Appendix 1
Descriptive statistics

Indicators	Mean (M)	Standard Deviation (SD)
CFI1_clean	6.25	0.718
CFI2_farming	6.14	0.751
CFI3_fishery	6.16	0.743
CFI4_coo	5.85	0.856
CFI5_abundance	5.91	0.942
CFI6_history	5.91	0.927
CFI7_local	6.08	0.734
CFI8_eating	5.78	0.870
CFI9_dish	5.93	0.862
CFI10_multicultural	5.80	0.895
CFI11_unique	6.08	0.722
CFI12_varietyfoods	6.00	0.836
CFI13_cuisine	5.77	0.892
CFI14_aesthetic	6.07	0.711
CFI15_religious	5.37	0.987
CFI16_exotic	6.15	0.747
CFI17_appealing	6.08	0.750
CFI18_wellknown	5.64	0.952
CFI19_lifestyle	5.92	0.893
CFI20_status	5.22	1.133
CFI21_chef	5.79	0.882
CFI22_friendly	6.08	0.748
CFI23_tasty	5.92	0.860
CFI24_quality	6.05	0.702
CFI25_safety	6.12	0.737
CFI26_healthy	6.08	0.706
CFI27_digestable	5.52	0.978
CFI28_fresh	6.27	0.727
CFI29_price	5.33	0.903
CFI30_variteyplaces	5.90	0.803
CFI31_view	6.16	0.717
CFI32_street	5.66	0.935
CFI33_market	6.02	0.707
CFI34_menu	5.33	0.977
CFI35_staff	5.83	0.864
CFI36_access	5.63	0.931
CFI37_restaurant	6.03	0.720
CFI38_tour	5.97	0.870
CFI39_cooking	5.47	0.948
CFI40_festival	5.85	0.848
AFI1_excited	6.14	0.754
AFI2_satisfied	6.27	0.677

AFI3_aroused	5.92	0.886
AFI4_enjoyable	6.35	0.689
AFI5_fun	6.24	0.728
AFI6_pleasant	6.31	0.699
AFI7_good	6.18	0.694
AFI8_relax	6.24	0.708
INT1_destination	5.89	0.950
INT2_food	5.84	0.974
INT3_taste	6.24	0.731
INT4_eat	6.29	0.715
INT5_recommend	6.08	0.724
Neophobia1_ At dinner parties, I will try new foods	6.11	0.810
Neophobia2_ I like foods from different culture	6.23	0.813
Neophobia3_ I am afraid to eat things I have never had before	4.98	1.713
Neophobia4_ I am constantly sampling new and different foods	5.82	1.035
Neophobia5_ If I don't' know what a food is, I won't try it	4.88	1.707
Neophobia6_ I like to try new ethnic restaurant	6.06	0.868

Note: n = 500. Seven-point Likert scale from 1 = strongly disagree to 7 = strongly agree

Appendix 2

Food and cuisine image of Australia: Dimensions and attributes
Sources: adapted from Lai, Khoo-Lattimore, and Wang (2018)

Dimension	Food image attributes from the literature	Australia's food image attributes
Place/ geographic environment	- Geography	Australia offers a **natural and clean environment** for food production.
	- Farming/land	Australia's **farming and agriculture** industries are well developed, using advanced farming and agricultural practices in producing quality food products.
	- Fishery/sea	Australia's **fishery industry** is well developed, using advanced aquaculture practices in producing quality seafood.
	- Provenance/origin of food	Australia's **country of origin** symbol and **'Made in Australia'** food labelling are well recognized.
	- Local food production	Australia offers an **abundance** of food production all year round.
Food and cuisine culture	- Heritage	Australia has its own **unique food history, tradition and culture**.
	- Local food culture	Australia offers an attractive **local food culture**.
	- Different style of eating	Australia offers **different styles of eating** (e.g., eating Western food with knife and fork, and eating Chinese food with chopsticks).
	- Local dishes/cuisine	Australia offers **local dishes and local cuisine** with a true local flavor.
	- Diverse culture	Australia offers **multicultural** food and cuisine from across the globe.
	- Food uniqueness	Australia offers **unique food**, using ingredients and cuisine styles unique to Australia.
	- Variety	Australia offers a **wide variety** of foods and dishes.
	- Cooking methods	Australia offers unique Australian **cuisine** that embraces multiculturalism and creativity.
	- Aesthetic appeal	Australian has **aesthetically**-pleasing food presentation.
	- Religion	Australia offers a variety of halal, kosher and vegetarian dishes, codified by **religions**.
	- Food authenticity/exotic	Australia offers **authentic/exotic** food using native ingredients such as kangaroo, and crocodile meat).
	- Food attractiveness	Australian food looks **attractive, palatable, and appealing**.
	- Well-known food/cuisine	Australian food and cuisine are **well-known** and internationally recognized.
Food and people	- Local lifestyle	Australians offers a compelling **lifestyle and food culture** (e.g., Australian barbecue culture).
	- Social status	Australian prestigious foods and cuisine express eating habits of a **higher social class**.
	- Modern/innovative	Australia's **well-known chefs** are talented and innovative.
	- Friendly locals	Australians are **hospitable and friendly** people.
Food quality	- Sensory quality/tasty	Australian food is **delicious, colorful, aromatic, and tasty**.
	- Quality label	Australia produces **high quality food** with food quality labels.
	- Safety/hygiene	Australia offers a high standard of **safety/hygienic food**.
	- Healthy/nutritious	Australia offers **healthy and nutritious** food.
	- Easily digestible	Australia offers light meals that are **easily digestible** (e.g., a meal with plenty of vegetables and whole grains).
	- Organic/natural/fresh	Australia offers **fresh produce** (e.g., fresh fruits, vegetables, seafood and high grade meat).
	- Price value	Australia offers **reasonable prices** for dining out.
Dining places/ restaurants	- Attractive dining places	Australia offers a **variety of dining places**.
	- Dining atmosphere	Australia offers **dining atmosphere** with spectacular views.
	- Street markets	Australia offers attractive **street food or street markets** that provide local delicacies.
	- Farmers' markets	Australia offers attractive **farmers' markets** that provide farm-direct fresh produce and street food.
	- Menu in other languages	Australia offers restaurant **menus in Chinese languages**.
	- Friendly service staff	Australia offers **friendly service** personnel.
	- Easy access	Australia offers **easy access** to restaurants (e.g., convenient transportation, clear directories, and maps).
	- Variety of restaurants	Australia offers a **variety of restaurants** (e.g., upscale, and local/casual).
Food activities	- Food/gourmet tours	Australia offers a variety of **food/gourmet tours** for cultural experiences.
	- Cooking classes	Australia offers **cooking classes**. Tourists will cook with local chefs and learn how to cook local dishes.

Appendix 3
Measurement model (Outer model)