Chapter 10

TOURISTS' PERCEPTIONS OF FOOD TRUCKS IN ASIA: A HONG KONG CASE STUDY

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Introduction

Rapid urbanisation worldwide has seen city planners acknowledge the economic, social and cultural importance of creating sustainable, vibrant and inclusive communities through food. Public spaces that include food are most appealing and attract people to urban landscape. Reflecting the intangible cultural heritage of a destination, consuming local food is an authentic experience for tourists, providing a link between food, place and tourism (Privitera and Nesci 2015). Researchers have found that satisfying food tourism experiences can boost tourists' overall perception of a destination (Smith and Xiao 2008). As a result, local food has regularly been used by governments to promote their cities. Hong Kong Tourism Board (HKTB) believes that the diversity of the city's international cuisines has become a major competitive advantage (Enright and Newton 2005). The gastronomic image of Hong Kong is enhanced by food festivals, competition such as the Best of the Best Culinary Awards, and trade shows. In addition, aggressive promotion featuring authentic Chinese cuisines often appears in marketing collaterals and web pages to attract overseas tourist markets (Okumus, Okumus, and McKercher 2007).

Tourist arrivals into Hong Kong have continued to decline from 60,850,000 in 2014 to 56,546,100 in 2016 (HKTB Research 2019). To increase tourist visitation, the Hong Kong government launched a two-year Food Truck Pilot Scheme in 2017, selecting 16 food truck operators, offering gourmet food to operate in nine designated tourist venues. The scheme aimed to enhance the appeal of tourist attractions and provide tourists and locals with diverse, creative, and high-quality food that meets a high standard of food hygiene and safety. Refer to Figure-1 Food Truck operator 'Creative Yummy' selling grilled cheese sandwich to visitors.

Fig.1 – Food Truck Operator ‘Creative Yummy’ located at Salisbury Garden

However, this scheme is presently struggling and faces uncertainties. To rescue the scheme, the Tourism Commission in Hong Kong has extended the scheme to 2021 with additional support such as new venues, flexible shift arrangement, and self-identified events to combat high operational costs, and poor location venues. This paper seeks to explore the perceptions of tourists towards street food and food trucks and more importantly, if food trucks enhances the city’s appeal as a food tourism destination. Study findings provides useful marketing insights that may assist in promoting Hong Kong as a gastronomic destination.

Literature Review

Food and Tourism

Local food is a core manifestation of a destination’s intangible heritage, and through its consumption tourists can gain a truly authentic cultural experience. Local food represents a destination’s intangible heritage as tourists gain in-depth knowledge of local cuisines and its cultural heritage. More importantly, tourists perceive consumption of local food as a welcome component of their overall holiday experiences (Hjalager 2002; 2004). Consuming local food

can be a memorable experience for tourists (Kivela and Crotts, 2005), and may affect post-trip behaviours and trigger positive word-of-mouth (Lee and Scott, 2015).

However, not all destinations capitalise on the potential opportunities food experiences provide, and not all that use food in their marketing activities do so effectively. While the literature on marketing tourism destinations is extensive (Echtner and Prasad 2003; Hudson and Miller 2005), empirical evidence on how food is used in tourism marketing remains scarce, leaving unanswered many questions related to consumption of local food by tourists and creating opportunities for scholarly attention (Kim, Eves and Scarles 2009).

Local food is an integral part of destination marketing (Ron and Timothy 2013), and food tourism can be used to distinguish a destination from competing destinations if tourists are searching for local gastronomic experiences (Hall and Mitchell 2002; Kivela and Crotts 2005). A model of food tourism lifestyles depicts tourist attitudes and preferences for food and eating as falling into four categories: (1) recreational, (2) existential; (3) diversionary; and (4) experimental (Hjalager 2002). Existential gastronomy tourists consume local food to gain in-depth knowledge of local cuisines and a destination's culture, and they prefer to visit affordable restaurants patronised by locals (Finkelstein 1989). On the other end of the spectrum, experimental gastronomy tourists, who are more knowledgeable in terms of food menu and chic services, prefer innovative menus offered at designer cafes. Hence it is important to enhance appeal of a destination by delivering a unique gastronomic experience (Chang and Yuan 2011).

Destinations often capitalise on their unique culinary appeal to gain a competitive advantage (Cohen and Avieli 2004), and food can be used as a form of destination brand identity and become a powerful means of building a destination brand. As evidenced by its marketing campaigns, the HKTb has dedicated various resources to the marketing and promotion of Hong

Kong's cuisines (Okumus et al. 2007). In contrast, the core and extended identity of food in Taiwan is inconsistent in terms of the type of food that best attracts international tourists (Lin, Pearson and Cai 2011).

Street food and food trucks in Hong Kong

Street food preserves the unique cultural and social heritage of many destinations, enhancing the destination image and attracting gastronomic tourists (Privitera and Nesci 2015). Street food has a colourful history with hawkers selling food on the streets of Hong Kong since the 1950s. However, street food is also associated with risks such as food safety, sanitation problems, traffic congestion, illegal parking, and social problems (FAO 2016). In many cases, street food safety risks arise primarily because of improper handling of raw ingredients fostered by ineffective inspections, poor infrastructure at the street food vending sites, and lack of sanitation knowledge among street food vendors (Liu, Zhang and Zhang 2014).

A form of street food, food trucks have gained popularity around the world as creative food concept to both locals and tourists and has only been recently introduced in Hong Kong. Food trucks are large vehicles equipped with cooking facilities and have the ability to move from one location to another. Food trucks are an innovative concept that provides unique dining experiences to tourists, sometimes including an interactive platform where tourists may communicate with passionate chefs and other food truck fans (Mayyasi 2013). Lee (2017) studied the challenges faced by street food vendors and food truck owners in Hong Kong. The study did not investigate tourists' perceptions of street food and food trucks.

This study is timely as the Hong Kong Food Truck Pilot Scheme enters its new phase. While food tourism in general is well explored, our review of the literature indicates a lack of investigations into the street food scene in Hong Kong and, tourist perceptions about patronising food trucks.

Methodology

We employed a qualitative method to develop an in-depth understanding of the perceptions of tourists on street food and food trucks in Hong Kong. Qualitative research interviews involve gathering information and facts and eliciting stories (Romanoff 2001), and most importantly, entail interviews that engage in active, supportive listening that involves paraphrasing and probing to develop rapport and encourage in-depth responses (Baxter and Babbie 2003). This study relied on purposive sampling and identified participants who were available, willing to participate, and able to communicate experiences and opinions effectively (Cresswell and Clark 2011).

We conducted 37 face-to-face interviews with tourists from 12 countries. Interviews lasted 15–30 minutes and were conducted in January and February 2018. Participants were approached at tourism attractions – the Central Harbourfront Event Space, Hong Kong Disneyland, Golden Bauhinia Square, Ocean Park, Pat Chun Saucy Truck, Salisbury Garden, the Science Museum, and Tsim Sha Tsui Art Square. The eight food trucks present included The Butchers’ Truck, Ma Ma’s Dumpling, Jajambao, Hung Fook Tong, Crunch Munch, Pineapple Canteen, Pat Chun, and SaWaDeeCar. As this study used purposive sampling, we were able to access tourists except at the Central Harbour Event Space, where many potential participants were rushing to catch ferry rides to offshore islands at the Central Ferry Terminal. We also faced other challenges: (1) some of the tourists we approached could not speak English. A research assistant who was proficient in both English and Mandarin was hired to assist with some of the interviews. Additionally, many of the tourists we approached did not know about food truck operators in Hong Kong.

The interview consisted of open-ended questions exploring participants’ perceptions of street food and food trucks in Hong Kong. Appendix 1 listed the profile of participants. The

interviews were transcribed verbatim and a back-translation of interviews conducted in Mandarin ensured accuracy. We used content analysis to identify the perceptions of participants and interpreted the empirical materials through open, axial and reflective coding (Neuman and Kreuger 2003). Coding systematically reduces the materials collected and analytically categorises the materials into themes. Thematic analysis and constant comparison then lead to emergent themes established through a process of reflective coding.

Findings

Positive perceptions of street food and food trucks in Hong Kong

Hong Kong is a famous gastronomic destination and consuming street food offers tourists a unique local culture experience (R19). Five participants stated that promoting street food as a form of food tourism provides the opportunity to appreciate local custom, culture, and way of living (R3, R4, R5, R16, R17). R12 noted that queueing up and “eating street food makes me truly feel that I am a local person”. R15 agreed that “street food provided me with a cultural experience in terms of food preparation, food flavour and a special taste in Hong Kong”.

Street food represents a local cultural experience because when we consume the food, we can experience the real local culture. “I went to South Korea two years ago and I liked their signature fried rice cake in Busan. After I went back to Malaysia, I tried a few places selling the same fried rice cake and I even looked for it in Hong Kong, but I never get the authentic taste as in South Korea” (R22).

Participants perceived that street food surpasses restaurants and cafeterias in convenience, as street food are quick, value-for-money meals. R17 perceived that trying new food when travelling with friends allows for “companionship and enjoyment”. R22 added that trying new food creates “opportunities for bonding with family and friends”.

R16 observed that street food provides an opportunity to boost tourist consumption in Hong Kong, as it enabled tourists to enjoy a quick meal while travelling. R21 preferred street food as it offered more value-for-money than food served in local cafeterias. R18 suggested that he would recommend street food that is “delicious, tasty, have a variety of choices, and/or reasonably priced” (R18).

Participants were adventurous and curious when it came to new foods and experiencing the street food scene when visiting Hong Kong. Two participants (R10, R18) mentioned that they loved to try new foods when they travelled to a new place. Testing out different foods in a new environment became synonymous with “adventuring”. R15 mentioned that she had tried many exotic foods (e.g. chicken intestines, quail eggs, chicken feet, and ox genitalia) in her travels to the Philippines. She added that “so long as it is edible, I am willing to try”. The global street food scene provides a large variety of foods for tourists to choose from, ranging from durians in Malaysia (R20) and sweet rice cakes in China (R22) to spicy lobsters in the United States (R22) and burgers in Australia (R14). The street food in Hong Kong provided tasty quick bites like dim sum (R14, R15). Importantly, part of the adventure in consuming street foods is its ability to provide authentic cultural experiences for tourists. I have tried street foods in Chengdu, Guiyang, Guangzhou and Shenzhen (R9). R11 added that she have also tried street food in Bangkok, Taiwan and now Hong Kong as she is adventurous and willing to try the affordable street foods when overseas.

While most participants were familiar with the street food scene in Hong Kong, some had not previously encountered food trucks. “I have never patronised food trucks before. This is the first time I’ve seen food trucks [referring to Hong Kong]. There are no food trucks in Guangzhou, China” (R6). However, while they were unfamiliar with food trucks, many agreed

that the mobility and design of food trucks were great concepts (R11, R13, R15). Those who did know about food trucks had encountered them in travel to various countries.

I visited food trucks in other countries such as USA, Venezuela, China, Vietnam and Indonesia. It is nice. My favourite experience in Indonesia is amazing for its taste, spices, chicken and meat (R1).

As with the street food scene, participants felt that the food trucks in other countries were more convenient and affordable. When asked to describe their experiences patronising food trucks, participants noted the prices and convenient locations (near tourism attractions) of these food trucks. For example, R4 liked the delicious Popeye's fried chicken conveniently located in tourism attractions in New York, New Orleans, and Chicago, and a Canadian tourist (R16) preferred the Vancouver food trucks offering good Filipino and Thai dishes at affordable prices (\$8-\$10).

Apart from their mobility, convenience, and affordability, food trucks provide a range of food variety as well as a single novelty dish. As food trucks do not have the facilities of a restaurant (e.g., a large kitchen space), food truck vendors must be creative with the offerings they provide. For example, R15 said, "At Bonifacio [Philippines], the popular food item is pizza (cone-shaped) served in different flavours including pepperoni, cheddar cheese, and tomato sauce. Pizza cone is a favourite for those who like cheese".

Other favourable perceptions of the food trucks, particularly in Hong Kong, relate to its hygiene and flexible payment methods. R20 noted how she liked the cleanliness and hygiene of the Hong Kong food trucks and had the ability to pay for her food via cashless methods such as the Octopus card (a contactless smart card used for commuting around Hong Kong).

Negative perceptions of street food and food trucks in Hong Kong

Although participants collectively agreed that they would recommend consuming local food in Hong Kong, many had negative perceptions of street food in general. Tourists revealed that Hong Kong street food struggled with hygiene and quality-control issues. R22 recalled seeing a vendor in Causeway Bay pick food up from the ground and sell it to customers. There was a mix of views in terms of cleanliness.

Some [foods] are poorly prepared and do not look appetizing to me. I am also concerned about the hygiene and cleanliness due to the quality of water supply and its accessibility (R13).

I am quite concerned about the hygiene issues of street food.... [S]treet foods are sold in the open area and the air may not be clean. Yesterday I saw news reports that air quality in some areas are not good in Hong Kong, including Mongkok (R22).

I do not fancy patronizing street food as I am concerned with issues of food sold in the open-air environment and food preparation methods used by sellers. I also noticed there are more rubbish near street food stalls and that may cause environmental problems (R18).

As most participants were adventurous when it came to new foods in a different country, majority of the participants felt that the Hong Kong street food scene lacked the “authentic” cuisines and concepts to attract visitors. Whenever I travel, I like to patronize the street foods in these destinations to have unique cultural experience such as Wuhan (R5). One participant stated that she did not find the local street food items “special or unique” (R13). Another participant (R1) added, “I see the same concept in street food and food trucks between Hong Kong and Venezuela and the only difference is the type of food items”. I have visited Hong Kong many times and tried the street food items such as “fish balls and three stuffed treasures, however, it is unlike Taiwan as it does not occupy the whole street” (R26).

Patronising from food trucks were deemed more expensive compared to places such as Bangkok (R11), China (R21) and the Philippines (R15). R6 and R7 preferred to dine in restaurants as food sold by food trucks lacked appeal and cost more. R19 mentioned that “the food prices are high for the public and price-conscious tourists like me. Tourists with strong purchasing power will probably patronise restaurants than food trucks”. Likewise, R18 said:

I will patronise the food truck if foods are tasty and prices are reasonable.... Looking at the menu, HK\$50 for hotdogs is expensive. I will probably buy the drinks (HK\$20) each. Personally, I find food prices within the range of HK\$35-40 more acceptable.

R14 added,

Food prices in Philippines are a third of those [of] food truck prices in Hong Kong. I also dislike the expensive burgers and sausages offered by food trucks in Perth, Australia.

Given that food trucks do not provide the facilities that restaurants do, most participants did not welcome the expensive costs.

Others also hesitated to recommend food trucks because of poor experiences in Hong Kong. For example, R12 explained that the food was poor quality, was not delicious and was cold. Several participants had patronised a food truck located in Hong Kong’s Central Harbourfront. R11 elaborated on her experience, saying

I was adventurous to try. However, the location was not ideal as it was cold and windy, and there was no proper place to sit down and enjoy the meal. I waited 30 minutes for the food that I ordered.

Similarly, R22 had a highly unsatisfactory experience when she ordered chicken rice and a pineapple stick. She was upset that the vendor did not apologise for the long waiting time and

the food was not well presented and not delicious. This assessment was supported by participant R11:

We were there for 45 minutes waiting for our food! I saw other tourists checking out the food trucks, but they did not purchase and walked away. I think these tourists did not patronise because the food prices were too high and some food items on the menu were sold out.

Two participants, R11 and R12, commented that they had not been aware of food trucks in Hong Kong as they have not seen any signage or promotional billboards.

Participants claimed that, in contrast to street food, food trucks do not provide authentic cultural experience for tourists.

If you are trying to promote tourism in Hong Kong, you should promote local foods instead. The Thai chicken rice that I tried earlier, I was not sure it was local or from Singapore and the taste was not authentic. I don't think you should promote chicken rice (R11).

Many participants agreed that to provide cultural experiences, food trucks should promote more local (Hong Kong) food items than international cuisines. R15 preferred visiting Chinese restaurants for cultural experiences and disliked the pre-cooked food served by food truck operators. Moreover, some participants (R20, R21) believed that Chinese tourists were unlikely to patronise food trucks in Hong Kong, as they have similar food items back home. According to R22, although the food truck concept is relatively new in Hong Kong, it lacks the novelty and creativity that other countries provide. R21 emphasised that she would not recommend

street food and food trucks to her friends as the food taste is not unique or special and is not an authentic cultural experience.

Discussion, managerial implications, and conclusion

Although consuming local food is an inherent part of the holiday experience for tourists (Kivela and Crott 2005), few studies have analysed tourists' perceptions of street food and appeal of food trucks in Hong Kong. This study deepens the understanding of tourists' perceptions of street food in Hong Kong. The study's results are consistent with a broad range of literature on street food and provide useful insights with respect to marketing food trucks to tourists in Hong Kong. Figure 2 summarises the key findings of the study.

The study identified seven positive perceptions of tourists relating to street food in Hong Kong; adventurous, convenient and value-for-money meals, affordability, wide product choices and provides unique local cultural experience for visitors. The findings of this study are in line with the literature, suggesting that tourists generally like patronizing street food but argue that it

may not offer authentic cultural experience for tourists (Long-Solis 2007; Alves da Silva et al. 2014) and the concerns regarding poor hygiene standards and inadequate quality-control similar to street food in Taiwan (Sun, Wang and Hwang 2012). Participants (R19, R28) emphasised that the threats of environmental issues as a result of street food vendors should be managed and controlled by the local authorities. It is important that the government should look into promoting food safety and hygiene standard practices (Chavarria and Phakdeeauksorn 2017; Trafialek Drosinos and Kolanowski 2017).

Tourists have a more favourable perceptions of food trucks over street foods as study indicated seven positive perceptions towards food trucks such as mobility, cleanliness, product variety, flexible payment, design, hygiene and affordability. However, respondents also indicated issues of high product prices (Yoon and Chung 2018), poor food quality and taste, difficulties in locating the food truck in the designated venue, and serving international foods resulted in failing to provide authentic cultural experience for tourists.

The positive and negative perceptions of street food and food trucks provide useful insights for marketers and operators. Street food vendors can consider introducing authentic food items to enhance tourists' overall cultural experience. To improve the overall hygiene standards and practices of street vendors, it is important for the Hong Kong Tourism Board to adopt a stakeholder approach of collaborating with public and private sectors not only in educating street vendors on the importance of adopting high standards of sanitary practices, but also in exploring operational infrastructure needs to enable better practices. All tourism stakeholders need to participate to achieve the overall tourism goal of providing good local food experiences (Everett and Slocum 2013).

There are three limitations in this study. Firstly, the target participants were tourists visiting Hong Kong and it was not easy inviting tourists to participate in the face-to-face interviews.

We were grateful that the 37 tourists shared their perceptions and especially those who were more responsive and elaborated on their answers. Hence, most of our data collected were short answers as the participants wanted to spend more time at the attractions instead of the food trucks. Secondly, majority of the participants were from Asia including 20 participants from Mainland China, the leading tourism market which contributed 78 percent (51 million) of total tourist arrivals in Hong Kong in 2018 (Xinhuanet 2019). Thirdly, no Muslim tourist participated in the study. According to Mastercard, it is estimated the global Muslim tourism market could grow to US\$300 billion by 2030 and nearly US\$34 billion is spent in Asia alone. Regional destinations such as Korea and Japan have targeted Muslim travellers from Saudi Arabia, United Arab Emirates, Indonesia, Malaysia and Singapore with certified halal kitchen, hotels that are smoke- and alcohol-free (Tobin 2018).

In the 1970s, the Hong Kong government implemented measures to stop the issuing of new street vending licenses to curb the hygiene, safety and street congestion problems with street hawking. The implementation of the Food Truck Pilot Scheme is seen by many as an attempt to revive the street food scene in Hong Kong without the issues mentioned above. Although the first two years of the scheme proved challenging for food truck operators, the question remains if the scheme was successful in attracting tourists. Further investigation might answer this question.

Henderson (2016) supported the Michelin effect on promoting street food and hawker centers in Singapore. Michelin Hong Kong Street Food 2016 listed a total of 23 outlets in Hong Kong and 12 outlets in Macau (Michelin 2018). We recommend local authorities to consider the use of the famous Michelin Star System to incorporate food truck operators into the Street Food Guide. Increasing media attention will also increase the awareness of food trucks which will subsequently enhance the perceptions of street food and food truck operators amongst foreign

visitors to Hong Kong. At present, only the Butchers Club food truck operator is listed in the Michelin Guide as the operator has received numerous awards as “Best Steak” and “Best Burger” by local and international publications and bloggers (Michelin 2018; The Butchers Club).

This study highlights the importance of understanding the tourist perspective. The Hong Kong government has adopted a top-down approach in launching and operationalizing the Food Truck Pilot Scheme and has not sought collaboration with the private sector. Study findings made evident that the government did not comprehend the perspectives of tourists, producers, and destination marketers and that food truck operators faced high barriers of entry owing to high investment costs and strict regulatory compliances (Lee 2017).

Negative perceptions of street food and food trucks can also be attributed to inadequate marketing efforts. Although street food and food trucks are new products launched to boost the tourism sector, a more aggressive stance is needed in terms of destination marketing campaigns (Okumus et al. 2007). As an example, tourism marketers and operators might consider the use of social media platforms to make food-related information more easily available to tourists. Importantly, marketers and operators should ensure consistency in destination marketing campaigns to maximise and enhance Hong Kong’s competitive advantage as a gastronomic tourism destination (Everett and Aitchison 2008). Finally, findings suggest that mobile payment methods improve efficiency and provide convenience for both operators and tourists (Fan, Shao, Li, and Huang 2018).

It is interesting to note that there are a total of 51 restaurants, 13 hotel restaurants and six theme park restaurants that received halal certification from The Incorporated Trustees of the Islamic Community Fund of Hong Kong. There are halal certified eateries and five mosques listed in HKTb’s website and Hong Kong’s Ocean Park offers prayer rooms (The Straits Times 2018).

This raised the question of whether promoting street food and food trucks should also target halal certification and reach out to Muslim travellers as well. More importantly, a study by (Hakeem and Lee 2018) on street food in Korea acknowledged the significant contribution by the local authorities to adopt standardised halal procedures and certification (halal mark/logo) for street food vendors and food truck vendors to adhere to government regulations in addition to hygiene standards and practices (Hakeem and Lee 2018).

This study has provided useful insights on the perspectives of tourists on street food and food trucks in Hong Kong. It is without doubt that tourists' experiences with local food represent unique moments with the destination and that this phenomenon is intricately inter-woven into the "cultural, territorial and ethnic" to positively impact on tourist destination (Previtera and Nesci 2015). Our findings have indicated that food trucks can enhance Hong Kong's image as a food destination, however, the locations of these food trucks and the type of food sold is critical for success. As tourists become increasingly discerning and well-informed consumers, tourism researchers and marketers must collaboratively develop effective product and marketing strategies to promote street food and food trucks in Hong Kong. The development and promotion of food tourism can go hand in hand with the development of tourism sector (Yusuf 2017) to provide authentic cultural experiences for tourists.

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Appendix 1

Questionnaire

Section A – Street Food

1. Will you try new food that you have never consumed before?
2. Do you usually consume new food by yourself or with others?

3. What do you think of street food in general?
4. Have you consumed street food in Hong Kong?
 - 4a) If yes – What food item have you consumed? Can you share your street food experience?
 - 4b) If no – What is/are the reasons? Will you consider trying street food?
5. What are your likes and dislikes of street food in Hong Kong?
6. Do you think consuming street food will provide authentic cultural experience for tourists?
7. Do you think promoting street food will attract more tourists to Hong Kong?
8. Will you recommend tourists/friends to consume street food in Hong Kong?
9. What do you think are the challenges in promoting street food in Hong Kong?

Section B – Food trucks

1. Have you visited food trucks in general?
 - 1a) If yes – Where is the location? Can you share your experience?
 - 1b) If no – What is/are the reasons?
2. Have you visited food trucks in Hong Kong?
 - 2a) If yes – Can you share your experience?
 - 2b) If no – What is/are the reasons?
3. What are your likes and dislikes of food trucks in Hong Kong? Can you elaborate?
4. Do you think patronizing food trucks will provide authentic cultural experience for tourists?
5. Do you think promoting food trucks will attract more tourists to Hong Kong?
6. Will you recommend tourists/friends to patronise food trucks in Hong Kong?
7. What do you think are the challenges in promoting food trucks in Hong Kong?

Appendix 2

Profile of Participants (Tourists)

SN	Country of origin	M/F	Age group	Educational level	Occupation	Annual Household Income (US\$)	Venue
1	Venezuela	F	26-33	Bachelor	Professional	60,001-80,000	AS/SG
2	UK	M	>=51	High school	Retiree	<40,000	AS/SG
3	UK	F	>=51	High school	Retiree	<40,000	AS/SG
4	China	M	18-25	Bachelor	Student	60,001-80,000	AS/SG
5	China	F	18-25	Bachelor	Professional	60,001-80,000	AS/SG
6	China	F	18-25	Bachelor	Technical	60,001-80,000	AS/SG
7	China	M	41-50	High school	Retiree	Nil	AS/SG
8	China	F	>=51	High school	Retiree	Nil	AS/SG
9	China	M	34-40	Bachelor	Sales/Service	<40,000	AS/SG
10	China	F	34-40	Bachelor	Technical	40,001-60,000	AS/SG
11	Singapore	F	41-50	Bachelor	Admin/Man	40,001-60,000	CHES
12	Singapore	F	>=51	Uneducated	Retiree	Nil	CHES
13	Singapore	F	41-50	High school	Clerical	40-001-60,000	CHES
14	Australia	M	18-25	Postgraduate	Technical	60,001-80,000	OP
15	Philippines	F	18-25	Bachelor	Professional	<40,000	OP
16	Canada	M	>=51	Postgraduate	Technical	40,001-60,000	GBS
17	China	M	18-25	Postgraduate	Student	<40,000	GBS
18	China	F	18-25	Postgraduate	Student	<40,000	GBS
19	China	M	18-25	Postgraduate	Technical	<40,000	GBS
20	China	F	18-25	Postgraduate	Student	<40,000	CHES
21	China	F	18-25	Postgraduate	Student	>100,000	CHES
22	Malaysia	F	26-33	Bachelor	Sales/Service	<40,000	CHES
23	Australia	M	18-25	High school	Student	80,001-100,000	AS/SG
24	China	M	34-40	Postgraduate	Professional	> 100,000	AS/SG
25	China	F	41-50	Postgraduate	Entrepreneur	60,001-80,000	AS/SG
26	Taiwan	F	41-50	Bachelor	Homemaker	60,001-80,000	DL
27	China	F	26-33	Bachelor	Clerical	<40,000	DL
28	China	F	18-25	Bachelor	Student	<40,000	AS/SG
29	China	F	26-33	Postgraduate	Homemaker	<40,000	AS/SG
30	Malaysia	F	34-40	Bachelor	Professional	<40,000	AS/SG
31	Korea	F	18-25	Bachelor	Student	80,001-100,000	SM
32	China	F	34-40	Bachelor	Homemaker	40,001-60,000	AS/SG
33	China	M	26-33	Postgraduate	Admin/Mgr	60,001-80,000	AS/SG
34	Mexico	F	26-33	Bachelor	Homemaker	40,001-60,000	AS/SG
35	Belgium	F	41-50	High school	Sales/Service	60,001-80,000	AS/SG
36	China	F	34-44	High school	Sales/Service	40,001-60,000	AS/SG
37	Korea	M	18-25	High school	Student	<\$40,000	AS/SG

Note: 7 Food truck locations

Central Harbourfront Event Space (CHES)

Golden Bauhinia Square (GBS)

HK Disneyland (DL)

Ocean Park Hong Kong (OP)

Salisbury Garden (SG)

Science Museum (SM)

Tsim Sha Tsui Art Square (AS)