

The Role of Food and Food Pictures in the Travel

Planning Process

on a scale from 1-(strongly disagree)-5 (strongly agree)

I like to first decide the vacation destination and then look for local food and restaurants. 3.74

I like to go to new places to try some new food and take pictures of them. 3.53

Pictures of food motivate me to go to a new place. 3.43

If I know of new places through food pictures, I will go there and try the food. 3.22

I look at food pictures when planning a trip (recoded). 3.01

I like to look up some information on some new food and then choose a destination where I can find the food. 2.37