



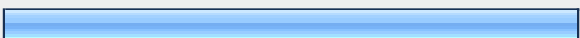
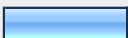

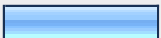
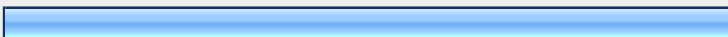


Gippsland's Tourism Industry Sentiment Survey June 2008



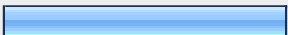

1. Please indicate what type of tourism business you operate			Response Percent	Response Count
Attraction			6.7%	2
Golf			0.0%	0
Tours & Activities			0.0%	0
Antiques/Galleries/Art & Craft			3.3%	1
Winery			10.0%	3
Restaurant/Cafe/Bar			10.0%	3
Accommodation			63.3%	19
Food Product/Farm Gate			0.0%	0
Other (please specify)			13.3%	4
			answered question	30
			skipped question	0

2. Please indicate the size of your business			Response Percent	Response Count
Large (>25 staff)			3.3%	1
Medium (10-25 staff)			16.7%	5
Small (<10 staff)			80.0%	24
			answered question	30
			skipped question	0


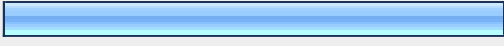
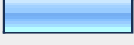
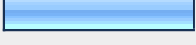

3. Was your profit and gross business income for the last quarter higher, lower or the same as the corresponding period last year?

	Profit	Gross Business Income	Response Count
Higher	100.0% (17)	88.2% (15)	17
Same	83.3% (5)	100.0% (6)	6
Lower	100.0% (4)	75.0% (3)	4
N/A	100.0% (3)	66.7% (2)	3
	<i>answered question</i>		29
	<i>skipped question</i>		1

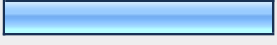

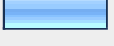
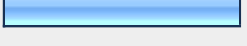

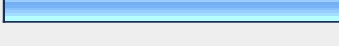
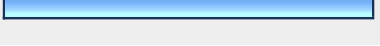

4. What is your assessment of the tourism industry's performance in Gippsland over the last quarter compared to the corresponding period last year?

		Response Percent	Response Count
Much Better		10.3%	3
Better		55.2%	16
Equal		31.0%	9
Worse		3.4%	1
Much Worse		0.0%	0
	<i>answered question</i>		29
	<i>skipped question</i>		1

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

		Response Percent	Response Count
High growth (Greater than 11% increase)		3.4%	1
Some growth (0-10% increase)		55.2%	16
No growth (Remains the same)		13.8%	4
Decline (negative growth)		20.7%	6
Don't know		6.9%	2
		answered question	29
		skipped question	1

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

		Response Percent	Response Count
Jigsaw brochure		29.6%	8
E Marketing Campaigns		33.3%	9
Competitions		11.1%	3
International Marketing Workshops		25.9%	7
Fast Art Newspaper Advertising		7.4%	2
Gippsland Tourism Exchange		37.0%	10
None		40.7%	11
Other (please specify)		7.4%	2
		answered question	27
		skipped question	3

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

		Response Percent	Response Count
Extremely satisfied		11.1%	3
Satisfied		37.0%	10
Neutral		18.5%	5
Dissatisfied		3.7%	1
Extremely Dissatisfied		0.0%	0
N/A		29.6%	8
		answered question	27
		skipped question	3

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

		Response Percent	Response Count
Fully		7.1%	2
For the most part		64.3%	18
Sometimes		28.6%	8
Not at all		0.0%	0
		answered question	28
		skipped question	2

9. How can Destination Gippsland add more value to Gippsland's tourism industry with its marketing initiatives?

		Response Count
		14
		answered question
		14
		skipped question
		16

10. What do you see as the critical factors influencing the growth and development of Gippsland's tourism industry?

		Response Count
		18
	<i>answered question</i>	18
	<i>skipped question</i>	12