

Bellingrath Gardens and Home  
Exit Survey of Visitors  
2005 Annual Report

CBER Research Report #64

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Bellingrath Gardens and Home distributes Exit Visitor Surveys to their visitors throughout the year. The surveys were created by the Center for Business and Economic Research (CBER) and then modified by Bellingrath Gardens to add more questions of rank. Each quarter, Bellingrath Gardens' managers collect the completed surveys and mail them back to CBER for processing, where the data from each survey is compiled into quarterly summaries. A PowerPoint presentation is also created each quarter and is available for viewing on the web. At the end of the year, the quarterly summaries are combined to form an Annual Report. The following report is a total summary of all responses to Bellingrath Gardens' Exit Visitor Surveys for the year 2005. The number of surveys collected by Bellingrath Gardens for each quarter is as follows:

January – March:	0
April – June:	7
July – September:	11
October – December:	57

A total of 75 surveys were collected during 2005.

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SECTION 1.  
TABULAR SUMMARY

Responses from all visitors to Bellingrath Gardens and Home

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1. <u>Ranking of overall visit to Bellingrath Gardens and Home</u>	Total	Percentage
1	1	1.33
2	1	1.33
3	2	2.67
4	17	22.67
5	54	72.00
Total	75	100.00
Average Ranking	4.63	

2. Ranking of overall experience with Bellingrath Gardens and Home

<u>Theater Film</u>	Total	Percentage
1	1	4.76
2	1	4.76
3	3	14.29
4	3	14.29
5	13	61.90
Total	21	100.00
Average Ranking	4.24	

<u>Restrooms</u>	Total	Percentage
1	5	9.26
2	1	1.85
3	3	5.56
4	10	18.52
5	35	64.81
Total	54	100.00
Average Ranking	4.28	

<u>Food Quality</u>	Total	Percentage
1	4	13.33
2	1	3.33
3	3	10.00
4	3	10.00
5	19	63.33
Total	30	100.00
Average Ranking	4.07	

<u>Gardens (overall)</u>	Total	Percentage
1	2	3.28
2	0	0.00
3	2	3.28
4	6	9.84
5	51	83.61
Total	61	100.00
Average Ranking	4.70	

<u>Bayou Boardwalk</u>	Total	Percentage
1	2	6.25
2	0	0.00
3	3	9.38
4	2	6.25
5	25	78.13
Total	32	100.00
Average Ranking	4.50	

<u>Staff Courtesy</u>	Total	Percentage
1	1	1.89
2	0	0.00
3	3	5.66
4	6	11.32
5	43	81.13
Total	53	100.00
Average Ranking	4.70	

<u>Admission Price</u>	Total	Percentage
1	3	5.66
2	0	0.00
3	4	7.55
4	14	26.42
5	32	60.38
Total	53	100.00
Average Ranking	4.36	

<u>Price of Food</u>	Total	Percentage
1	3	9.09
2	3	9.09
3	1	3.03
4	6	18.18
5	20	60.61
Total	33	100.00
Average Ranking	4.12	

<u>Bellingrath Home (overall)</u>	<u>Total</u>	<u>Percentage</u>
1	3	7.14
2	1	2.38
3	1	2.38
4	4	9.52
5	33	78.57
Total	42	100.00
Average Ranking	4.50	

<u>Boehm Gallery</u>	<u>Total</u>	<u>Percentage</u>
1	2	4.44
2	1	2.22
3	2	4.44
4	7	15.56
5	33	73.33
Total	45	100.00
Average Ranking	4.51	

<u>Entrance Building</u>	<u>Total</u>	<u>Percentage</u>
1	2	4.00
2	0	0.00
3	2	4.00
4	7	14.00
5	39	78.00
Total	50	100.00
Average Ranking	4.62	

<u>Gift Shop Merchandise</u>	<u>Total</u>	<u>Percentage</u>
1	1	2.00
2	0	0.00
3	5	10.00
4	8	16.00
5	36	72.00
Total	50	100.00
Average Ranking	4.56	

<u>Speed of Service</u>	<u>Total</u>	<u>Percentage</u>
1	1	2.33
2	0	0.00
3	2	4.65
4	3	6.98
5	37	86.05
Total	43	100.00
Average Ranking	4.74	

<u>River Cruise</u>	<u>Total</u>	<u>Percentage</u>
1	1	5.26
2	0	0.00
3	1	5.26
4	1	5.26
5	16	84.21
Total	19	100.00
Average Ranking	4.63	

3.

<u>Primary residential states</u>	<u>Total</u>	<u>Percentage</u>
Alabama*	27	38.03
Mississippi	15	21.13
Florida	6	8.45
Georgia	4	5.63
Missouri	3	4.23
Louisiana	2	2.82
Minnesota	2	2.82
Montana	2	2.82
Oklahoma	2	2.82
Arkansas	1	1.41
California	1	1.41
Colorado	1	1.41
Illinois	1	1.41
Ohio	1	1.41
Pennsylvania	1	1.41
Tennessee	1	1.41
Washington	1	1.41
Total	71	100.00

\*Includes 24 residents from Mobile and Baldwin Counties

Responses from non-residents of Mobile and Baldwin Counties only

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4.	<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
	vacation/pleasure trip	24	53.33
	visiting friends/relatives	11	24.44
	business trip	6	13.33
	convention	2	4.44
	tour group	2	4.44
	Total	45	100.00

5.	<u>Number of people in group</u>	<u>Total</u>	<u>Percentage</u>
	2	16	33.33
	4	7	14.58
	5	8	16.67
	6	7	14.58
	7	3	6.25
	9	3	6.25
	16	1	2.08
	25	2	4.17
	29	1	2.08
	Total	48	100.00
	Average Group Size	5.94	

6.	<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
	day-trip only	20	43.48
	1 night	7	15.22
	2 nights	6	13.04
	3 or more nights	13	28.26
	Total	46	100.00

7.	<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
	friends/relatives	31	53.45
	brochures	9	15.52
	other	6	10.34
	internet/web site	4	6.90
	magazine/newspaper	4	6.90
	television/radio	2	3.45
	welcome center	2	3.45
	billboards	0	0.00
	travel agency	0	0.00
	Total	58	100.00

	<u>Other information sources used</u>	<u>Total</u>	<u>Percentage</u>
	Previous visit	4	66.67
	Church	1	16.67
	MBCVB	1	16.67
	Total	6	100.00

8.

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	11	20.75
Dauphin Island Estuarium & Sea Lab	9	16.98
Fort Conde Museum & Welcome Center	7	13.21
Conde-Charlotte Museum House	5	9.43
Fort Gaines	5	9.43
Gulf Coast Exploreum & IMAX	4	7.55
Bragg-Mitchell Mansion	3	5.66
Mobile Museum of Art	3	5.66
Other attractions/festivals/special events	2	3.77
Cruise ships	1	1.89
The Museum of Mobile	1	1.89
Oakleigh Period House Museum Complex	1	1.89
Wildland expeditions	1	1.89
Mobile Greyhound Park	0	0.00
Richard-DAR House Museum	0	0.00
Total	53	100.00

<u>Other attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Beach	1	50.00
Zoo	1	50.00
Total	2	100.00

SECTION 2.  
VISITOR COMMENTS

#### April - June

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- Very informative, interesting, well kept
- Wonderful guides – The boat trip was fantastic
- I think advertising for the café would have allowed us to come earlier (we ate at a very slow restaurant). Otherwise – it was a beautiful walk.
- Beautiful & peaceful experience
- Liked osprey, turtle & snake

#### July - September

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- Beautiful!!

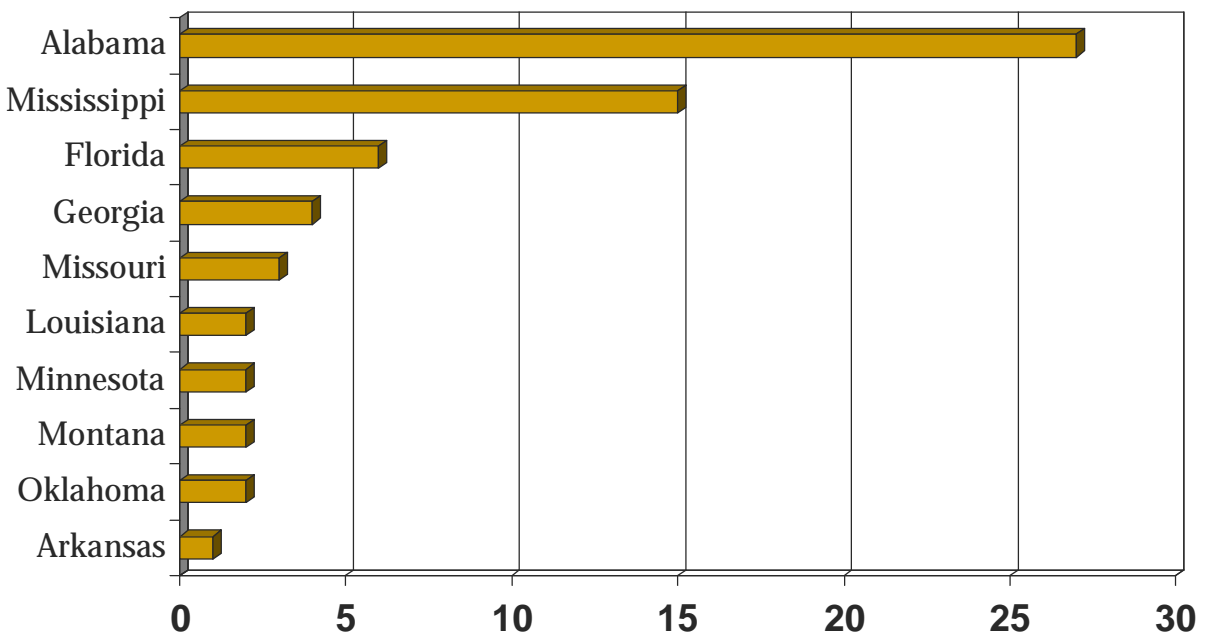
**SECTION 3.**  
**POWERPOINT SUMMARY**



# Bellingrath Gardens & Home

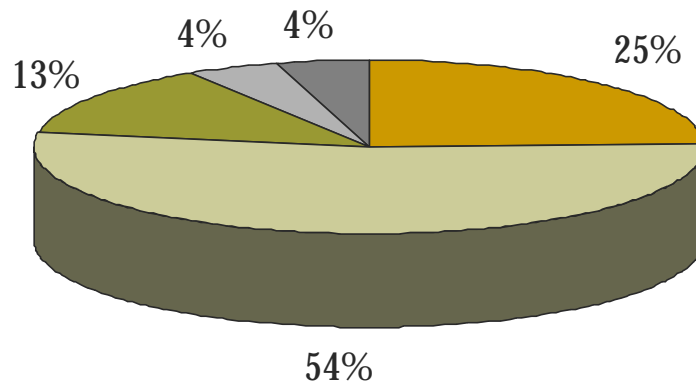
Exit Survey Summary  
2005 Annual Report  
Total surveys: 75

# [ Primary Residential States ]



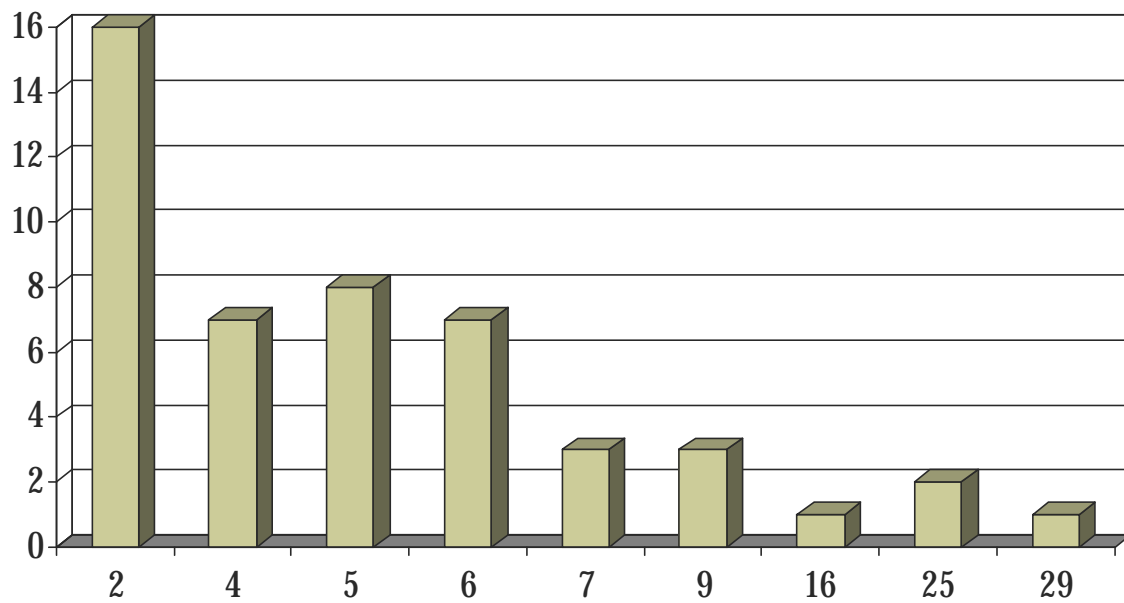
Alabama total includes 24 residents from Mobile and Baldwin Counties.

# [ Reason for Visiting Mobile ]



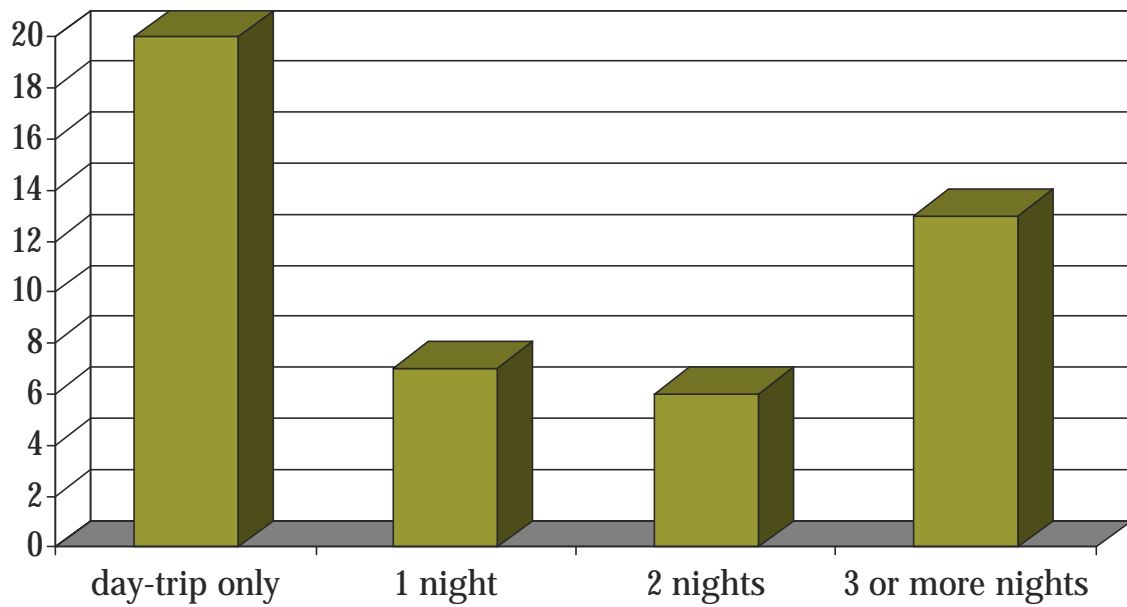
- visiting friends/relatives
- vacation/pleasure trip
- business trip
- convention
- tour group

# Number of People in Group

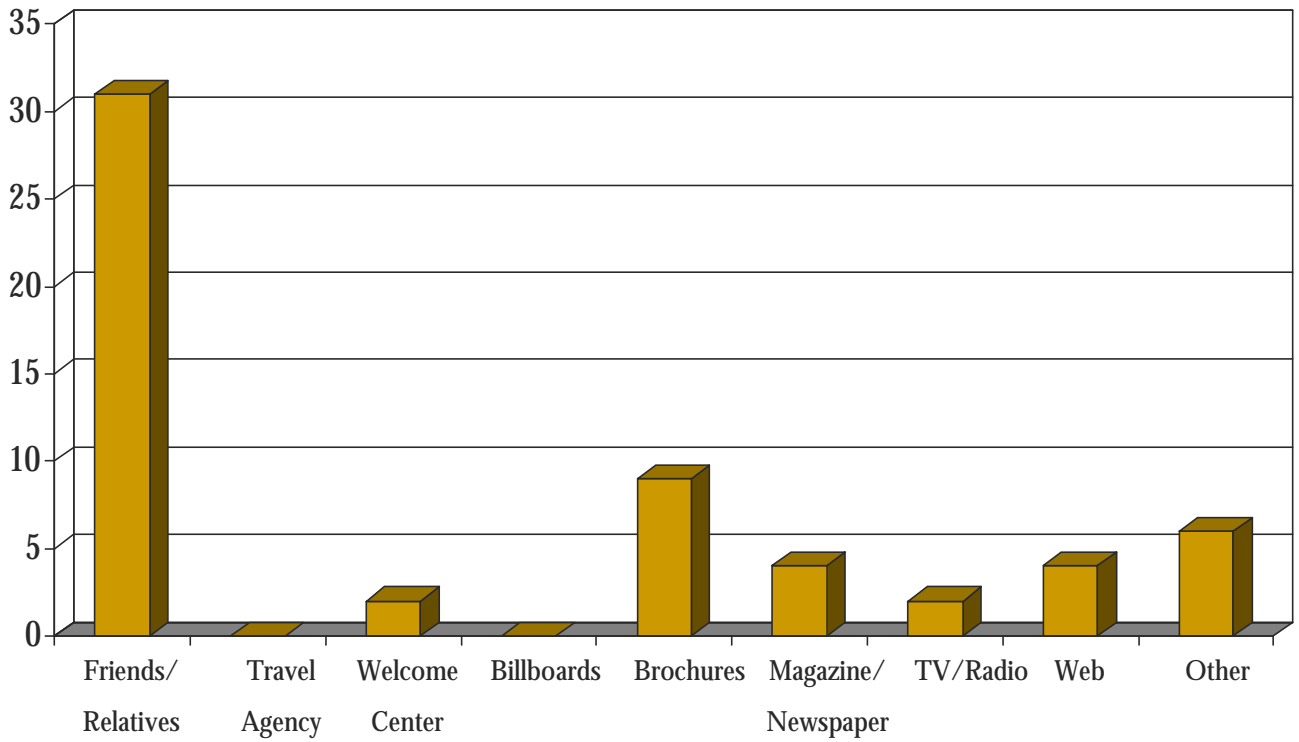


Average Group Size: 5.94

# Length of Stay in Mobile



# [ Information Sources Used ]

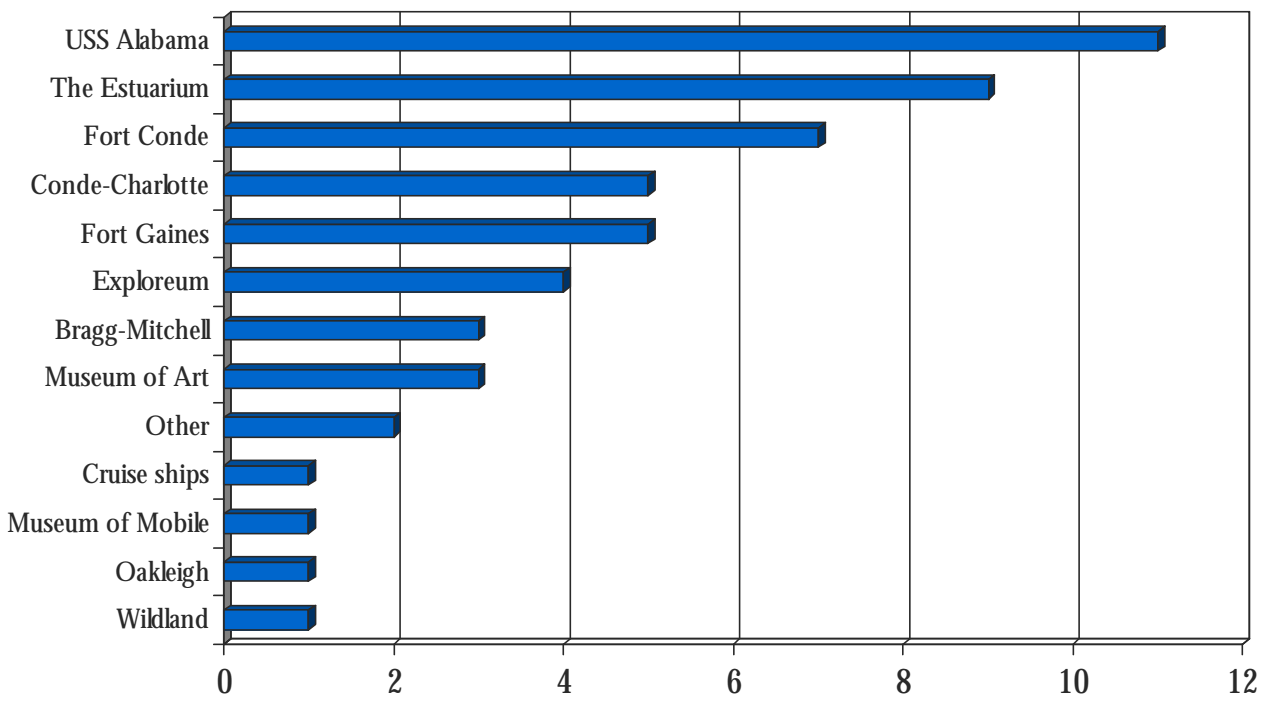


## Other Attractions Visited or Planned to Visit by Bellingrath Gardens Visitors

Bragg-Mitchell Mansion	3
Conde-Charlotte Museum House	5
Cruise ships	1
Dauphin Island Estuarium & Sea Lab	9
Fort Conde Museum & Welcome Center	7
Fort Gaines	5
Gulf Coast Exploreum & IMAX	4
Mobile Greyhound Park	0

Mobile Museum of Art	3
The Museum of Mobile	1
Oakleigh Period House Museum Complex	1
Richard-DAR House Museum	0
USS Alabama Battleship Memorial Park	11
Wildland Expeditions	1
Other attractions/ festivals/special events	2
<b>TOTAL</b>	<b>53</b>

# Other Attractions Visited or Planned to Visit by Bellingrath Gardens Visitors



SECTION 4.

CROSS TABLES, BY REASON FOR TRIP

Responses from 24 visitors on a vacation/pleasure trip

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<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	14	58.33
1 night	3	12.50
2 nights	3	12.50
3 or more nights	4	16.67
Total	24	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	14	38.89
brochures	8	22.22
internet/web site	4	11.11
other	4	11.11
magazine/newspaper	3	8.33
television/radio	2	5.56
welcome center	1	2.78
billboards	0	0.00
travel agency	0	0.00
Total	36	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Dauphin Island Estuarium & Sea Lab	6	20.69
USS Alabama Battleship Memorial Park	6	20.69
Conde-Charlotte Museum House	4	13.79
Fort Conde Museum & Welcome Center	3	10.34
Bragg-Mitchell Mansion	2	6.90
Fort Gaines	2	6.90
Gulf Coast Exploreum & IMAX	2	6.90
Cruise ships	1	3.45
Oakleigh Period House Museum Complex	1	3.45
Wildland expeditions	1	3.45
Other attractions/festivals/special events	1	3.45
Mobile Greyhound Park	0	0.00
Mobile Museum of Art	0	0.00
The Museum of Mobile	0	0.00
Richard-DAR House Museum	0	0.00
Total	29	100.00

Responses from 11 visitors visiting friends/relatives

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<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	3	30.00
1 night	2	20.00
2 nights	1	10.00
3 or more nights	4	40.00
Total	10	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	10	90.91
magazine/newspaper	1	9.09
billboards	0	0.00
brochures	0	0.00
internet/web site	0	0.00
television/radio	0	0.00
travel agency	0	0.00
welcome center	0	0.00
other	0	0.00
Total	11	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Dauphin Island Estuarium & Sea Lab	2	20.00
USS Alabama Battleship Memorial Park	2	20.00
Bragg-Mitchell Mansion	1	10.00
Conde-Charlotte Museum House	1	10.00
Fort Conde Museum & Welcome Center	1	10.00
Gulf Coast Exploreum & IMAX	1	10.00
Mobile Museum of Art	1	10.00
Other attractions/festivals/special events	1	10.00
Cruise ships	0	0.00
Fort Gaines	0	0.00
Mobile Greyhound Park	0	0.00
The Museum of Mobile	0	0.00
Oakleigh Period House Museum Complex	0	0.00
Richard-DAR House Museum	0	0.00
Wildland expeditions	0	0.00
Total	10	100.00

Responses from 6 visitors on a business trip

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<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	1	16.67
1 night	1	16.67
2 nights	2	33.33
3 or more nights	2	33.33
Total	6	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	3	60.00
welcome center	1	20.00
other	1	20.00
billboards	0	0.00
brochures	0	0.00
internet/web site	0	0.00
television/radio	0	0.00
travel agency	0	0.00
magazine/newspaper	0	0.00
Total	5	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Gaines	2	25.00
Mobile Museum of Art	2	25.00
USS Alabama Battleship Memorial Park	2	25.00
Dauphin Island Estuarium & Sea Lab	1	12.50
Fort Conde Museum & Welcome Center	1	12.50
Bragg-Mitchell Mansion	0	0.00
Conde-Charlotte Museum House	0	0.00
Cruise ships	0	0.00
Gulf Coast Exploreum & IMAX	0	0.00
Mobile Greyhound Park	0	0.00
The Museum of Mobile	0	0.00
Oakleigh Period House Museum Complex	0	0.00
Richard-DAR House Museum	0	0.00
Wildland expeditions	0	0.00
Other attractions/festivals/special events	0	0.00
Total	8	100.00

Responses from 2 visitors in Mobile for a convention

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<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	0	0.00
1 night	0	0.00
2 nights	0	0.00
3 or more nights	2	100.00
Total	2	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
brochures	1	33.33
friends/relatives	1	33.33
other	1	33.33
billboards	0	0.00
internet/web site	0	0.00
magazine/newspaper	0	0.00
television/radio	0	0.00
travel agency	0	0.00
welcome center	0	0.00
Total	3	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Conde Museum & Welcome Center	1	20.00
Fort Gaines	1	20.00
Gulf Coast Exploreum & IMAX	1	20.00
The Museum of Mobile	1	20.00
USS Alabama Battleship Memorial Park	1	20.00
Bragg-Mitchell Mansion	0	0.00
Conde-Charlotte Museum House	0	0.00
Cruise ships	0	0.00
Dauphin Island Estuarium & Sea Lab	0	0.00
Mobile Greyhound Park	0	0.00
Mobile Museum of Art	0	0.00
Oakleigh Period House Museum Complex	0	0.00
Richard-DAR House Museum	0	0.00
Wildland expeditions	0	0.00
Other attractions/festivals/special events	0	0.00
Total	5	100.00

Responses from 2 visitors in a tour group

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<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	2	100.00
1 night	0	0.00
2 nights	0	0.00
3 or more nights	0	0.00
Total	2	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	1	100.00
billboards	0	0.00
brochures	0	0.00
internet/web site	0	0.00
magazine/newspaper	0	0.00
television/radio	0	0.00
travel agency	0	0.00
welcome center	0	0.00
other	0	0.00
Total	1	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Conde Museum & Welcome Center	1	100.00
Bragg-Mitchell Mansion	0	0.00
Conde-Charlotte Museum House	0	0.00
Cruise ships	0	0.00
Dauphin Island Estuarium & Sea Lab	0	0.00
Fort Gaines	0	0.00
Gulf Coast Exploreum & IMAX	0	0.00
Mobile Greyhound Park	0	0.00
Mobile Museum of Art	0	0.00
The Museum of Mobile	0	0.00
Oakleigh Period House Museum Complex	0	0.00
Richard-DAR House Museum	0	0.00
USS Alabama Battleship Memorial Park	0	0.00
Wildland expeditions	0	0.00
Other attractions/festivals/special events	0	0.00
Total	1	100.00

SECTION 5.

CROSS TABLES, BY LENGTH OF STAY

Responses from 20 visitors on a day-trip only

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<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	14	70.00
visiting friends/relatives	3	15.00
tour group	2	10.00
business trip	1	5.00
convention	0	0.00
Total	20	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	11	42.31
brochures	5	19.23
magazine/newspaper	4	15.38
television/radio	2	7.69
other	2	7.69
internet/web site	1	3.85
welcome center	1	3.85
billboards	0	0.00
travel agency	0	0.00
Total	26	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Dauphin Island Estuarium & Sea Lab	4	28.57
Conde-Charlotte Museum House	3	21.43
USS Alabama Battleship Memorial Park	3	21.43
Gulf Coast Exploreum & IMAX	2	14.29
Cruise ships	1	7.14
Fort Conde Museum & Welcome Center	1	7.14
Bragg-Mitchell Mansion	0	0.00
Fort Gaines	0	0.00
Mobile Greyhound Park	0	0.00
Mobile Museum of Art	0	0.00
The Museum of Mobile	0	0.00
Oakleigh Period House Museum Complex	0	0.00
Richard-DAR House Museum	0	0.00
Wildland expeditions	0	0.00
Other attractions/festivals/special events	0	0.00
Total	14	100.00

Responses from 7 visitors staying one night

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<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	3	50.00
visiting friends/relatives	2	33.33
business trip	1	16.67
convention	0	0.00
tour group	0	0.00
Total	6	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	6	85.71
welcome center	1	14.29
billboards	0	0.00
brochures	0	0.00
internet/web site	0	0.00
magazine/newspaper	0	0.00
television/radio	0	0.00
travel agency	0	0.00
other	0	0.00
Total	7	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Conde Museum & Welcome Center	1	50.00
Other attractions/festivals/special events	1	50.00
Bragg-Mitchell Mansion	0	0.00
Conde-Charlotte Museum House	0	0.00
Cruise ships	0	0.00
Dauphin Island Estuarium & Sea Lab	0	0.00
Fort Gaines	0	0.00
Gulf Coast Exploreum & IMAX	0	0.00
Mobile Greyhound Park	0	0.00
Mobile Museum of Art	0	0.00
The Museum of Mobile	0	0.00
Oakleigh Period House Museum Complex	0	0.00
Richard-DAR House Museum	0	0.00
USS Alabama Battleship Memorial Park	0	0.00
Wildland expeditions	0	0.00
Total	2	100.00

Responses from 6 visitors staying two nights

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<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	3	50.00
business trip	2	33.33
visiting friends/relatives	1	16.67
convention	0	0.00
tour group	0	0.00
Total	6	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	4	44.44
brochures	2	22.22
internet/web site	2	22.22
other	1	11.11
billboards	0	0.00
magazine/newspaper	0	0.00
television/radio	0	0.00
travel agency	0	0.00
welcome center	0	0.00
Total	9	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Conde Museum & Welcome Center	3	18.75
USS Alabama Battleship Memorial Park	3	18.75
Bragg-Mitchell Mansion	2	12.50
Fort Gaines	2	12.50
Mobile Museum of Art	2	12.50
Conde-Charlotte Museum House	1	6.25
Dauphin Island Estuarium & Sea Lab	1	6.25
Gulf Coast Exploreum & IMAX	1	6.25
Oakleigh Period House Museum Complex	1	6.25
Cruise ships	0	0.00
Mobile Greyhound Park	0	0.00
The Museum of Mobile	0	0.00
Richard-DAR House Museum	0	0.00
Wildland expeditions	0	0.00
Other attractions/festivals/special events	0	0.00
Total	16	100.00

Responses from 13 visitors staying three or more nights

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<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	4	33.33
visiting friends/relatives	4	33.33
business trip	2	16.67
convention	2	16.67
tour group	0	0.00
Total	12	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	9	60.00
other	3	20.00
brochures	2	13.33
internet/web site	1	6.67
billboards	0	0.00
magazine/newspaper	0	0.00
television/radio	0	0.00
travel agency	0	0.00
welcome center	0	0.00
Total	15	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	5	23.81
Dauphin Island Estuarium & Sea Lab	4	19.05
Fort Gaines	3	14.29
Fort Conde Museum & Welcome Center	2	9.52
Bragg-Mitchell Mansion	1	4.76
Conde-Charlotte Museum House	1	4.76
Gulf Coast Exploreum & IMAX	1	4.76
Mobile Museum of Art	1	4.76
The Museum of Mobile	1	4.76
Wildland expeditions	1	4.76
Other attractions/festivals/special events	1	4.76
Cruise ships	0	0.00
Mobile Greyhound Park	0	0.00
Oakleigh Period House Museum Complex	0	0.00
Richard-DAR House Museum	0	0.00
Total	21	100.00