Destination Gippsland Inc.
INDUSTRY SENTIMENT SURVEY
COMPARISON OF RESULTS OCTOBER 2006 & FEBRUARY 2007

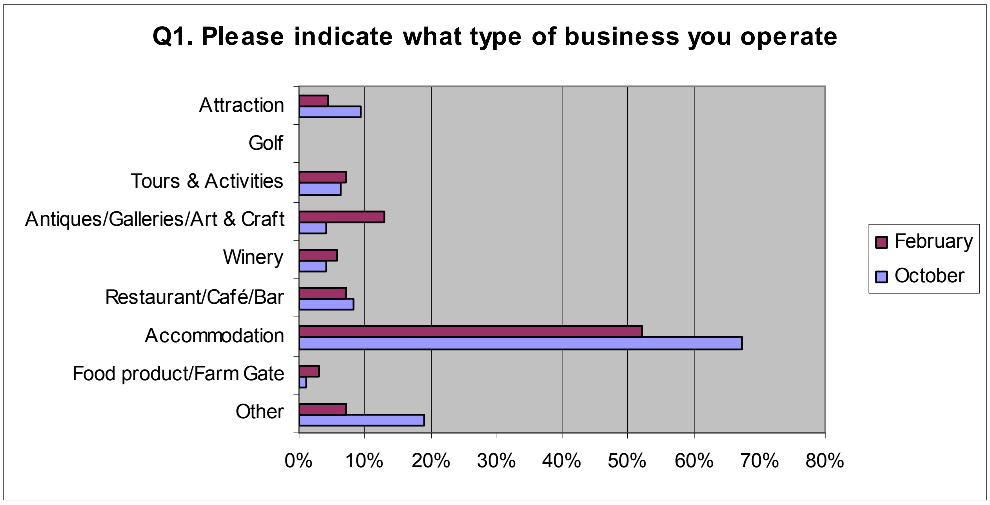
Destination Gippsland has conducted the first two of its quarterly online surveys designed to track trends in industry sentiment and opinion. Following is a comparison of the top line results of the October and February surveys for questions 1-8.

October
Response rate: 16%
Total Surveys distributed: 600
Total responses: 95

February
Response rate: 10.4%
Total Surveys distributed: 577
Total responses: 60

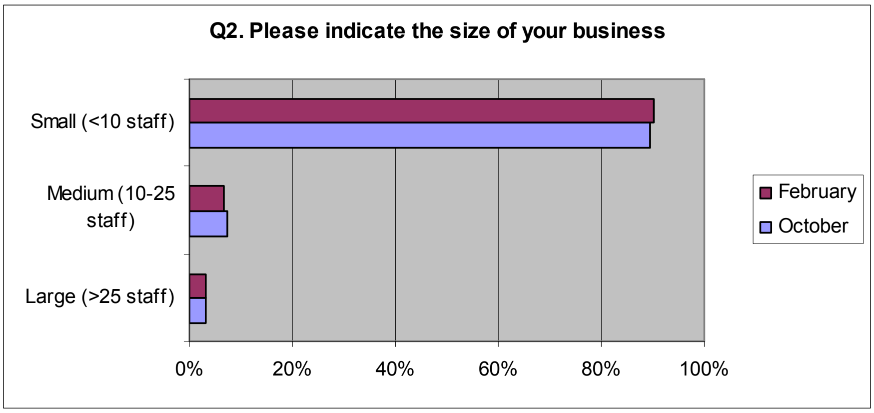
Q1. Please indicate what type of business you operate

	October	February	*Difference*
Other	19.0%	7.3%	*-11.7%*
Food product/Farm Gate	1.1%	2.9%	*+1.8%*
Accommodation	67.4%	52.2%	*-15.2%*
Restaurant/Café/Bar	8.4%	7.3%	*-1.1%*
Winery	4.2%	5.8%	*+1.6%*
Antiques/Galleries/Art & Craft	4.2%	13.0%	*+8.8%*
Tours & Activities	6.3%	7.3%	*+1%*
Golf	0.0%	0.0%	-
Attraction	9.5%	4.4%	*-5.1%*
Total Respondents	**95**	**69**	***-26***



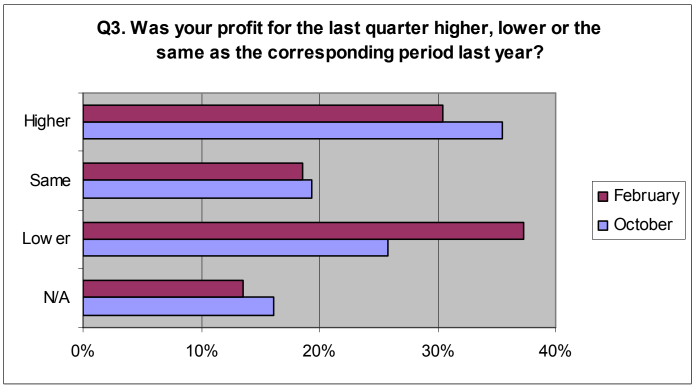
Q2. Please indicate the size of your business

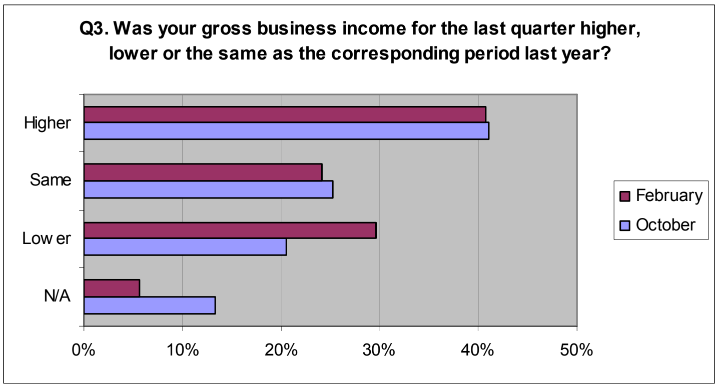
	October	February	*Difference*
Large (>25 staff)	3.2%	3.3%	*+0.1%*
Medium (10-25 staff)	7.4%	6.7%	*-0.7%*
Small (<10 staff)	89.4%	90.0%	*+0.6%*
Total	**95**	**60**	***-35***



Q3. Was your profit and gross business income for the last quarter higher, lower or the same as the corresponding period last year?

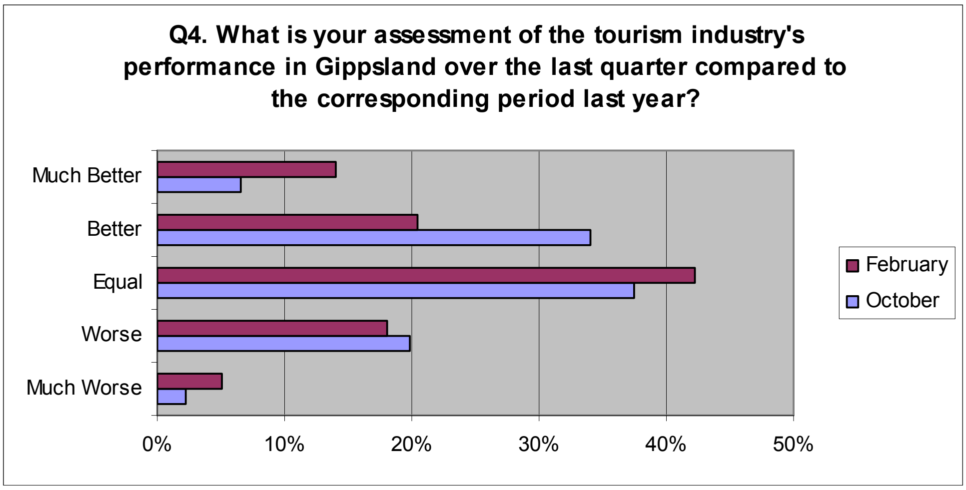
	October Profit Respondents	February Profit Respondents	*Difference Profit Respondents*
N/A	16.1%	13.6%	*2.5%*
Lower	25.8%	37.3%	*+11.5%*
Same	19.4%	18.6%	*-0.8%*
Higher	35.5%	30.5%	*-5%*
Total Respondents	**93**	**59**	***-34***
	Gross Business Income Respondents	**Gross Business Income Respondents**	***Difference Gross Business Income Respondents***
N/A	13.3%	5.6%	*-7.7%*
Lower	20.5%	29.6%	*+9.1%*
Same	25.3%	24.1%	*-1.2%*
Higher	41.0%	40.7%	*-0.3%*
Total Respondents	**83**	**54**	***-29***





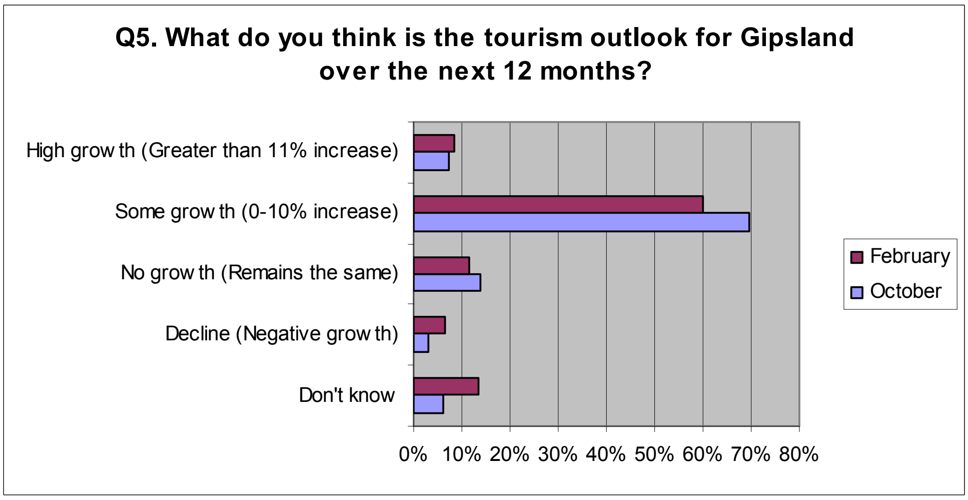
Q4. What is your assessment of the tourism industry's performance in Gippsland over the last quarter compared to the corresponding period last year?

	October	February	*Difference*
Much Better	2.2%	5.1%	*+2.9%*
Better	19.8%	18.0%	*-1.8%*
Equal	37.4%	42.3%	*+4.9%*
Worse	34.1%	20.5%	*-13.6%*
Much Worse	6.6%	14.1%	*+7.5%*
Total Respondents	**91**	**78**	***-13***



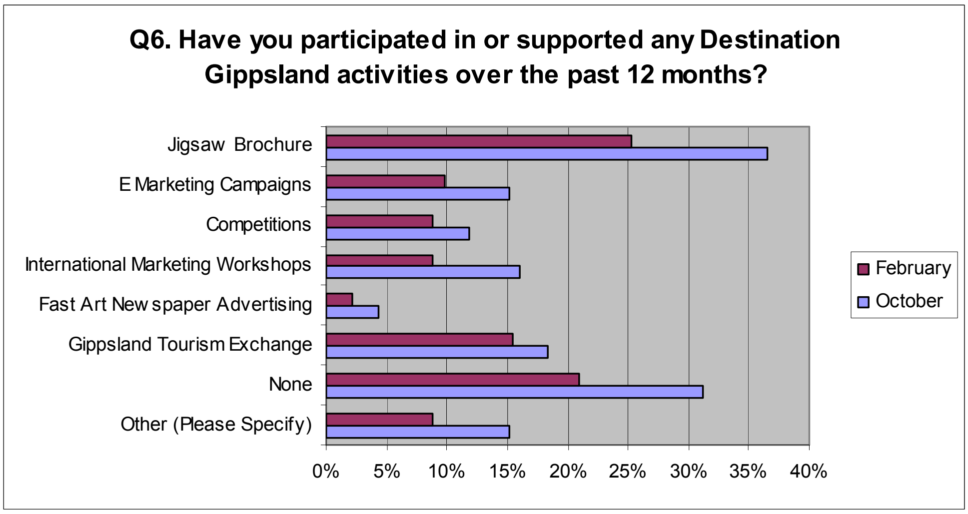
Q5. What do you think is the tourism outlook for Gippsland over the next 12 months?

	October	February	*Difference*
Don't know	6.3%	13.3%	*+7%*
Decline (Negative growth)	3.2%	6.7%	*+3.5%*
No growth (Remains the same)	13.7%	11.7%	*-2%*
Some growth (0-10% increase)	69.5%	60.0%	*-9.5%*
High growth (Greater than 11% increase)	7.4%	8.3%	*+0.9%*
Total Respondents	**95**	**60**	***-15***



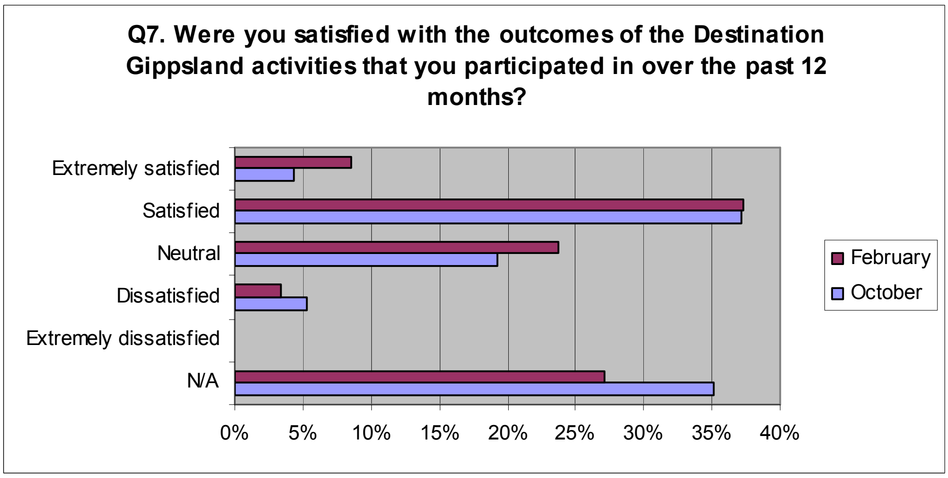
Q6. Have you participated in or supported any Destination Gippsland activities over the past 12 months?

	October	February	*Difference*
Other	15.1%	8.8%	*-6.3%*
None	31.2%	20.9%	*-10.3%*
Gippsland Tourism Exchange	18.3%	15.4%	*-2.9%*
Fast Art Newspaper Advertising	4.3%	2.2%	*-2.1%*
International Marketing Workshops	16.1%	8.8%	*-7.3%*
Competitions	11.8%	8.8%	*-3%*
E Marketing Campaigns	15.1%	9.8%	*-5.3%*
Jigsaw Brochure	36.6%	25.3%	*-11.3%*
Total Respondents	**93**	**91**	***-2***



Q7. Were you satisfied with the outcomes of the Destination Gippsland activities that you participated in over the past 12 months?

	October	February	*Difference*
N/A	35.1%	27.1%	*-8%*
Extremely dissatisfied	0.0%	0.0%	-
Dissatisfied	5.3%	3.4%	*-1.9%*
Neutral	19.2%	23.7%	*+4.5%*
Satisfied	37.2%	37.3%	*+0.1%*
Extremely satisfied	4.3%	8.5%	*+4.2%*
Total Respondents	**94**	**59**	***-35***



Q8. Do you believe Destination Gippsland is meeting industry expectations?

	October	February	*Difference*
Not at all	9.2%	1.8%	*-7.4%*
Sometimes	28.7%	26.8%	*-1.9%*
For the most part	58.6%	66.0%	*+7.4%*
Fully	3.5%	5.4%	*+1.9%*
Total Respondents	**87**	**56**	***-31***