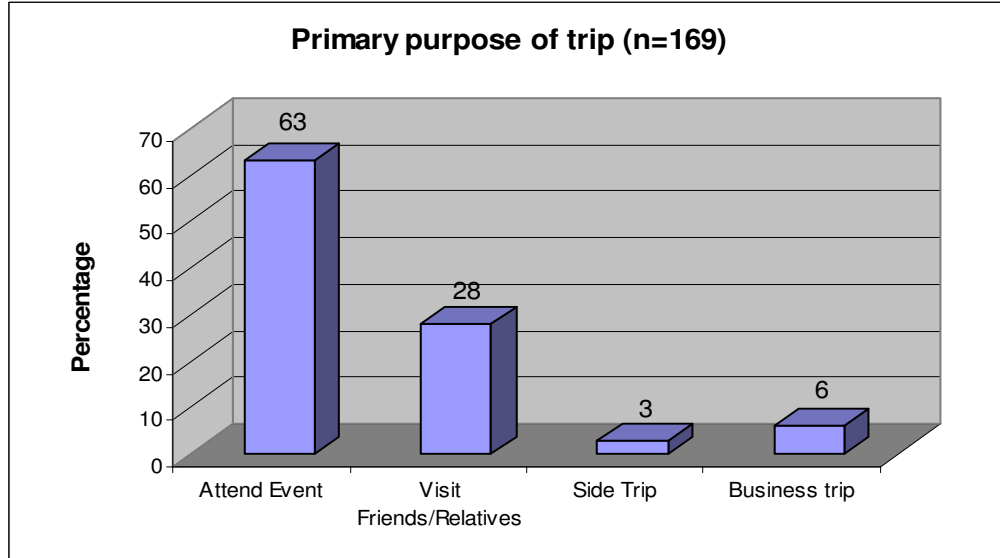
Chart no.2



The majority (54%) of repeat visitors answered between two and five times, and 22% of them have visited the region six to ten times (chart no.2).

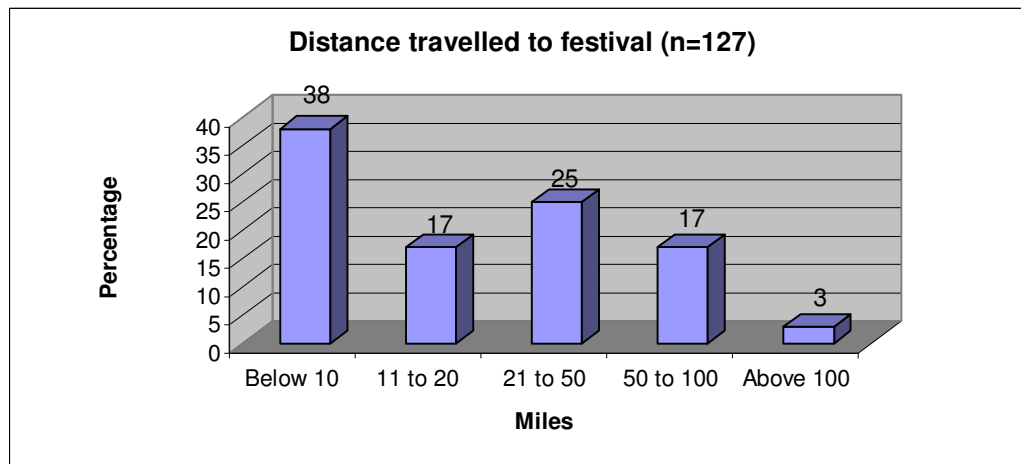
Visitors were asked about their primary purpose of their trip in the region. The majority of them (63%) answered to specifically attend the festival; while 28% answered they were in the region to visit with friends and relatives (chart no.3).

Chart no.3



The answers regarding distance traveled to attend the festival varied a lot.

Chart no.4



Most of the respondents (38%) answered less than 10 miles, while 25% drove 21 to 50 miles, and only 3% drove more than 100 miles to attend the festival (chart no.4).

Visitors were asked where they received information about the festival.

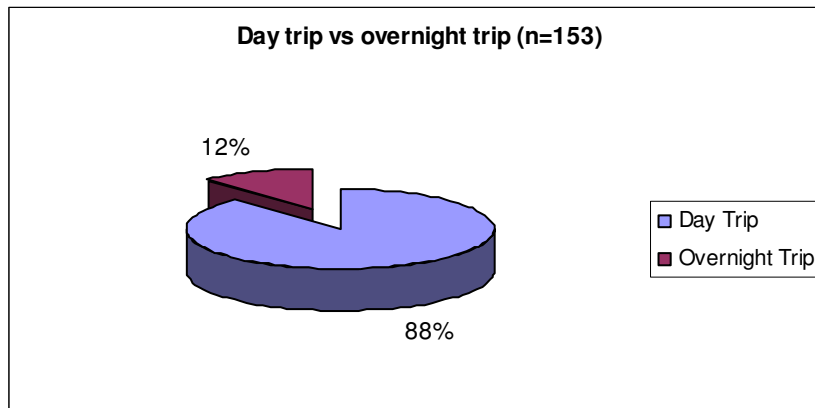
Table no.2 Sources of information

Sources of information	Percentage
Word of Mouth	56
Newspaper	28
Other	9
Website	3
Brochure	1
Magazine	1
Convention Bureau	1
Travel Publication	1

Most of the visitors (56%) learned about the festival by word of mouth. The other source of information used by 28% of the visitors was the newspaper (table no.2). In the other category, visitors included radio and intranet as sources of information.

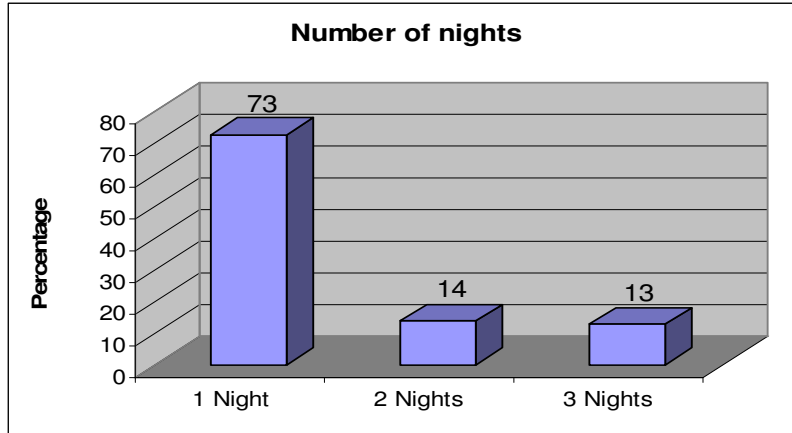
Chart no.5 suggests that 88% of the people traveling to these festivals were only visiting for the day.

Chart no.5



Amongst those who stayed overnight (12%), a majority (73%) stayed one night in the region; 14% of them stayed two nights and 13% stayed three nights (Chart no.6). On average, the visitors stayed 1.4 nights.

Chart no.6



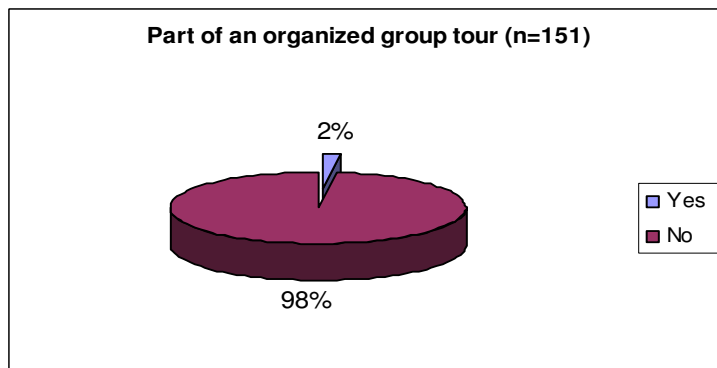
Most of the visitors (13.3%) stayed overnight with their friends or relatives in the area (table no.3).

Table no.3 Places of accommodation

Places of Accommodation	Percentage
Staying with friends or relatives in the area	13.3
Hotel or motel	7.8
Campground	4.1
Staying outside the local area or just passing through	2.7
Bed and Breakfast	1.4

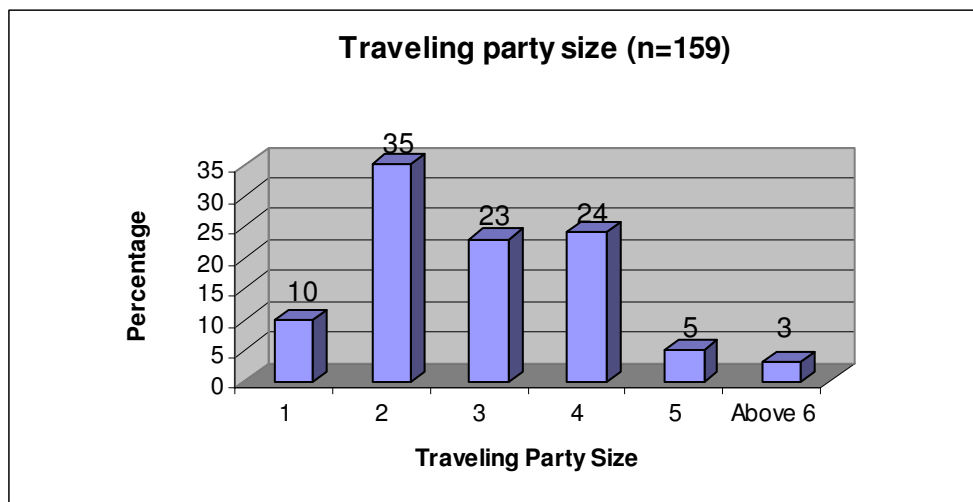
Predominantly (98%), visitors attending festivals were not part of an organized group. Only two percent of them were traveling as part of an organized group tour (chart no.7).

Chart no.7



Visitors were also asked about their immediate traveling party (including themselves).

Chart no.8



Most of the visitors were traveling in a party of two (35%). Nearly a quarter were traveling in a party of three or four people (respectively 23% and 24%) (chart no.8). The average traveling party size was 3.03 and the median traveling party size was three.

## 2. Spending Patterns

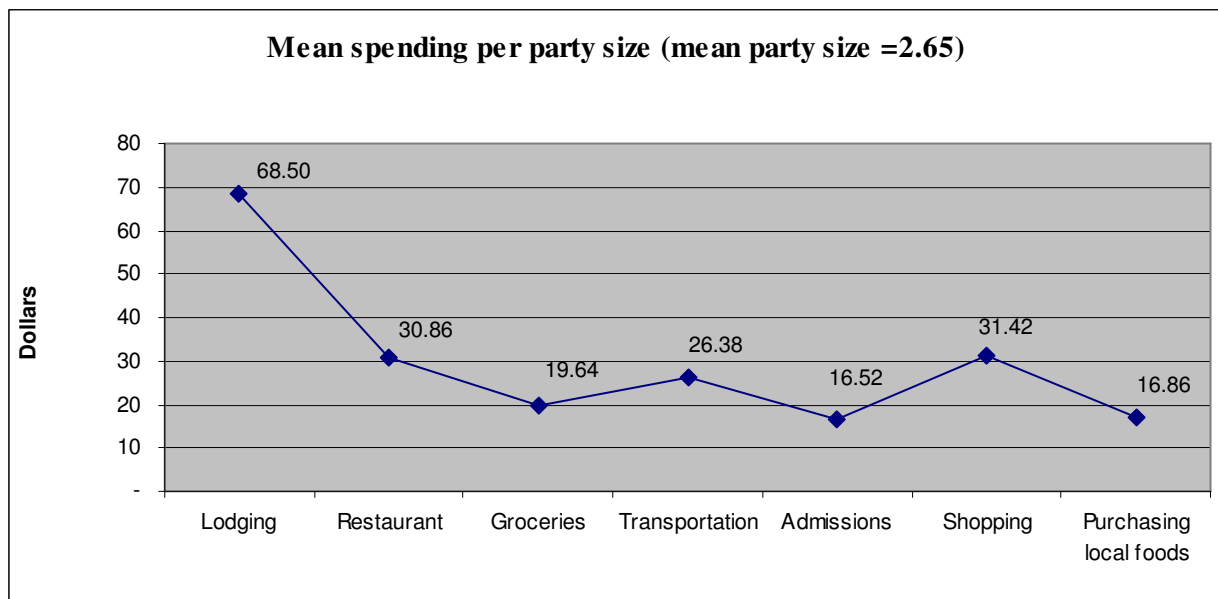
Visitors were asked about their spending patterns during their trip in the area. Table no.4 gives the mean, median and standard deviation per visitor party size (mean spending party size=2.65, median spending party size=2), while they were in the region.

Table no.4 Mean, median and standard deviation per party size

Spending Categories	Mean	Median	Standard Deviation
Lodging	68.50	62.50	45.53
Restaurant	30.86	30.00	15.87
Groceries	19.64	10.00	26.65
Transportation Expense	26.38	25.00	14.25
Admissions	16.52	12.00	15.44
Shopping	31.42	13.00	41.61
Purchasing Locally			
Produced Foods	16.86	12.20	10.64
Total Spending	70.04	50.00	71.11

Chart no.9 represents the mean spending categories per party size (mean spending party size=2.65, median spending party size=2).

Chart no.9



Lodging is the highest spending category ( $M=68.50$ ,  $SD= 45.534$ ) and admissions spending was the lowest ( $M= 16.52$ ,  $SD= 15.439$ ) (table no.4, chart no.9). In total, visitors spent an average of 67.76 per party size (table no.4).

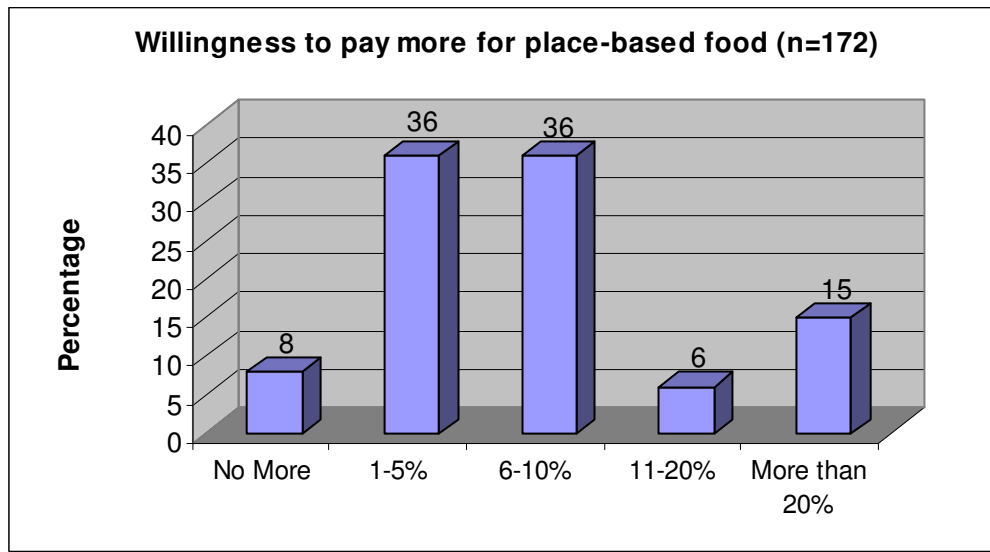
An independent t-test analysis was conducted to find out if there was a difference in spending means for first time and repeat visitors, and between visitors that have as their primary purpose of the trip specifically to attend this festival and those to visit their friends and relatives. First time visitors ( $M=96.40$ ,  $SD= 51.233$ ) did not spend significantly more on lodging than repeat visitors ( $M= 48.57$ ,  $SD= 30.648$ ), at  $p= .069$ ,  $t(10)= 2.034$ . They ( $M= 14.94$ ,  $SD= 10.176$ ) spent slightly less than repeat visitors ( $M= 17.14$ ,  $SD= 10.774$ ), but also this result is not statistically significant [ $t(98)=-.774$ ,  $p=. 441$ ]. Also, they ( $M=61.33$ ,  $SD= 70.744$ ) spent insignificantly more on shopping than repeat visitors ( $M=25.16$ ,  $SD= 30.286$ ), at  $p=.168$ ,  $t(8.623) = 1.505$ .

Visitors who traveled specifically to attend the festival ( $M= 40.00$ ,  $SD= 33.665$ ) spent much less on lodging than the visitors visiting their relatives and friends ( $M= 82.43$ ,  $SD= 49.207$ ), but this was statistically insignificant [ $t(9)=-1.517$ ,  $p=.164$ ]. They also spent less ( $M=24.52$ ,  $SD= 24.323$ ) in shopping than visitors visiting their friends and relatives ( $M=49.28$ ,  $SD= 61.338$ ), but again this is statistically insignificant at  $p=.120$ ,  $t(20.878)=-1.623$ . However, visitors specifically attending the festival spent ( $M= 21.44$ ,  $SD= 10.644$ ) less in transportation expenses than visitors visiting their friends and relatives ( $M= 33.60$ ,  $SD= 15.484$ ) and this result was also significant at  $p=.000$ ,  $t(62)= -3.696$ .

By conducting ANOVA analysis, differences in means of spending for groceries between visitors with household incomes less than \$34,999 and visitors with household incomes \$35,000-\$75,999 were statistically significant at  $p=.027$ ,  $F(2,19)=4.392$ .

Visitors were asked on percentage of the amount they would be willing to pay more for foods grown or processed in Northeast Iowa.

Chart no.10



Thirty-six percent of the visitors were willing to pay 1-5 % more, the same as there were to pay 6-10% more for the place-based food in Northeast Iowa. While 15% of the visitors are willing to pay more than 20% more for the place based food and 8% are not willing to pay more for this type of product (chart no.10).

A cross tabulation is made between the willingness to pay and the household income of the visitors (table no.5)

Table no. 5 Cross tabulation of willingness to pay more and visitors' household income

		Willingness to pay more					Total	
		no more	1-5%	6-10%	11-20%	more than 20%		
<b>Income</b>	Below \$34,999	Count	4	9	8	2	4	27
		Percentage	14.8%	<b>33.3%</b>	29.6%	7.4%	14.8%	100.0%
	\$35,000-\$74,999	Count	4	12	12	3	6	37
		Percentage	10.8%	<b>32.4%</b>	<b>32.4%</b>	8.1%	16.2%	100.0%
	Above \$75,000	Count	1	8	13	2	0	24
		Percentage	4.2%	33.3%	<b>54.2%</b>	8.3%	.0%	100.0%
Total	Count	9	29	33	7	10	88	
	Percentage	10.2%	33.0%	37.5%	8.0%	11.4%	100.0%	

Most of the visitors (33.3%) with household income below \$34,999 were willing to pay more 1-5% for a place-based food (table no.5). The visitors with \$35,000-\$74,999 household income were evenly (32.4%) willing to pay 1-5% and 6-10% more for the place-based food. Instead, most of the visitors (54.2%) with income above \$75,000 were willing to pay 6-10% more for the place-based foods. However, willingness to pay is not associated with the household level of income [Pearson  $\lambda^2(8) = .463$ ]

### 3. Festivals' Economic Impact

The IMPLAN model utilized for the purpose of this study estimates the economic impact of place-based food festivals in Allamakee, Benton, Chickasaw, Clayton, Fayette, Linn, Scott and Wright counties where the festivals took place and also in their contiguous counties (30) in Iowa. The area is 22,329 square miles, has a population of 1,327,206 and 565,795 households (IMPLAN model). IMPLAN Input-Output (I-O) Model, originally was developed by US Forest Service and currently maintained by the Minnesota IMPLAN Group (IMPLAN, 2005). I-O models estimate the increase in economic activity associated with some money injection such as visitor expenditure in the economy. It shows the uses of the output from each sector or industry as an input to other industries/sectors of the economy. It is basically a matrix where sectors in one axis represent the suppliers to the sectors on the other axis, which, from the other side, represent the demanders.

The estimation of the total economic impact in Northeast Iowa of 11 place-based food festivals/festivals involves the production of three different estimates:

- The estimated effect of visitors spending on the total value of economic transactions in the economy of Allamakee, Benton, Chickasaw, Clayton, Fayette, Linn, Scott, Wright and their 30 contiguous counties in Iowa.
- The estimated effect of visitors spending on the overall level of household income in the above mentioned counties.
- The estimated effect of visitors spending on the number of jobs in the above-mentioned counties.

Tables no. 6-8 present the economic effects associated with visitors spending at the festivals. The total estimated number of visitors in the local food festivals of 36,200. For the purpose of assessing the economic impact of local food festivals, the number of visitors with the primary purpose of their visit to specifically attend the festival (63%) will only be taken into account. Therefore, the initial visitor spending used was estimated from visitor surveys based on assessed number of visitors of 22,806 ( $36,200 * 63\%$ ).

The initial visitor spending are just over \$1.6 million and are identified as total "Direct" economic transactions in table no. 6. These are the input or the injections in the economy of northeast above-mentioned Iowa counties that will be multiplied further, based on linkages of different economic sectors in the area. Direct effects are the economic impacts in different economic sectors that are derived directly from the injection of tourist spending.

Table no.6 shows the indirect and induced effects, in terms of the value of the economic transactions that result from the process of multiplier. Indirect effects measure the total value of supplies and services supplied to tourism-related businesses by the chain of businesses which serve tourism-related businesses. Induced effects accrue when tourism-related businesses and businesses in the indirect industries spend their earnings (wages, salaries, profits, rent and dividends) in goods and services in the area. The total impacts are the sum of direct, indirect and induced effects and are the total of transactions attributable directly to the place-based food festivals.



Table no. 6 Economic impact of place-based food festivals (\$ sales/output)

<b>Industry</b>	<b>Direct</b>	<b>Indirect</b>	<b>Induced</b>	<b>Total</b>
Agriculture	0	11,258	7,579	18,837
Mining	0	9	11	21
Utilities	0	23,633	13,286	36,920
Construction	0	14,042	3,579	17,621
Manufacturing	0	89,323	75,807	165,134
Transportation and warehousing	0	29,713	13,019	42,733
Retail Trade	752,112	21,230	70,311	843,651
Information Services	0	42,917	14,877	57,797
Finance, insurance & real estate	1,940	84,418	69,620	155,980
Professional and Technical Services	3	77,990	21,789	99,778
Other Services	859,841	58,225	170,336	1,088,400
Government	28,498	12,174	71,266	111,939
<b>Total</b>	<b>1,642,394</b>	<b>464,932</b>	<b>531,480</b>	<b>2,638,811</b>

Source: IMPLAN model for Allamakee, Benton, Chickasaw, Clayton, Fayette, Linn, Scott, Wright and their contiguous counties, Iowa

Overall, an estimated \$2.6 million of gross sales transactions are directly or indirectly related to place-based food festivals in Northeast Iowa counties, implying an output or gross sales multiplier of 1.61 ((2,638,811/1,642,394)). So, an additional tourist spending of \$1 generates \$1.61 of output in the economy of Northeast Iowa selected counties. Nearly \$465,000 of these effects are “Indirect”, thus representing the supply transactions that support tourism-related businesses. Approximately \$530,000 of these effects are “Induced”, thus resulting from personal purchases made by workers of tourism-related businesses and indirect businesses in the area.

Table no.7 represents the visitors spending impacts in terms of personal or household impacts. The dollar values are significantly smaller than the values of impacts in terms of output or sales, because personal income is only one component in the transaction price.

Table no. 7 Economic impact of place-based food festivals (\$ value added/ income)

<b>Industry</b>	<b>Direct</b>	<b>Indirect</b>	<b>Induced</b>	<b>Total</b>
Agriculture	0	1,829	1,314	3,144
Mining	0	5	6	11
Utilities	0	13,962	7,588	21,550
Construction	0	5,702	1,383	7,085
Manufacturing	0	33,404	30,841	64,249
Transportation and warehousing	0	17,309	6,341	23,651
Retail Trade	358,199	12,551	40,492	411,239
Information Services	0	21,867	7,931	29,798
Finance, insurance & real estate	1,352	60,745	40,956	103,052
Professional and Technical Services	2	55,232	15,730	70,962
Other Services	495,503	33,147	88,362	617,013
Government	2,178	6,412	52,963	61,555
<b>Total</b>	<b>857,234</b>	<b>262,165</b>	<b>293,907</b>	<b>1,413,309</b>

Source: IMPLAN model for Allamakee, Benton, Chickasaw, Clayton, Fayette, Linn, Scott, Wright and their contiguous counties, Iowa

Table no.7 shows that the personal income component of \$1.6 million in “Direct” spending is approximately \$860,000. The indirect personal income is almost \$260,000 and the induced personal income is approximately \$294,000. The total personal income component is about \$1.4 million, implying the income multiplier of 1.65 (1,413,309/857,234).

Similarly, table no.8 shows the effects in terms of the estimated number of jobs created in Northeast Iowa selected counties from place-based food tourism festivals taking place.

Table no.8 Economic impact of place-based food festivals (employment/jobs)

<b>Industry</b>	<b>Direct</b>	<b>Indirect</b>	<b>Induced</b>	<b>Total</b>
Agriculture	0.0	0.0	0.0	0.1
Mining	0.0	0.0	0.0	0.0
Utilities	0.0	0.0	0.0	0.1
Construction	0.0	0.2	0.0	0.2
Manufacturing	0.0	0.3	0.2	0.6
Transportation and warehousing	0.0	0.5	0.1	0.5
Retail Trade	17.6	0.3	1.7	19.5
Information Services	0.0	0.4	0.0	0.4
Finance, insurance & real estate	0.0	0.7	0.5	1.4
Professional and Technical Services	0.0	1.3	0.3	1.8
Other Services	22.0	1.1	3.2	26.4
Government	0.0	0.1	0.1	0.1
<b>Total</b>	<b>39.6</b>	<b>4.9</b>	<b>6.1</b>	<b>51.1</b>

Source: IMPLAN model for Allamakee, Benton, Chickasaw, Clayton, Fayette, Linn, Scott, Wright and their contiguous counties, Iowa

Five indirect jobs and six induced jobs are connected to place-based food festivals. Since serving and organizing place-based food festivals is primarily seasonal and a secondary or volunteer occupation, the estimate of “Direct” jobs associated to place-based food festivals (approximately 40 jobs) should be cautiously interpreted. Direct jobs refer to the jobs positions that are generated directly from the measured activity. The direct involvement in organizing and serving in place-based food festivals can not be deemed as employment directly generated by the place-based food festivals. The same attention should be paid to the employment multiplier of 1.29 (51.1/39.6).

Services group was the site of \$1.1 million industrial output, \$620,000 in value added impact and supported 26 jobs. This is 51.7% of the total employment attributed to local food festivals in Northeast Iowa. Important was also the trade aggregate with a contribution in output of \$840,000, in value added benefits of \$410,000 and in employment with 20 jobs. However, the above-mentioned results show the direct visitor spending effects concentrated in services and trade sectors, but widely distributed due to the multiplier process across all sectors of the economy.

#### 4. Travel Motivations

Visitors were asked regarding their motivations for attending the food festival/festival. Visitors responded based on a five point Likert scale, varying from Strongly Agree to Strongly Disagree. A factor analysis (Principal Components Analysis with Varimax Rotation) was conducted to reduce the number of motivations in the main components. Table no. 9 shows the three main loaded components from the analysis.

Table no. 9 Rotated component matrix of motivations to attend the place-based food festival

Motivations	Component		
	1	2	3
To purchase local foods	.840		
To taste food easily available by my hometown	.742		
To purchase organic food	.715		
To taste local/ fresh foods	.626		
To support local producers	.566		
To connect to a sense of community and place	.556		
To relax		.856	
To enjoy the scenery		.809	
To have a good time with friends and family		.790	
To learn about the food traditions of the region			.861
To learn about the food-producing process			.789
To learn about new things in Northeast Iowa			.689

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

A Rotation converged in 5 iterations.

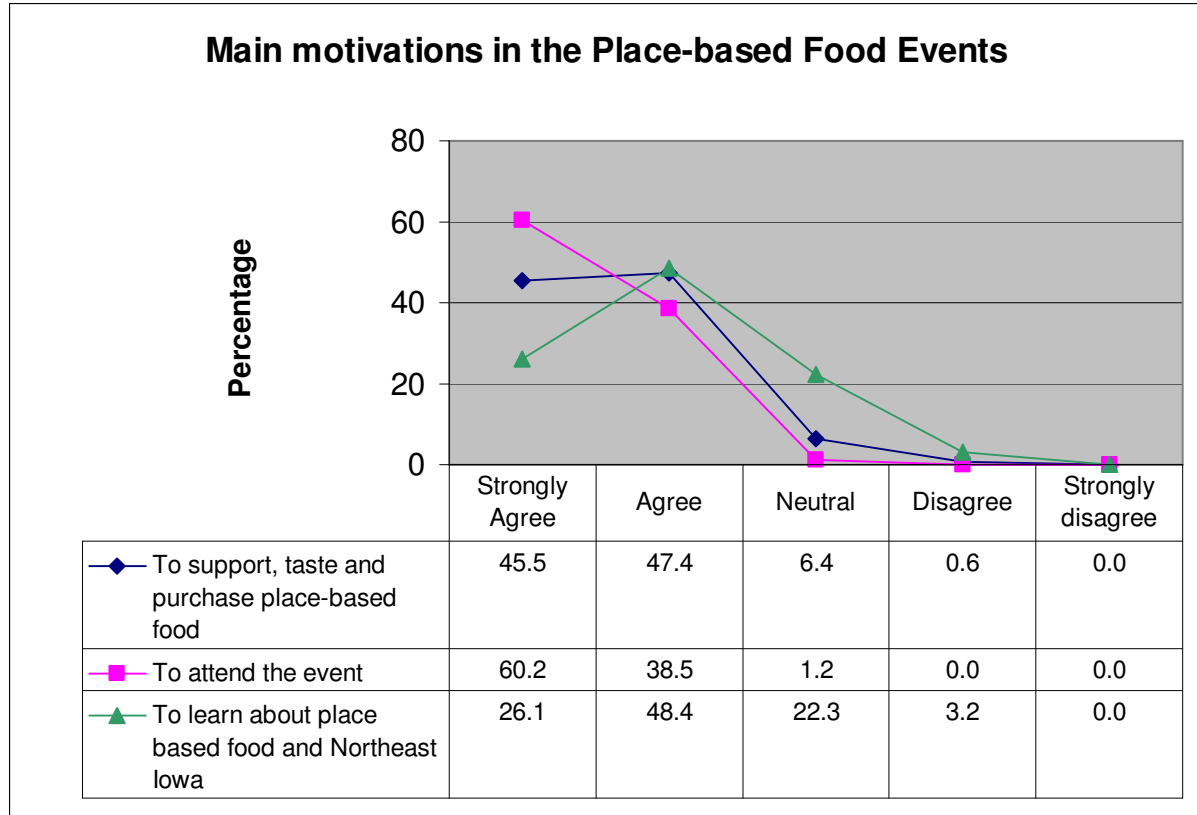
Motivations: to taste local/fresh foods, to taste food easily available by my hometown, to purchase organic food, to purchase local foods, to support local producers and to connect to a sense of community and place are associated with the first component. This component is named as motivations to support, taste and purchase place-based food and accounts for 25.81% of the variance amongst all the lists of motivations.

Motivations: to relax, to enjoy the scenery and to have a good time with friends and family are associated with the second component, which is named as motivations to attend the festival and accounts for 21.77% of the variance.

Motivations: to learn about the food traditions of the region, to learn about the food-producing process and to learn new things in Northeast Iowa are associated with the third component, which is named as motivations to learn about place-based food and Northeast Iowa and accounts for 19.16%.

Three components account for 66.73% of the variability of the original list of motivations. They are shown below in chart no. 11.

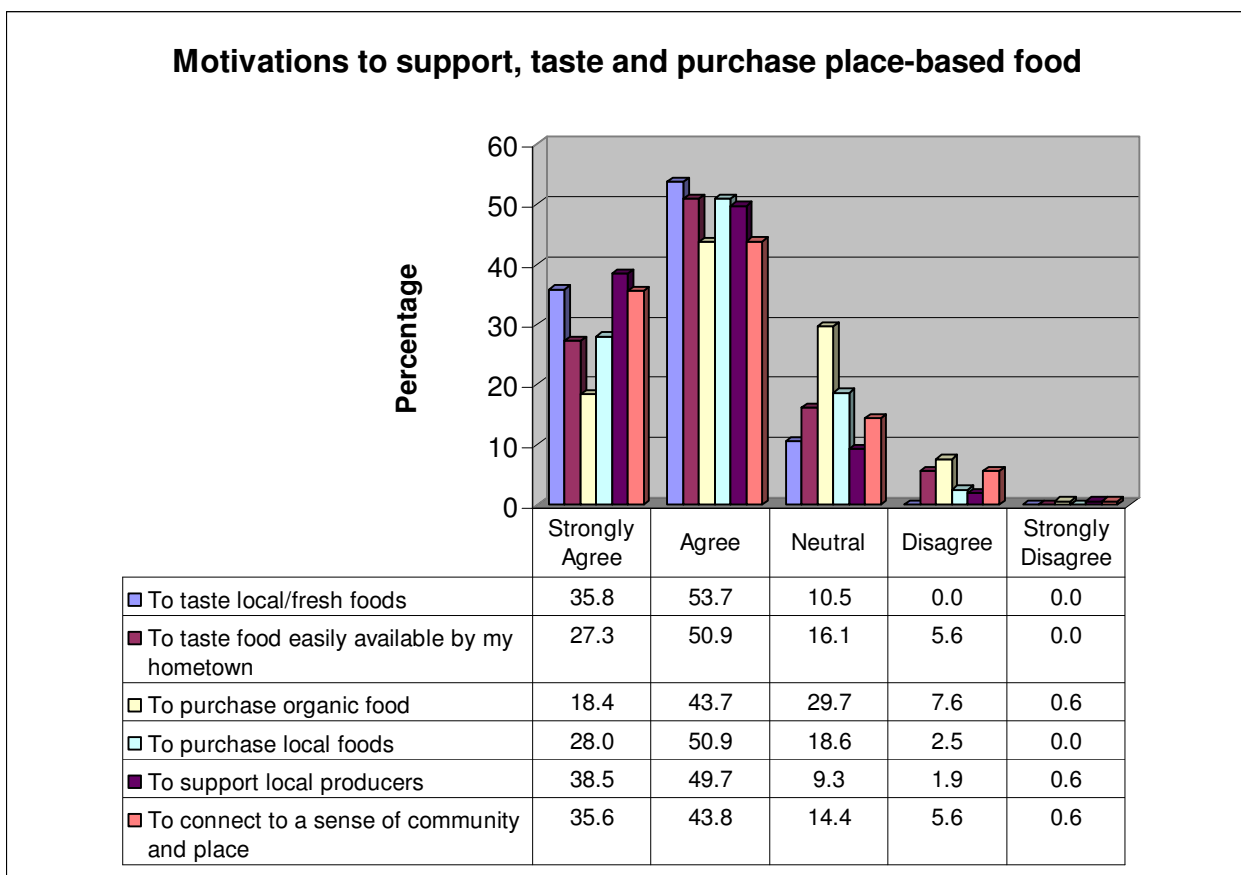
Chart no.11



Most of the visitors (47.4%) to the festival agreed with their motivation to support, taste and purchase place-based food ( $M=4.38$ ) by attending the festival, 60.2% strongly agreed with their motivation to simply attend the festival ( $M=4.59$ ) and 48.4% agreed to have as their motivation to learn about place-based food and Northeast Iowa ( $M=3.97$ ) (chart no.11).

The list of motivations on supporting, tasting and purchasing place-based food is shown in chart no.12.

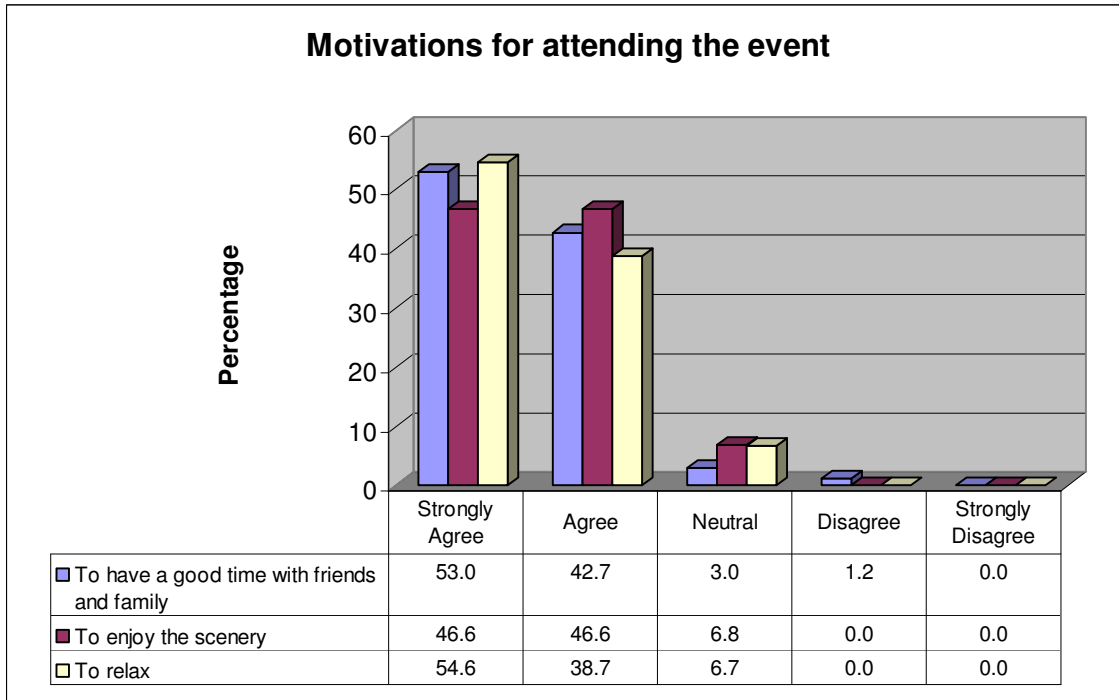
Chart no.12



A majority (53.7%) strongly agreed that they were motivated to attend the festival in order to taste local/fresh foods. Over half (50.9%) claimed they attended the festival to taste food easily available by their hometown. Nearly 44% agreed that they attended the festival to purchase organic food. Over half (50.9%) agreed that they attended the festival to purchase local foods. Almost half of the visitors agreed to participate in the festival to support local producers. Forty-four percent of them agreed to attend to connect to a sense of community and place (chart no.12).

The group of motivations to simply attend the festival or festival are shown in detail in chart no.13.

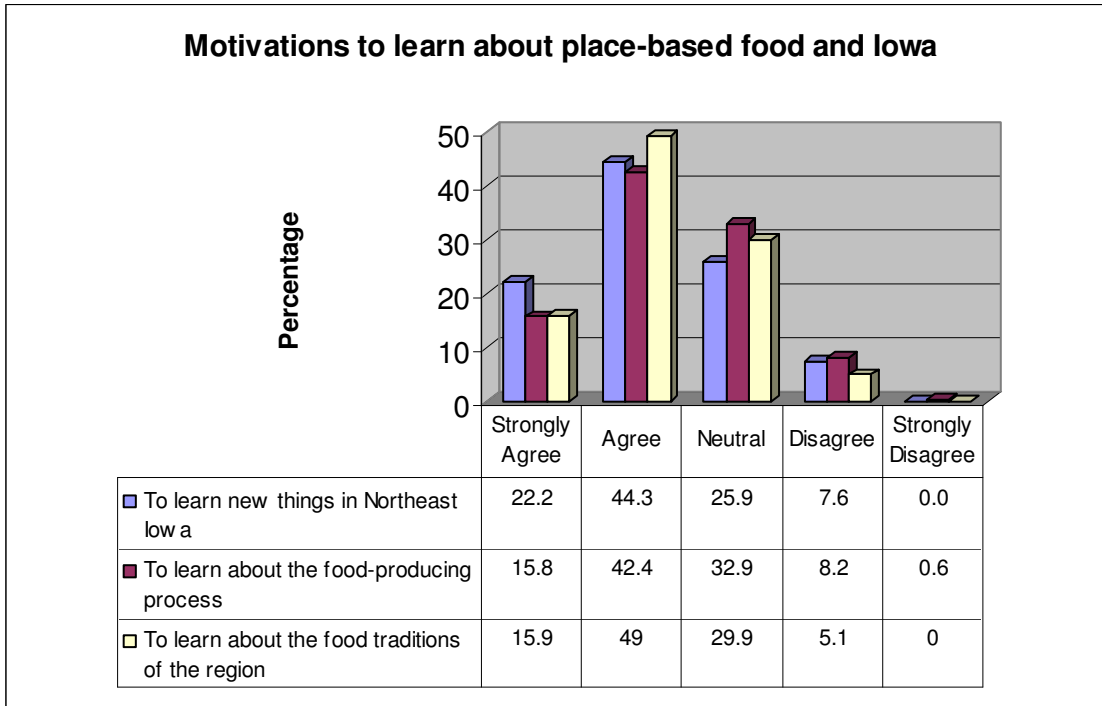
Chart no.13



The majority of responses were either strongly agree or agree with the stated motivations (chart no.13). Most of the respondents (53%) strongly agreed that, to have a good time with friends and family, was an important motivation for attending the festival. Almost 47% strongly agreed or agreed they were motivated to attend the festival to enjoy the scenery. The majority (54.6%) strongly agreed that relaxation was a motivation for attending.

Motivations to learn about place-based food and Northeast Iowa are shown in chart no.14.

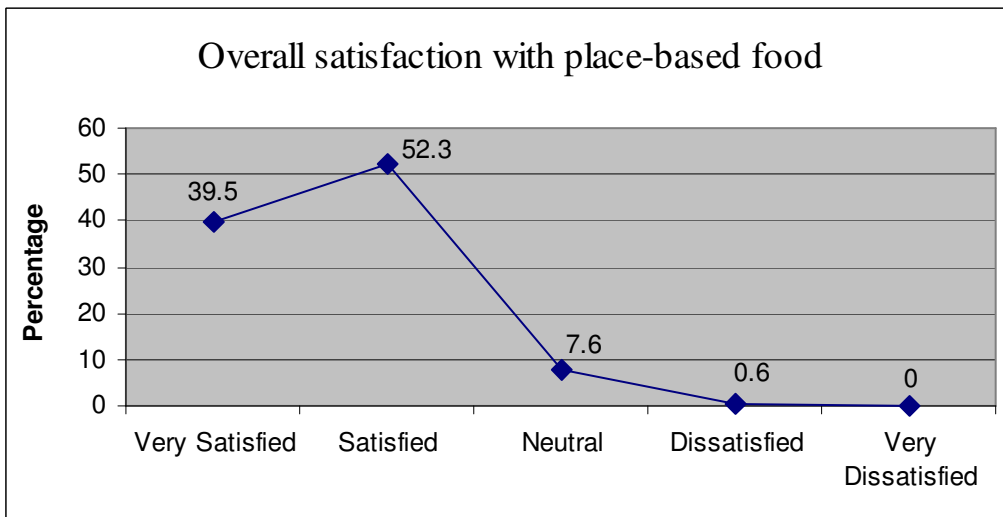
Chart no.14



Forty-four percent responded they were attending the festival to learn new things in Northeast Iowa, 42.4% of respondents agreed that they attended the festival to learn about the food-producing process and almost half (49%) agreed they were motivated to attend in order to learn about the food traditions of the region (chart no.14).

Chart no.15 shows the visitors’ level of satisfaction with the taste and quality of the place-based food and their level of satisfaction with the visit overall in the region.

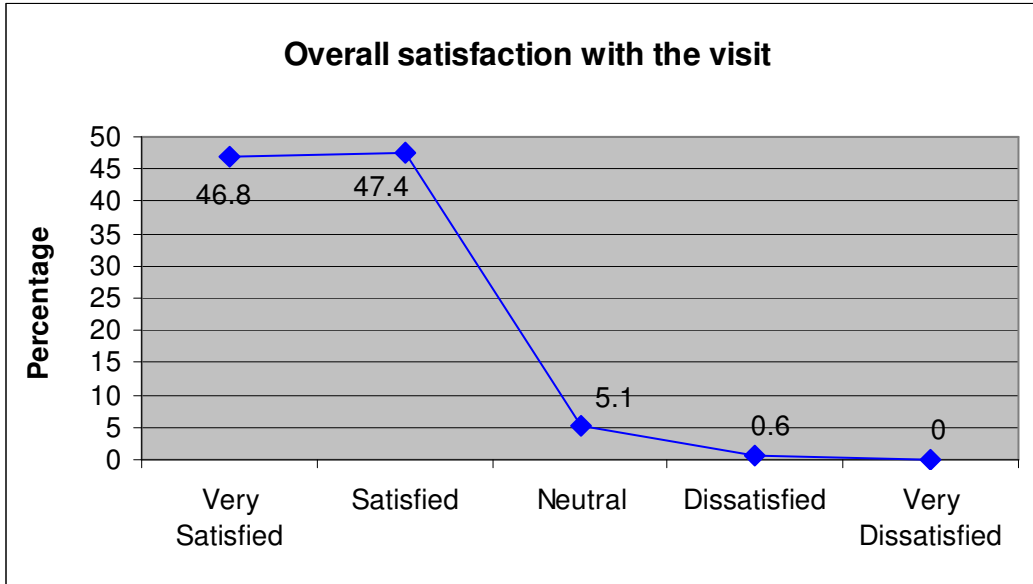
Chart no.15





A majority of the respondents (52.3%) answered they were satisfied with the taste and quality of food, 39.5% of respondents answered they were very satisfied and less than 1% were dissatisfied (chart no.15).

Chart no.16



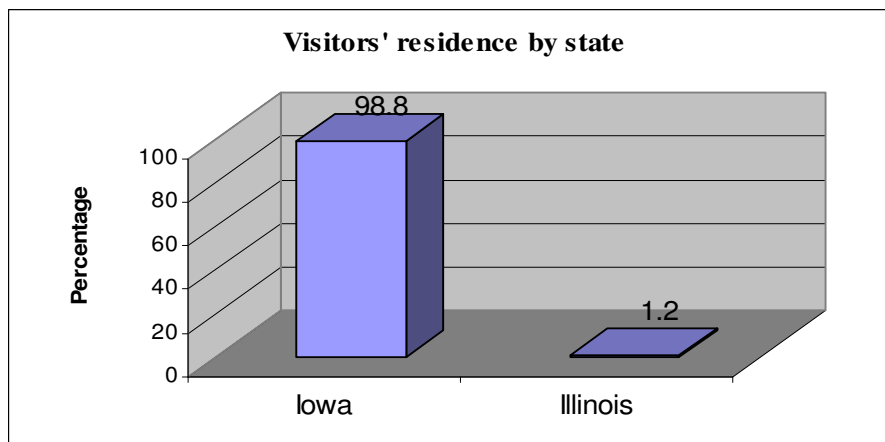
Almost all (94.2%) of respondents were either very satisfied or satisfied with their visit overall and less than 1% were dissatisfied with the visit overall (chart no.16).

5. Visitors' Demographic Profile

Demographics questions included visitors' residence, age, gender, level of education completed, and 2004 household income.

The answers regarding visitors' residence by state is shown in chart no.17.

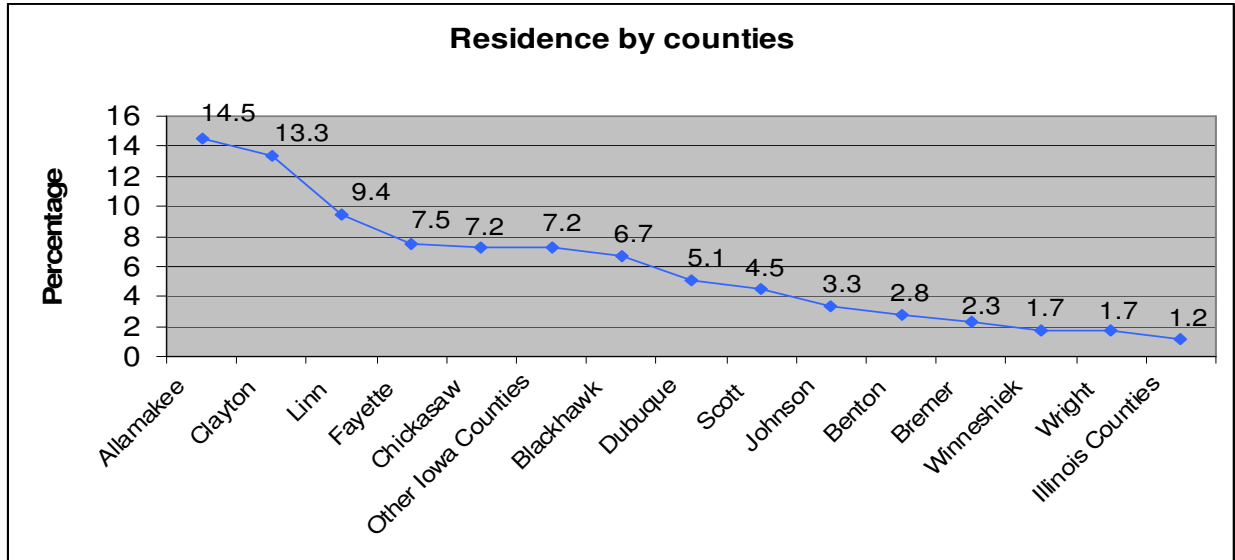
Chart no.17



Almost all visitors (98.8%) attending the festivals or festivals in Northeast Iowa were from Iowa State, and only 1.2% were from Illinois (chart no.17).

The visitors' residence grouped by counties is shown in chart no.18.

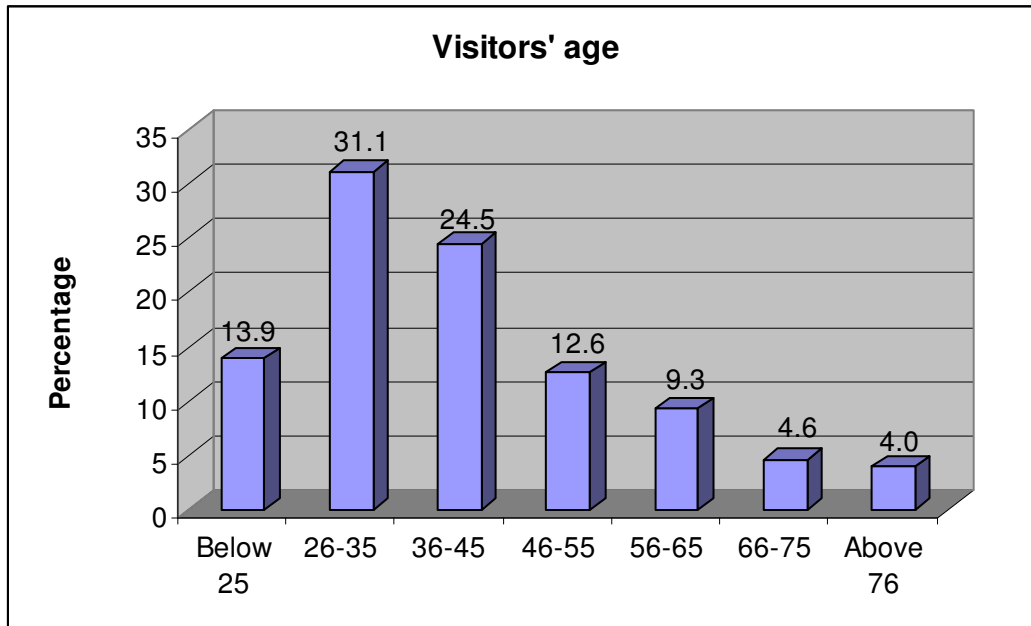
Chart no.18



The highest numbers of respondents were from Allamakee (14.5%) and Clayton (13.3%) county and a little bit more than 1% of respondents were from counties in Illinois (Jo Daviess and Sangamon) (chart no.18).

The other demographics information asked was about age.

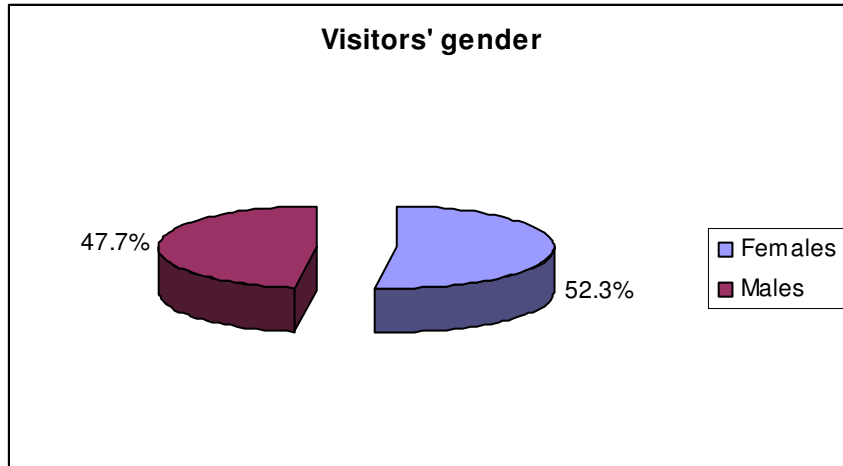
Chart no. 19



The majority of respondents (31%) were between 26-35 years, 24.5% of them were 36-45 years old and only 4% at an age above 76 years old (chart no.19). The average age of the visitors was 40.48 years and the median age was 38 years.

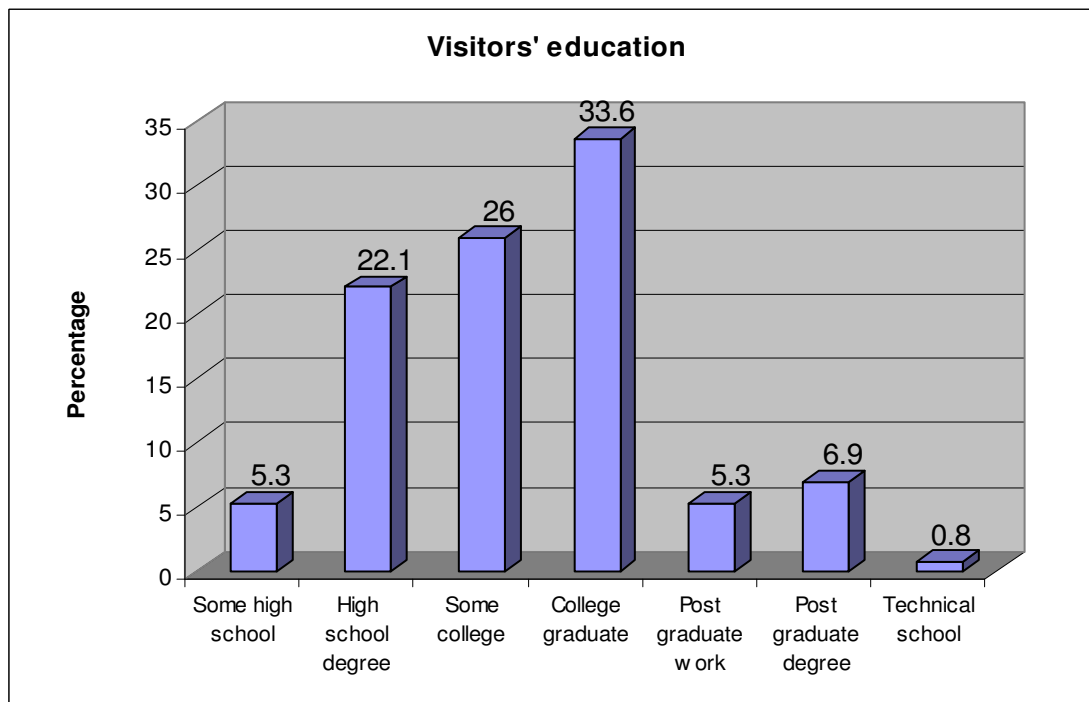
The following question was in regards to gender.

Chart no.20



The majority of respondents were female (52.3%). The remaining 47.7% were male (chart no.20). Most of the visitors (33.6%) were college graduated (Chart no.21).

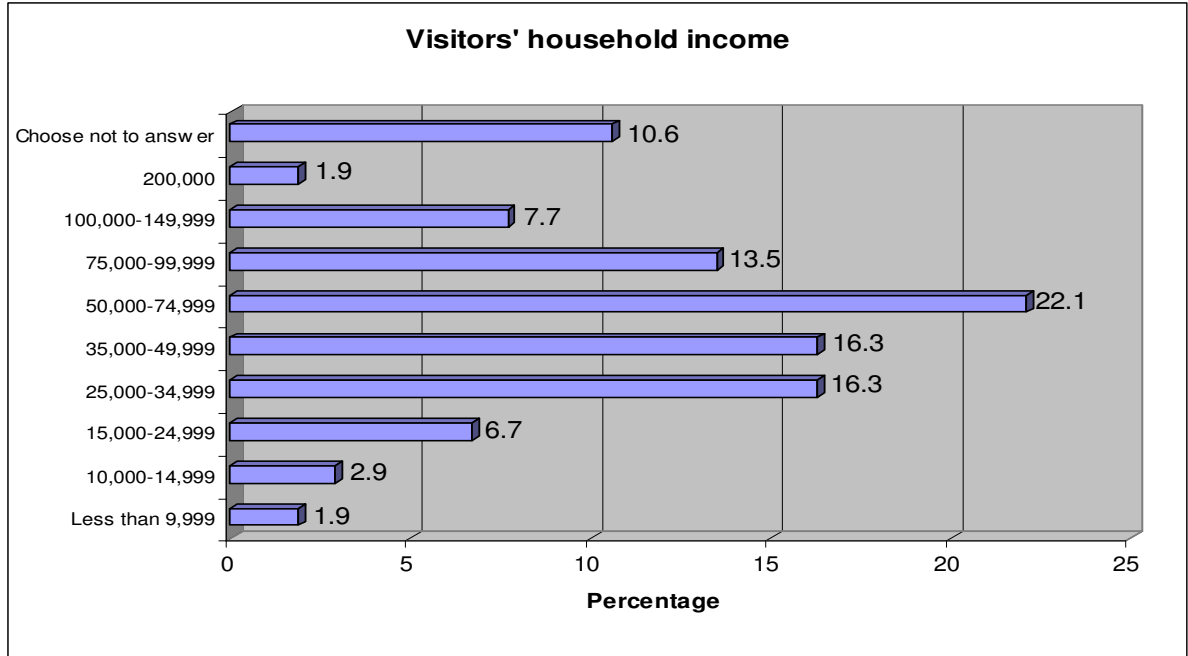
Chart no.21



Twenty-six percent of the visitors had some college experience and 22.1% had a high school degree (chart no.21).

Visitors were asked about their 2004 household income before taxes.

Chart no.22



The majority (22.1%) indicated their income to be between \$50,000-74,999, 16.3% of them had income between 35,000- 49,999 and the same proportion had income between 25,000- 34,999 (chart no.22). Few respondents made less than \$9,999 (1.9%) or over \$200,000 (1.9%). The median income for households in Iowa is \$43,042 and at the federal level \$44,473 (US Census Bureau, 2004).

## Conclusions

### 1. Trip Characteristics

Most of the visitors to the place-based food festivals were repeat visitors, the same as visitors to Silos and Smokestacks National Heritage Area (SSNHA) (STEP/UNI, 2005) and they were visiting specifically to attend the festival, which they learned primarily by word of mouth. The visitors in place-based food festivals stay overnight at their friends or relatives in the area, while visitors to SSNHA stay in a hotel or motel. They are predominantly on a day trip, different from SSNHA visitors which are more often on overnight trip. Visitors on place-based festivals are, like visitors to SSNHA are not in organized group. More efforts should be made to advertise festivals in order to attract more visitors in coordination with partner sites of SSNHA, and visitor and convention bureaus. In table no. 10, please find a summary of the results regarding trip characteristics.

Table no. 10 Summary of trip characteristics results in comparison with SSNHA results

Trip Characteristics		Place-Based Food Percentage	SSNHA Percentage
Previous visits	First time visitors	15	36.3
	Repeat visitors	<b>85</b>	<b>63.7</b>
Primary purpose of the trip	Specifically to attend the festival/festival	<b>63</b>	16.1
	Friends/ relatives	28	22.9
	Side trip	3	19.3
	Business	6	8.8
	Specifically to visit the heritage site	NA	<b>31.2</b>
Sources of Information	Word of Mouth	<b>56</b>	<b>NA</b>
	Newspaper	28	14.3
	Other	9	12.3
	Website	3	12.5
	Brochure	1	4.5
	Magazine	1	5.7
	Convention Bureau	1	<b>20.6</b>
Day/Overnight trip	Day trip	<b>88</b>	49.2
	Overnight Trip	12	<b>50.8</b>
Place of accommodation	Hotel or motel	7.8	<b>22.4</b>
	Bed and Breakfast	1.4	1.9
	Staying with friends and relatives	<b>13.3</b>	18.5
	Campground	4.1	9.3
	Staying outside the area	2.7	4.4

## 2. Spending Patterns

The highest spending category for visitors attending the festivals is lodging, followed by shopping and restaurants (table no. 11). The same applies also for the visitors in Silos and Smokestacks National Heritage Area, only at larger amounts. On average visitors spent \$16.86 on purchasing locally produced foods.

Table no. 11 Mean of spending categories in comparison with SSNHA

<b>Spending Categories</b>	<b>Place- based Food Study Mean</b>	<b>SSNHA Mean</b>
Lodging	<b>68.50</b>	<b>175.4</b>
Restaurant	30.86	73.5
Groceries	19.64	41.6
Transportation Expense	26.38	45.5
Admissions	16.52	37.7
Shopping	31.42	86.4
Purchasing Locally Produced Foods	16.86	NA
Total Spending	70.04	236.3

First time visitors spent significantly more than repeat visitors in shopping. Visitors with household incomes less than \$34,999 spent significantly less than visitors with household incomes of \$35,000-\$75,999. Differences in means of all spending categories for men and women were not statistically significant.

Visitors to the place based food festivals are willing to pay more for the locally produced food, 36% are willing to spend more 1-5% and another 36% are willing to spend 6-10% more. Visitors with household incomes below \$34,999 were willing to pay 1-5% more for a place-based food. Those with a household income above \$75,000 were willing to pay 6-10% more for place-based foods.

## 3. Festivals' Economic Impact

The total economic impact of visitors (initial spending \$1.6 million) to place based food festivals in terms of sales is almost \$2.6 million and for every \$1 spent, the new output or sales are \$1.61 (output multiplier 1.61). The impact of tourist spending in terms of personal income is \$1.4 million, the income multiplier is 1.65 and in terms of employment is 51 jobs and the employment multiplier is 1.29 (table no.12). Compared with SSNHA multipliers, place-based food multipliers are similar.

Table no. 12 Summary of economic impact of place-based food festivals in comparison with SSNHA results

Industry	Direct	Indirect	Induced	Total	Place-based Food Multipliers	SSNHA Multipliers
Total economic impact (\$ sales/ output)	1,642,394	464,932	531,480	2,638,811	1.61	1.66
Total economic impact (\$ value added/ income)	857,234	262,165	293,907	1,413,309	1.64	1.72
Total economic impact (jobs)	39.6	4.9	6.1	51.1	1.29	1.34

Source: IMPLAN model for Allamakee, Benton, Chickasaw, Clayton, Fayette, Linn, Scott, Wright counties, and their contiguous counties in Iowa.

#### 4. Travel Motivations and Satisfaction

Visitors to place-based food festivals were motivated to attend the festival to support, taste and purchase place-based food; to simply attend the festival and to support and learn about place-based food and Northeast Iowa. They were satisfied with the visit and with the food. Table no. 13 provides a summary of the motivations and satisfaction of the visitors with place-based food festivals.

Table no.13 Summary of motivations and satisfaction with the place-based food festivals

Motivations and Satisfaction		Level of agreement/ satisfaction	Percentage	Mean Score
Motivations to support, taste and purchase place-based food (M=4.37)	To purchase local foods	Agree	50.9	4.04
	To taste food easily available by my hometown	Agree	50.9	4.00
	To purchase organic food	Agree	43.7	3.72
	To taste local/fresh foods	Agree	<b>53.7</b>	<b>4.25</b>
	To support local producers	Agree	49.7	4.24
	To connect to a sense of community and place	Agree	43.8	4.08
Motivations for attending the festival (M=4.59)	To relax	Strongly Agree	<b>54.6</b>	<b>4.48</b>
	To have a good time with friends and family	Strongly Agree	53.0	4.48
	To enjoy the scenery	Strongly Agree	46.6	4.40
Motivations to support and learn about place-based food (M=3.97)	To learn about the food traditions of the region	Agree	49.04	<b>3.76</b>
	To learn about new things in Northeast Iowa	Agree	4.3	3.81
	To learn about the food-producing process	Agree	42.4	3.65
Overall satisfaction	Overall satisfaction with the visit	Satisfied	47.4	<b>4.40</b>
	Overall satisfaction with the place-based food	Satisfied	<b>52.3</b>	4.31

## 5. Visitors' Demographic Profile

Visitors in place-based food festivals were in the 26-35 years old category, on average 40 years old and they were predominantly from Northeast Iowa. SSNHA visitors are older, on average 51 years old. Visitors were in the middle income class and college educated similar to SSNHA visitors. In table no. 14, please find a summary of the results regarding visitors' characteristics.

Table no.14 Summary of visitors demographics in comparison with SSNHA results

Visitors' Demographics		Place-Based Food Percentage	SSNHA Percentage
Residency	Iowa	<b>98.8</b>	NA
	Illinois	1.2	NA
Age	25 and under	13.9	5.8
	26-35 years	<b>31.1</b>	12.2
	36-45 years	24.5	20.0
	46-55 years	12.6	21.5
	56-65 years	9.3	<b>23.1</b>
	66-75 years	4.6	11.8
	76-95 years	4.0	5.5
Gender	Female	<b>52.3</b>	<b>56.5</b>
	Male	47.7	43.5
Income level	less 9,999	1.9	3.9
	10,000-14,999	2.9	1.3
	15,000-24,999	6.7	5.4
	25,000-34,999	16.3	10.3
	35,000-49,999	16.3	16.7
	50,000-74,999	<b>22.1</b>	<b>22.7</b>
	75,000-99,999	13.5	11.1
	100,000-149,000	7.7	9.4
	150,000-199,999	0	1.9
	200,000 and above	1.9	1.5
	Chose not to answer	10.6	15.8
Education level	Some High School	5.3	1.4
	High School Graduate	22.1	16.1
	Some College	26.0	25.9
	College Graduate	<b>33.6</b>	<b>26.3</b>
	Post Graduate Work	5.3	7.2
	Post Graduate Degree	6.9	18.8
	Technical School	0.8	2.3



## 6. Recommendations and Implications

The development of food tourism as a generator of income, and enhancement of community pride and identity has emerged as an objective of many destinations worldwide. Challenging economic times have compelled destinations to explore ways and means to increase visitation levels and generate revenues. Doing so has required them to look carefully at their policies and practices, and to focus on issues such as customer service. Accordingly, it is important to identify visitor characteristics, their motivations and satisfaction for promotion purposes.

Because of the discretionary nature of expenditures in visitor destinations, it is crucial to understand visitors spending behavior and the underlying factors affecting such behavior. Understanding expenditure patterns and activities of visitors during their visit to a specific destination is a key issue in the strategic planning of tourist destinations. Furthermore, economic impact studies of tourism are needed to demonstrate the economic contribution to the community (Crompton, Lee, & Shuster, 2001; Wang, 1997). These studies supplement the traditional financial balance sheets provided to the government (Crompton, Lee, & Shuster, 2001).

Visitors to place-based food festivals in Northeast Iowa were typically middle aged, college graduated and affluent. They were primarily motivated to specifically attend the festivals, closely followed by the motivation to support, taste and purchase place-based food. Visitors to place based food festivals had an impact in terms of output or sales of \$2.6 million and for every dollar spent \$.61 is new output or sales created (output multiplier=1.61), which is rather significant for the small area of Northeast Iowa communities.

Findings reveal opportunities for increased marketing toward certain participants. More advertisement should be put in place to attract more first time visitors, younger and older generations, from Iowa and also from Illinois, particularly from neighboring counties. More festivals should be organized as clearly they demonstrate a significant economic impact. In this context, partnerships and collaboration with other tourism and tourism-related businesses is critical to enhance larger and longer visitation in the region.

## Impact of the Results

The study analysis aimed to identify and describe:

- festival participants' profile:

Visitors to place-based food festivals were mostly the 26-35 years old, with an age of average 40 years old and were predominantly from Northeast Iowa. Visitors were in the middle income class and college educated. Most of the visitors to the place-based food festivals were repeat visitors, and were visiting specifically to attend the festival. Participants were predominantly on a day trip, and not in organized group.

- festival participants' travel motivations:

Visitors in place-based food festivals were motivated to support, taste and purchase place-based food; to simply attend the festival and to support and learn about place-based food and Northeast Iowa.

- the market of place based food tourism:

The main northeast Iowa counties as markets for place-based food tourism are Allamakee, Clayton, Linn, Fayette, Chickasaw, Blackhawk and Dubuque. Potential markets are other counties in northeast Iowa and neighboring Illinois counties.

- sources of travel information where Northeast Iowa communities should spend advertising dollars:

Visitors learned about festivals from word of mouth. More efforts should be made particularly to advertise in newspapers, radios and websites. In this regard, coordination with partner sites of SSNHA and visitor and convention bureaus is important.

- the economic impact of place-based food tourism on communities:

The total economic impact of place-based food festivals is \$2,638,811. An additional tourist spending of \$1 generates \$1.61 of output in the economy of Northeast Iowa selected counties

## **Outreach and Information Transfer**

### 1. Publications

An article on this study is in progress to be submitted to Journal of Travel Research, along with a poster to be submitted to Northeast Recreation Research Conference in New York, on April 2006.

### 2. Education and Outreach

The research will be posted in the website of Sustainable Tourism and Environment Program at [www.uni.edu/step](http://www.uni.edu/step)

### 3. Cooperative Efforts and Student Support

Silos and Smokestacks National Heritage Area has been contacted to provide some information about the place-based food festivals taking place in Northeast Iowa, during May-October 2005.

The research was conducted by involving UNI tourism students in intercepting the visitors and also entering data in SPSS spreadsheets. One graduate student has been the project manager for this study.

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## Appendix 1

### Survey for Place Based Food Tourism Study in Northeast Iowa

Please take a few moments to fill out this questionnaire. Leopold Center for Sustainable Agriculture, Silos and Smokestacks National Heritage Area, and the Sustainable Tourism and the Environment Program at the University of Northern Iowa are identifying the economic benefits resulting from place-based food tourism: tourism events that highlight the foods grown and processed specific to North East Iowa. Thank you for your time and assistance.

1. Is this your first trip to this region?                      Yes                      No

If no, how many times have you visited in the last 12 months? \_\_\_\_\_

Which other place based food events have you attended? \_\_\_\_\_

2. What is the primary purpose of this trip? (Check one)

Specifically to attend this event	A side trip or stop on a trip to another primary destination
Visiting friends or relatives	Business or combined business/pleasure trip

3. How many miles have you driven to attend this event? \_\_\_\_\_ miles

4. What were the main sources of information about this event?

Convention Bureau/ Visitor Center	Website
Travel publication	Brochure
Newspaper	Magazine (List if possible) _____
Word of mouth	Other medium (Please describe) _____

5. Is your visit part of a:                      Day trip                      or                      Overnight trip                      How many nights \_\_\_\_\_

If an overnight trip, what type of lodging are you using or do you plan to use in the local area?

Hotel or motel	B & B	
Campground	Staying with friends or relatives in the area	
Staying overnight outside the local area or just passing through		

6. Did you travel to this region as part of an organized group tour?                      Yes                      No

7. The total number of people (including yourself) in your immediate traveling party is: \_\_\_\_\_ people

8. How much money do you and other members of your travel party plan to spend on your trip? Include the amount of money spent so far and money you intend to spend. Report all spending **within the Northeast Iowa region**. (Enter spending to the nearest dollar in each category below. Leave space blank if you spent nothing in a category.)

Spending categories	Spending in Northeast Iowa
Lodging (hotel, motel, campground, cabin)	\$
Restaurant and bar meals and drinks	\$
Grocery/convenience store food and drink	\$
Other transportation expenses	\$
Admissions (recreation and entertainment)	\$
Shopping (e.g., souvenirs, film, clothes)	\$
Purchasing locally produced food at the event	\$

9. How many people in your travel party do above expenses cover? \_\_\_\_\_

10. How much more would you be willing to pay for a locally produced food?

- no more
- 1-5%
- 6-10%
- 11-20%
- more than 20%

11. Please indicate your agreement with the following motives for attending this food event/festival.

(check one response for each item)

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
To have a good time with friends and family					
To enjoy the scenery					
To relax					
To learn about new things in Northeast Iowa					
To support local producers					
To connect to a sense of community and place					
To taste local/ fresh foods					
To learn about the food-producing process					
To taste food easily available by my hometown					
To purchase organic food					
To purchase local foods					
To take advantage of local food at reasonable price					

12. Overall, how satisfied are you with this visit?

- Very satisfied    Satisfied    Neutral    Dissatisfied    Very dissatisfied

**About You**

14. Where do you live? City \_\_\_\_\_ State \_\_\_\_\_ Country \_\_\_\_\_ Postal zip code \_\_\_\_\_

15. You are: \_\_\_\_\_ years old    You are \_\_\_ Female    \_\_\_ Male

16. What level of education have you completed? (Check one)

- Some High School                      Some College                      Post Graduate Work                      Technical School  
High School Graduate                      College Graduate                      Post Graduate Degree                      Other \_\_\_\_\_

17. Which statement best describes your total 2004 annual household income (from all sources and before taxes)? (Check one)

- Less than \$9,999                      \$25,000-34,999                      \$75,000-99,999                      \$200,000 and above  
\$10,000-14,999                      \$35,000-49,999                      \$100,000-149,999                      Choose not to answer  
\$15,000-24,999                      \$50,000-74,999                      \$150,000-199,999

18. And finally, please write any further comments you might have about your trip to this site, please include your opinion on strengths and weakness of the region:

\_\_\_\_\_

THANK YOU VERY MUCH FOR YOUR INFORMATION!