

Destination Gippsland Inc. INDUSTRY SENTIMENT SURVEY

COMPARISON OF RESULTS OCTOBER 2006, FEBRUARY 2007 & JUNE 2007

Destination Gippsland has now conducted three 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, February and June surveys for questions 1-8 followed by a summary of the responses to questions 9 and 10 for June.

October

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

February

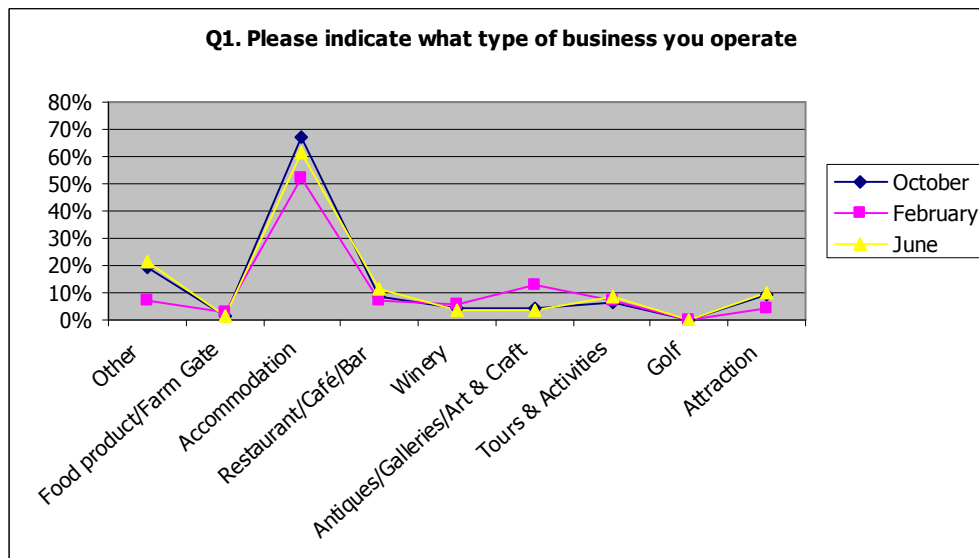
Response rate: 10.4%
Total Surveys distributed: 577
Total responses: 60

June

Response Rate: 10.8%
Total Surveys distributed: 556
Total responses: 60

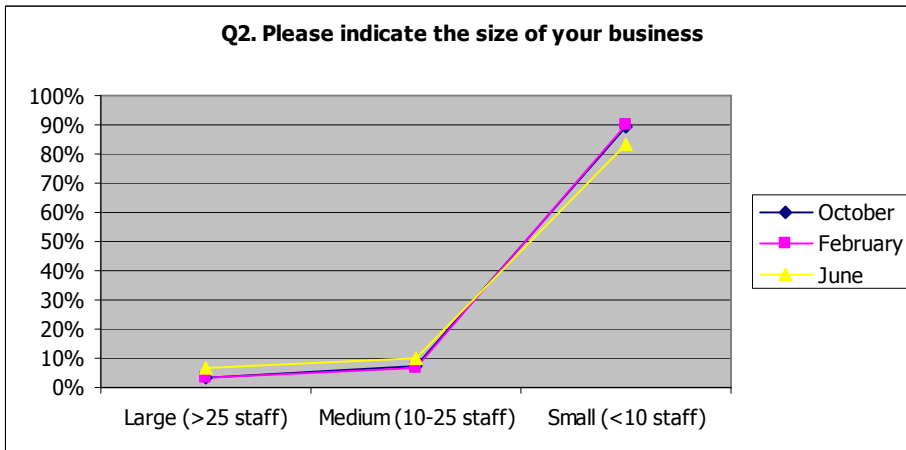
Q1. Please indicate what type of business you operate

	October	February	June
Other	19.0%	7.3%	21.7%
Food product/Farm Gate	1.1%	2.9%	1.7%
Accommodation	67.4%	52.2%	61.7%
Restaurant/Café/Bar	8.4%	7.3%	11.7%
Winery	4.2%	5.8%	3.3%
Antiques/Galleries/Art & Craft	4.2%	13.0%	3.3%
Tours & Activities	6.3%	7.3%	8.3%
Golf	0.0%	0.0%	0%
Attraction	9.5%	4.4%	10%



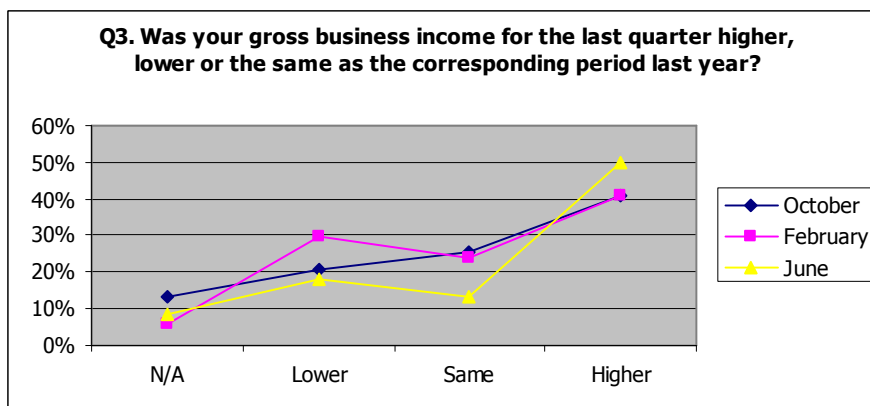
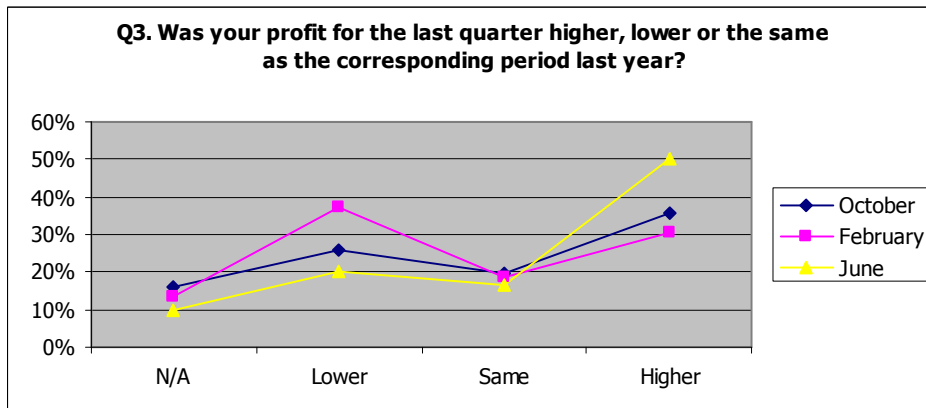
Q2. Please indicate the size of your business

	October	February	June
Large (>25 staff)	3.2%	3.3%	6.7%
Medium (10-25 staff)	7.4%	6.7%	10%
Small (<10 staff)	89.4%	90.0%	83.3%



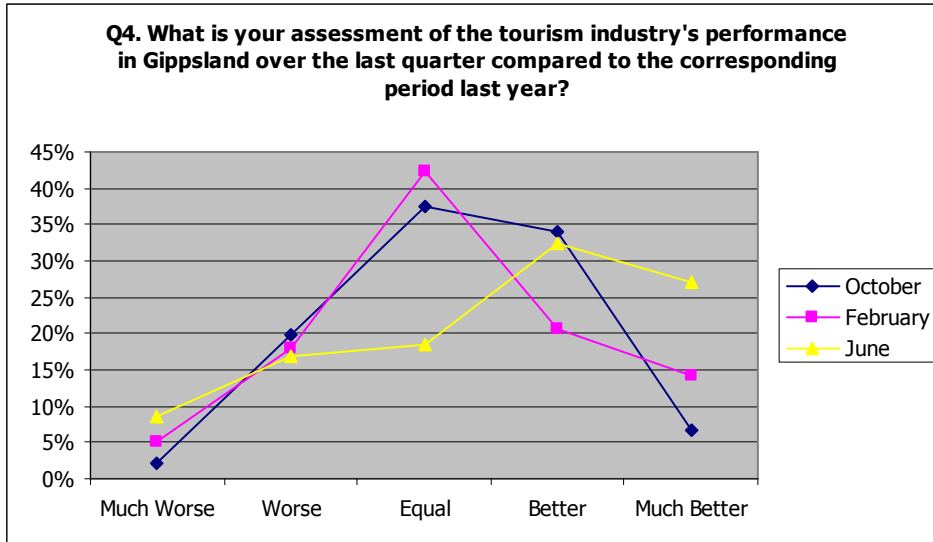
Q3. Was your profit and gross business income for the last quarter higher, lower or the same as the corresponding period last year?

	October Profit Respondents	February Profit Respondents	June Profit Respondents
N/A	16.1%	13.6%	10%
Lower	25.8%	37.3%	20%
Same	19.4%	18.6%	16.7%
Higher	35.5%	30.5%	50%
	Gross Business Income Respondents	Gross Business Income Respondents	Gross Business Income Respondents
N/A	13.3%	5.6%	8.3%
Lower	20.5%	29.6%	18.3%
Same	25.3%	24.1%	13.3%
Higher	41.0%	40.7%	50%



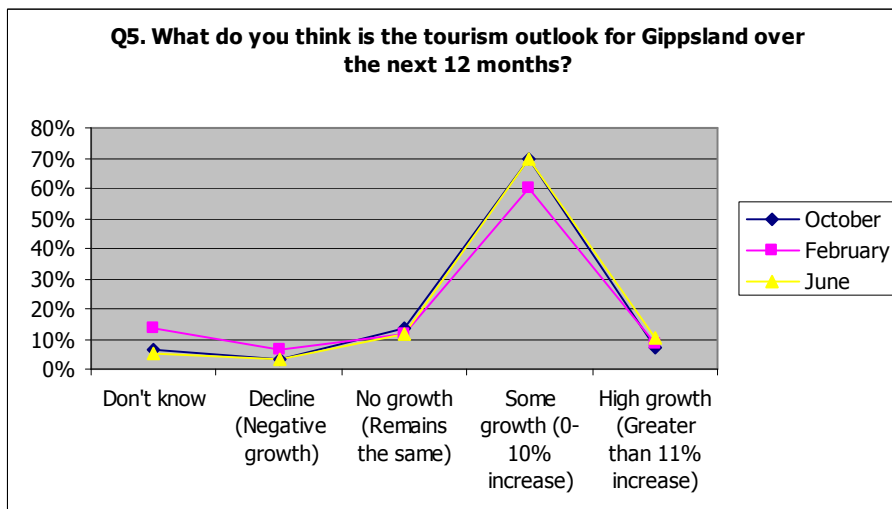
Q4. What is your assessment of the tourism industry's performance in Gippsland over the last quarter compared to the corresponding period last year?

	October	February	June
Much Better	2.2%	5.1%	27.1%
Better	19.8%	18.0%	32.2%
Equal	37.4%	42.3%	18.6%
Worse	34.1%	20.5%	17%
Much Worse	6.6%	14.1%	8.5%



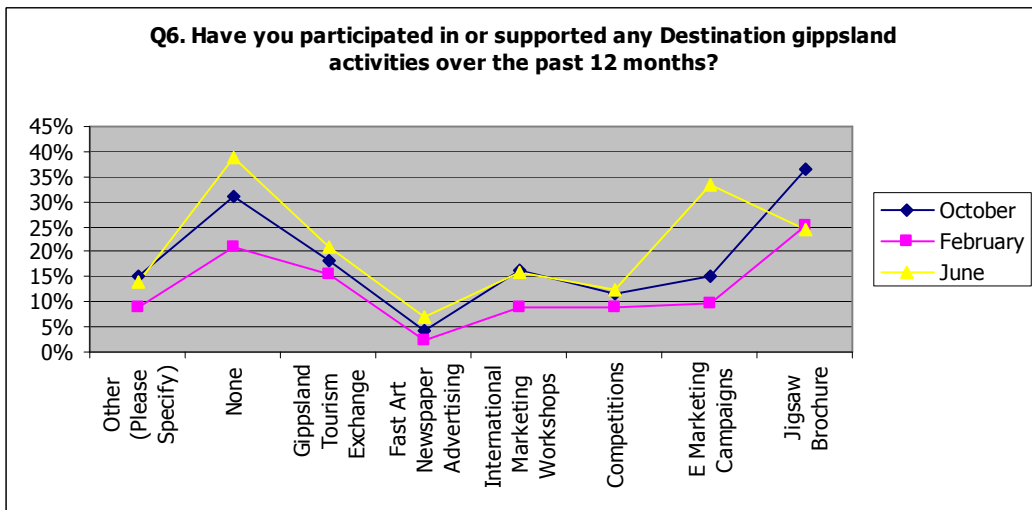
Q5. What do you think is the tourism outlook for Gippsland over the next 12 months?

	October	February	June
Don't know	6.3%	13.3%	5.1%
Decline (Negative growth)	3.2%	6.7%	3.4%
No growth (Remains the same)	13.7%	11.7%	11.9%
Some growth (0-10% increase)	69.5%	60.0%	69.5%
High growth (Greater than 11% increase)	7.4%	8.3%	10.2%



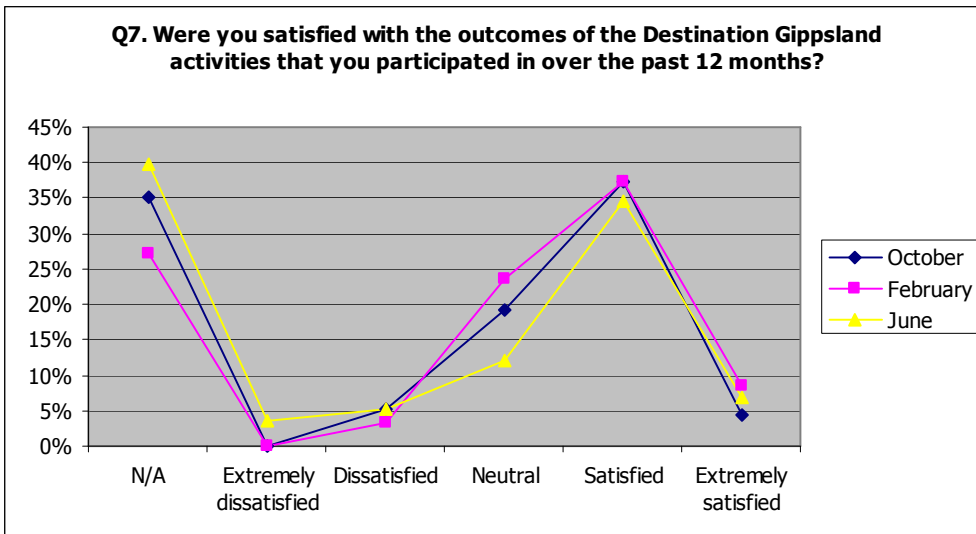
Q6. Have you participated in or supported any Destination Gippsland activities over the past 12 months?

	October	February	June
Other	15.1%	8.8%	14%
None	31.2%	20.9%	38.6%
Gippsland Tourism Exchange	18.3%	15.4%	21.1%
Fast Art Newspaper Advertising	4.3%	2.2%	7%
International Marketing Workshops	16.1%	8.8%	15.8%
Competitions	11.8%	8.8%	12.3%
E Marketing Campaigns	15.1%	9.8%	33.3%
Jigsaw Brochure	36.6%	25.3%	24.6%



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

	October	February	June
N/A	35.1%	27.1%	39.7%
Extremely dissatisfied	0.0%	0.0%	3.5%
Dissatisfied	5.3%	3.4%	5.2%
Neutral	19.2%	23.7%	12.1%
Satisfied	37.2%	37.3%	34.5%
Extremely satisfied	4.3%	8.5%	6.9%



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

	October	February	June
Not at all	9.2%	1.8%	0%
Sometimes	28.7%	26.8%	30.5%
For the most part	58.6%	66.0%	59.3%
Fully	3.5%	5.4%	10.2%

