

Bellingrath Gardens and Home
Exit Survey of Visitors
2006 Annual Report

CBER Research Report #70

Prepared by
Tracey Smith
Center for Business and Economic Research
Mitchell College of Business
University of South Alabama

March 21, 2007

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 2006. The number of surveys collected by Bellingrath Gardens for each quarter is as follows:

January – March:	24
April – June:	16
July – September:	45
October – December:	69

A total of 154 surveys were collected during 2006.

Table of Contents

SECTION:

1. TABULAR SUMMARY

Ranking of overall visit to Bellingrath Gardens and Home	1
Ranking of overall experience with Bellingrath Gardens and Home	1
Primary residential states	2
Primary reason for trip to the Mobile area	3
Number of people in group	3
Length of stay in Mobile	3
Information sources used in deciding to visit Mobile	3
Other information sources used	3
Attractions visited or planned to visit	4
Other attractions visited or planned to visit	4

2. VISITOR COMMENTS

January – March	1
April – June	1
July – September	1
October – December	1

3. POWERPOINT SUMMARY

Primary residential states	2
Reason for visiting Mobile	3
Number of people in group	4
Length of stay in Mobile	5
Information sources used	6
Other attractions visited or planned to visit by Bellingrath Gardens visitors (table)	7
Other attractions visited or planned to visit by Bellingrath Gardens visitors (graph)	8

4. CROSS TABLES, BY REASON FOR TRIP

Responses from 58 visitors on a vacation/pleasure trip	1
Responses from 31 visitors visiting friends/relatives	2
Responses from 7 visitors in a tour group	3
Responses from 4 visitors on a business trip	4
Responses from 3 visitors in Mobile for a convention	5

5. CROSS TABLES, BY LENGTH OF STAY

Responses from 52 visitors on a day-trip only	1
Responses from 8 visitors staying one night	2
Responses from 10 visitors staying two nights	3
Responses from 30 visitors staying three or more nights	4

SECTION 1.
TABULAR SUMMARY

Responses from all visitors to Bellingrath Gardens and Home

1. Ranking of overall visit to Bellingrath Gardens and Home

	<u>Total</u>	<u>Percentage</u>
1	5	3.27
2	5	3.27
3	9	5.88
4	32	20.92
5	102	66.67
Total	153	100.00
Average Ranking	4.44	

2. Ranking of overall experience with Bellingrath Gardens and Home

<u>Theater Film</u>	<u>Total</u>	<u>Percentage</u>
1	0	0.00
2	0	0.00
3	5	8.33
4	13	21.67
5	42	70.00
Total	60	100.00
Average Ranking	4.62	

<u>Restrooms</u>	<u>Total</u>	<u>Percentage</u>
1	2	1.59
2	5	3.97
3	4	3.17
4	27	21.43
5	88	69.84
Total	126	100.00
Average Ranking	4.54	

<u>Food Quality</u>	<u>Total</u>	<u>Percentage</u>
1	1	1.54
2	1	1.54
3	9	13.85
4	15	23.08
5	39	60.00
Total	65	100.00
Average Ranking	4.38	

<u>Gardens (overall)</u>	<u>Total</u>	<u>Percentage</u>
1	1	0.75
2	2	1.49
3	7	5.22
4	20	14.93
5	104	77.61
Total	134	100.00
Average Ranking	4.67	

<u>Bayou Boardwalk</u>	<u>Total</u>	<u>Percentage</u>
1	4	5.19
2	2	2.60
3	0	0.00
4	8	10.39
5	63	81.82
Total	77	100.00
Average Ranking	4.61	

<u>Staff Courtesy</u>	<u>Total</u>	<u>Percentage</u>
1	1	0.89
2	1	0.89
3	4	3.57
4	14	12.50
5	92	82.14
Total	112	100.00
Average Ranking	4.74	

<u>Admission Price</u>	<u>Total</u>	<u>Percentage</u>
1	6	4.96
2	4	3.31
3	16	13.22
4	41	33.88
5	54	44.63
Total	121	100.00
Average Ranking	4.10	

<u>Price of Food</u>	<u>Total</u>	<u>Percentage</u>
1	6	8.22
2	5	6.85
3	8	10.96
4	15	20.55
5	39	53.42
Total	73	100.00
Average Ranking	4.04	

<u>Bellingrath Home (overall)</u>	<u>Total</u>	<u>Percentage</u>
1	0	0.00
2	0	0.00
3	3	3.23
4	6	6.45
5	84	90.32
Total	93	100.00
Average Ranking	4.87	

<u>Boehm Gallery</u>	<u>Total</u>	<u>Percentage</u>
1	1	1.10
2	0	0.00
3	8	8.79
4	16	17.58
5	66	72.53
Total	91	100.00
Average Ranking	4.60	

<u>Entrance Building</u>	<u>Total</u>	<u>Percentage</u>
1	0	0.00
2	1	0.89
3	10	8.93
4	24	21.43
5	77	68.75
Total	112	100.00
Average Ranking	4.58	

<u>Gift Shop Merchandise</u>	<u>Total</u>	<u>Percentage</u>
1	2	1.94
2	6	5.83
3	11	10.68
4	23	22.33
5	61	59.22
Total	103	100.00
Average Ranking	4.31	

<u>Speed of Service</u>	<u>Total</u>	<u>Percentage</u>
1	1	1.16
2	3	3.49
3	5	5.81
4	18	20.93
5	59	68.60
Total	86	100.00
Average Ranking	4.52	

<u>River Cruise</u>	<u>Total</u>	<u>Percentage</u>
1	2	3.92
2	1	1.96
3	3	5.88
4	8	15.69
5	37	72.55
Total	51	100.00
Average Ranking	4.51	

3.

<u>Primary residential states</u>	<u>Total</u>	<u>Percentage</u>
Alabama*	51	33.12
Mississippi	21	13.64
Florida	17	11.04
Texas	7	4.55
Michigan	6	3.90
California	4	2.60
Kentucky	4	2.60
Louisiana	4	2.60
Missouri	4	2.60
Pennsylvania	4	2.60
Ohio	3	1.95
Tennessee	3	1.95
Arkansas	2	1.30
Armed Forces Africa (AE)	2	1.30
Colorado	2	1.30
Illinois	2	1.30
Kansas	2	1.30
Wisconsin	2	1.30
Conneticut	1	0.65
Georgia	1	0.65
Idaho	1	0.65
Indiana	1	0.65
Iowa	1	0.65
Maryland	1	0.65
Montana	1	0.65
Nevada	1	0.65
New Jersey	1	0.65
New York	1	0.65
North Carolina	1	0.65
Oklahoma	1	0.65
Virginia	1	0.65
Australia	1	0.65
Total	154	100.00

*Includes 44 residents from Mobile and Baldwin Counties

Responses from non-residents of Mobile and Baldwin Counties only

4.	<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
	vacation/pleasure trip	58	56.31
	visiting friends/relatives	31	30.10
	tour group	7	6.80
	business trip	4	3.88
	convention	3	2.91
	Total	103	100.00

5.	<u>Number of people in group</u>	<u>Total</u>	<u>Percentage</u>
	1	5	5.15
	2	32	32.99
	3	11	11.34
	4	21	21.65
	5	6	6.19
	6	7	7.22
	7	1	1.03
	8	3	3.09
	9	1	1.03
	10	1	1.03
	11	3	3.09
	14	1	1.03
	17	1	1.03
	20	1	1.03
	25	1	1.03
	45	1	1.03
	62	1	1.03
	Total	97	100.00
	Average Group Size	5.40	

6.	<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
	day-trip only	52	52.00
	1 night	8	8.00
	2 nights	10	10.00
	3 or more nights	30	30.00
	Total	100	100.00

7.	<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
	friends/relatives	55	32.93
	other	30	17.96
	internet/web site	21	12.57
	brochures	18	10.78
	welcome center	16	9.58
	magazine/newspaper	13	7.78
	billboards	7	4.19
	television/radio	4	2.40
	travel agency	3	1.80
	Total	167	100.00

	<u>Other information sources used</u>	<u>Total</u>	<u>Percentage</u>
	Previous visit	11	44.00
	Word of mouth	4	16.00
	AAA/Fodor's	3	12.00
	Church	2	8.00
	School	1	4.00
	Business	1	4.00
	Dauphin Island	1	4.00
	Motorhome Club	1	4.00
	Novel	1	4.00
	Total	25	100.00

8.

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	24	17.02
Dauphin Island Estuarium & Sea Lab	23	16.31
Fort Gaines	15	10.64
Oakleigh Period House Museum Complex	10	7.09
Mobile Museum of Art	10	7.09
Fort Conde Museum & Welcome Center	9	6.38
Gulf Coast Exploreum & IMAX	9	6.38
Bragg-Mitchell Mansion	9	6.38
Other attractions/festivals/special events	8	5.67
Conde-Charlotte Museum House	7	4.96
The Museum of Mobile	6	4.26
Cruise ships	5	3.55
Wildland expeditions	4	2.84
Mobile Greyhound Park	2	1.42
Richard-DAR House Museum	0	0.00
Total	141	100.00

<u>Other attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Gulf Shores Beach	1	14.29
Dauphin Island	1	14.29
Fort Morgan	1	14.29
Coast Guard Air Station	1	14.29
Gabe's Horse Ranch	1	14.29
Medical Museum	1	14.29
Flea Market	1	14.29
Total	7	100.00

SECTION 2.
VISITOR COMMENTS

January - March

- Great job!

April - June

- No signs identifying flowers.

July - September

- Had visited gardens 40 years ago. Enjoyed then. Very much enjoyed now.
- Heard of it 35 years ago, but never had time. Thank you for allowing us to visit such a wonderful place.
- Amazingly beautiful!
- Meg was great. Guide was great.
- Very good. Most enjoyable.
- I would like to see more wildlife figures and maybe some live ducks in the lake. This is a beautiful place.
- Desperately need swings/benches to return to river cruise "dock." Of course, a roof, when completed, will be wonderful.
- In the Men's restroom: no paper towels, sink stopped up, and hand dryer not working.

October - December

- Overall: the experience was bright!
- Please make a book of photos of the inside of the house!

SECTION 3.

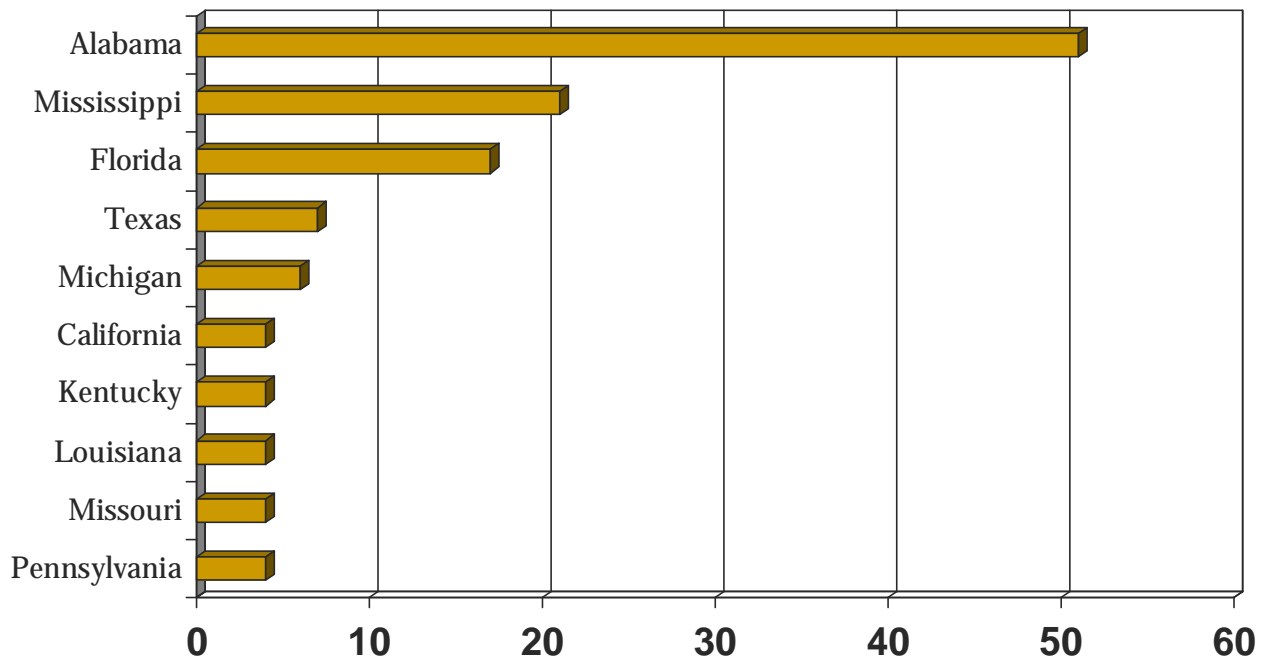
POWERPOINT SUMMARY



Bellingrath Gardens & Home

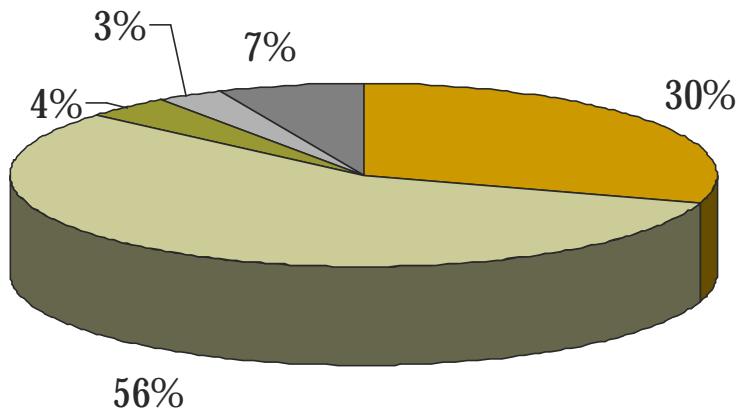
Exit Survey Summary
2006 Annual Report
Total surveys: 154

Primary Residential States



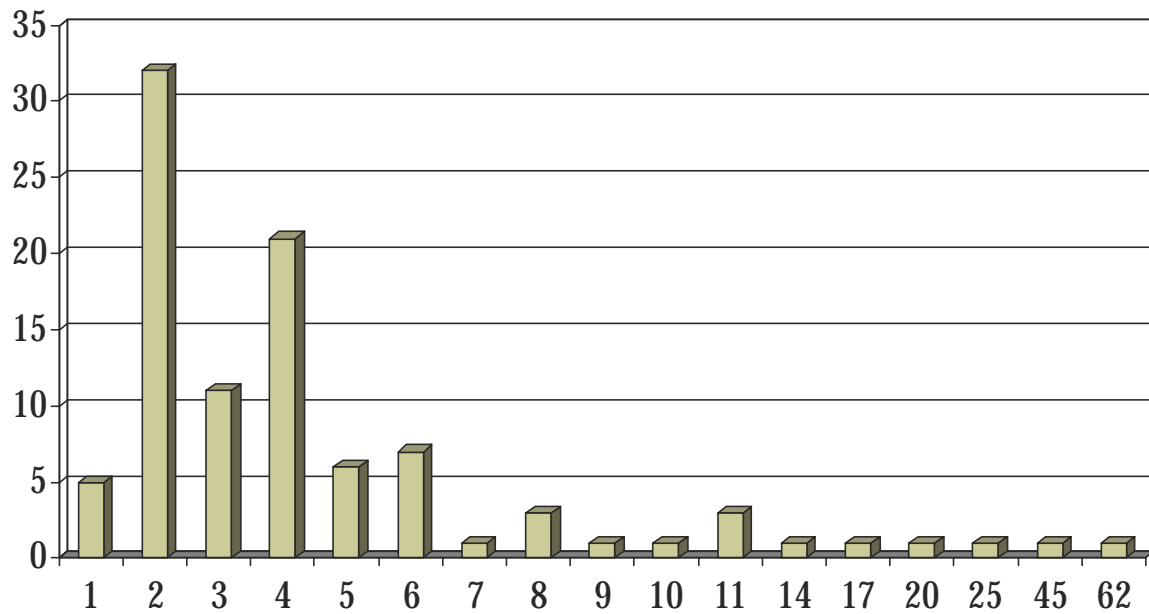
Alabama total includes 44 residents from Mobile and Baldwin Counties.

[Reason for Visiting Mobile]



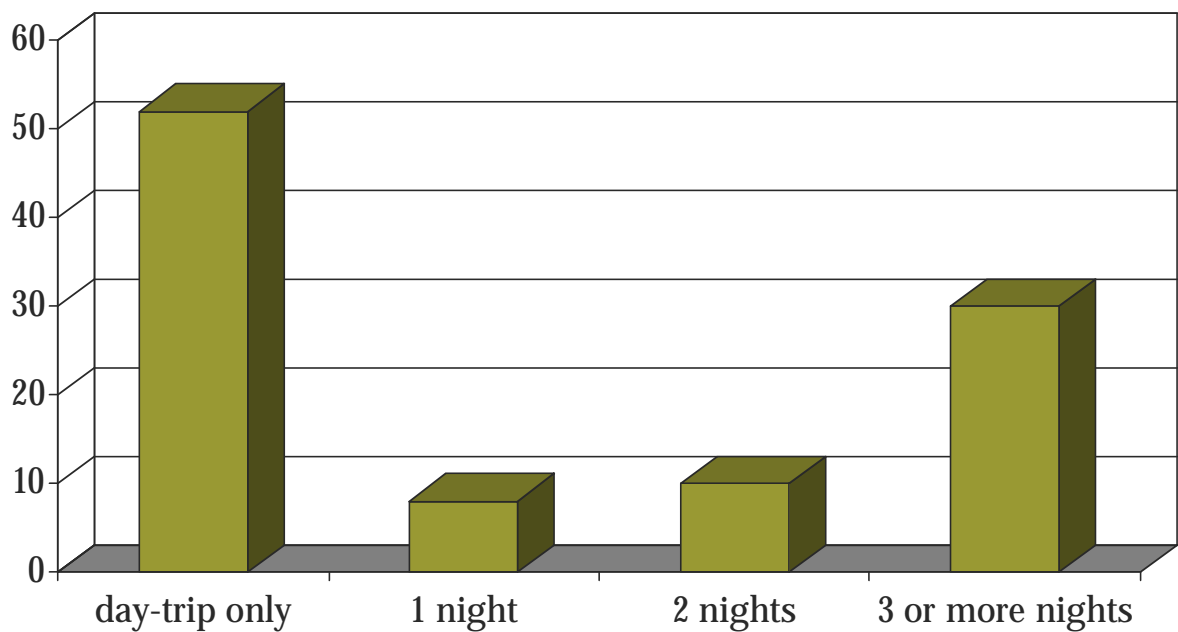
- visiting friends/relatives
- vacation/pleasure trip
- business trip
- convention
- tour group

Number of People in Group

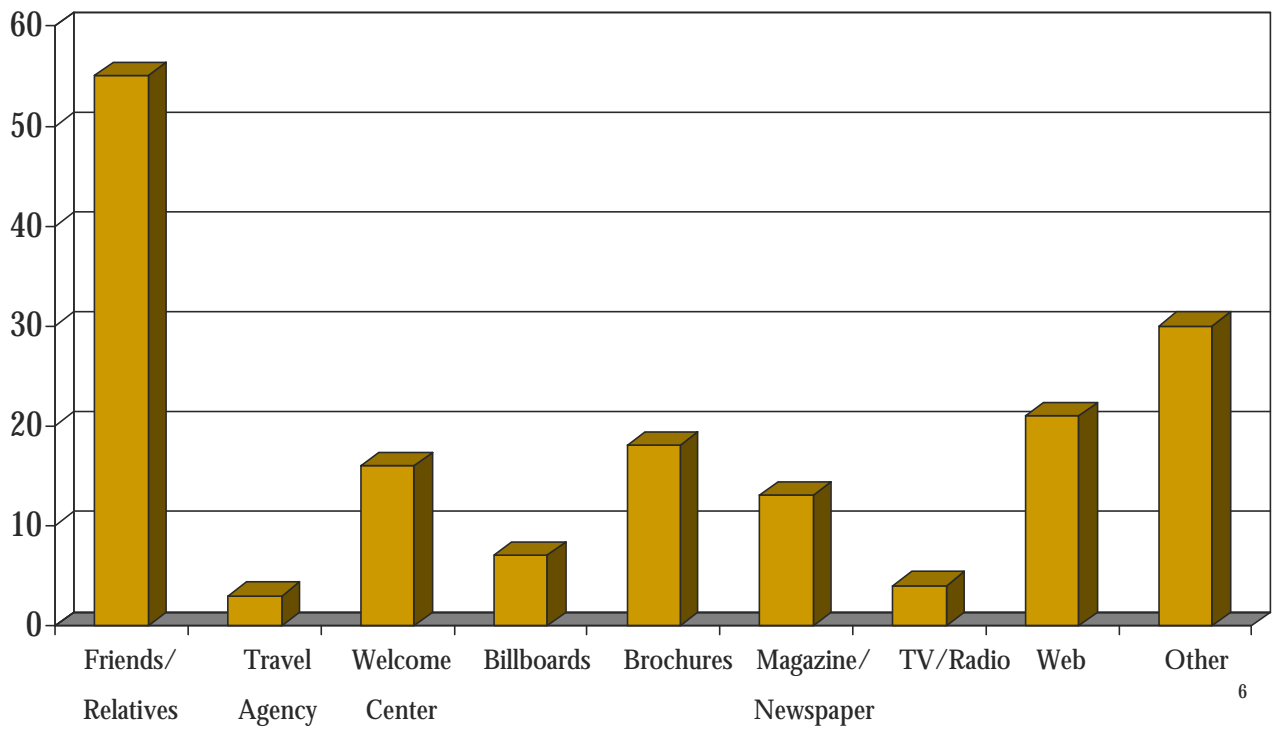


Average Group Size: 5.40

[Length of Stay in Mobile]



Information Sources Used

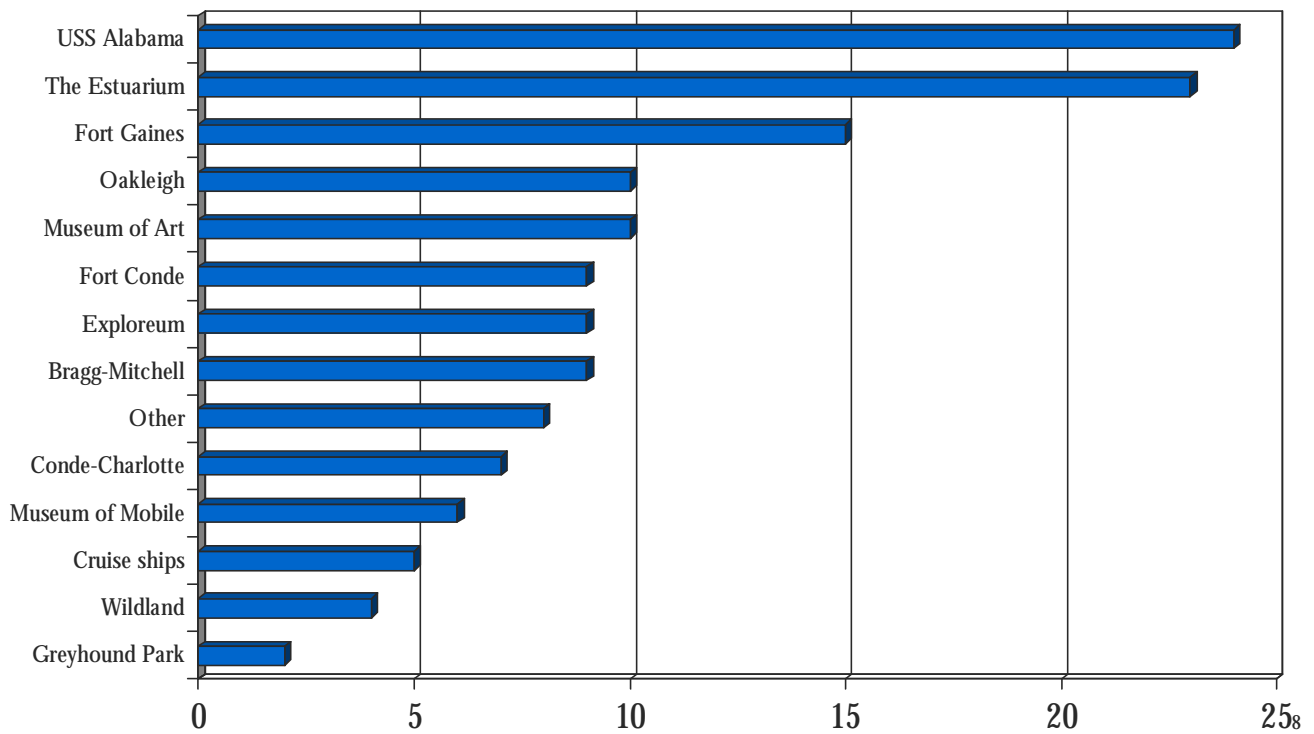


Other Attractions Visited or Planned to Visit by Bellingrath Gardens Visitors

Bragg-Mitchell Mansion	9
Conde-Charlotte Museum House	7
Cruise ships	5
Dauphin Island Estuarium & Sea Lab	23
Fort Conde Museum & Welcome Center	9
Fort Gaines	15
Gulf Coast Exploreum & IMAX	9
Mobile Greyhound Park	2

Mobile Museum of Art	10
The Museum of Mobile	6
Oakleigh Period House Museum Complex	10
Richard-DAR House Museum	0
USS Alabama Battleship Memorial Park	24
Wildland Expeditions	4
Other attractions/ festivals/special events	8
TOTAL	141

Other Attractions Visited or Planned to Visit by Bellingrath Gardens Visitors



SECTION 4.

CROSS TABLES, BY REASON FOR TRIP

Responses from 58 visitors on a vacation/pleasure trip

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	34	59.65
1 night	4	7.02
2 nights	6	10.53
3 or more nights	13	22.81
Total	57	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	19	21.59
other	19	21.59
internet/web site	14	15.91
brochures	11	12.50
welcome center	9	10.23
magazine/newspaper	9	10.23
television/radio	2	2.27
billboards	4	4.55
travel agency	1	1.14
Total	88	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Dauphin Island Estuarium & Sea Lab	12	17.39
USS Alabama Battleship Memorial Park	12	17.39
Fort Gaines	9	13.04
Gulf Coast Exploreum & IMAX	5	7.25
Other attractions/festivals/special events	5	7.25
Bragg-Mitchell Mansion	4	5.80
Conde-Charlotte Museum House	4	5.80
Cruise ships	4	5.80
Mobile Museum of Art	4	5.80
Fort Conde Museum & Welcome Center	3	4.35
Oakleigh Period House Museum Complex	3	4.35
The Museum of Mobile	2	2.90
Mobile Greyhound Park	1	1.45
Wildland expeditions	1	1.45
Richard-DAR House Museum	0	0.00
Total	69	100.00

Responses from 31 visitors visiting friends/relatives

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	11	37.93
1 night	3	10.34
2 nights	3	10.34
3 or more nights	12	41.38
Total	29	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	27	61.36
other	7	15.91
internet/web site	4	9.09
brochures	3	6.82
welcome center	2	4.55
billboards	1	2.27
travel agency	0	0.00
magazine/newspaper	0	0.00
television/radio	0	0.00
Total	44	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Dauphin Island Estuarium & Sea Lab	7	14.89
USS Alabama Battleship Memorial Park	7	14.89
Fort Gaines	5	10.64
Gulf Coast Exploreum & IMAX	4	8.51
Oakleigh Period House Museum Complex	4	8.51
Bragg-Mitchell Mansion	3	6.38
Fort Conde Museum & Welcome Center	3	6.38
Mobile Museum of Art	3	6.38
Other attractions/festivals/special events	3	6.38
Wildland expeditions	3	6.38
The Museum of Mobile	2	4.26
Conde-Charlotte Museum House	1	2.13
Cruise ships	1	2.13
Mobile Greyhound Park	1	2.13
Richard-DAR House Museum	0	0.00
Total	47	100.00

Responses from 7 visitors in a tour group

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	4	66.67
1 night	1	16.67
2 nights	0	0.00
3 or more nights	1	16.67
Total	6	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	3	21.43
welcome center	2	14.29
magazine/newspaper	2	14.29
television/radio	2	14.29
other	2	14.29
travel agency	1	7.14
brochures	1	7.14
internet/web site	1	7.14
billboards	0	0.00
Total	14	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	3	60.00
Dauphin Island Estuarium & Sea Lab	1	20.00
Mobile Museum of Art	1	20.00
Bragg-Mitchell Mansion	0	0.00
Conde-Charlotte Museum House	0	0.00
Cruise ships	0	0.00
Fort Conde Museum & Welcome Center	0	0.00
Fort Gaines	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	5	100.00

Responses from 4 visitors in Mobile on a business trip

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	1	25.00
1 night	0	0.00
2 nights	0	0.00
3 or more nights	3	75.00
Total	4	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	2	33.33
billboards	1	16.67
brochures	1	16.67
internet/web site	1	16.67
other	1	16.67
travel agency	0	0.00
welcome center	0	0.00
magazine/newspaper	0	0.00
television/radio	0	0.00
Total	6	50.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	2	22.22
Fort Conde Museum & Welcome Center	1	11.11
Bragg-Mitchell Mansion	1	11.11
Conde-Charlotte Museum House	1	11.11
Dauphin Island Estuarium & Sea Lab	1	11.11
Mobile Museum of Art	1	11.11
The Museum of Mobile	1	11.11
Oakleigh Period House Museum Complex	1	11.11
Cruise ships	0	0.00
Fort Gaines	0	0.00
Gulf Coast Exploreum & IMAX	0	0.00
Mobile Greyhound Park	0	0.00
Richard-DAR House Museum	0	0.00
Wildland expeditions	0	0.00
Other attractions/festivals/special events	0	0.00
Total	9	100.00

Responses from 3 visitors for a convention

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	2	66.67
1 night	0	0.00
2 nights	0	0.00
3 or more nights	1	33.33
Total	3	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	2	33.33
travel agency	1	16.67
brochures	1	16.67
magazine/newspaper	1	16.67
other	1	16.67
welcome center	0	0.00
billboards	0	0.00
television/radio	0	0.00
internet/web site	0	0.00
Total	6	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Conde Museum & Welcome Center	2	22.22
Oakleigh Period House Museum Complex	2	22.22
Bragg-Mitchell Mansion	1	11.11
Conde-Charlotte Museum House	1	11.11
Fort Gaines	1	11.11
Mobile Museum of Art	1	11.11
The Museum of Mobile	1	11.11
Cruise ships	0	0.00
Dauphin Island Estuarium & Sea Lab	0	0.00
Gulf Coast Exploreum & IMAX	0	0.00
Mobile Greyhound Park	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	9	100.00

SECTION 5.

CROSS TABLES, BY LENGTH OF STAY

Responses from 52 visitors on a day-trip only

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	34	65.38
visiting friends/relatives	11	21.15
tour group	4	7.69
convention	2	3.85
business trip	1	1.92
Total	52	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	23	31.51
other	11	15.07
brochures	9	12.33
magazine/newspaper	9	12.33
internet/web site	8	10.96
welcome center	7	9.59
television/radio	4	5.48
billboards	2	2.74
travel agency	0	0.00
Total	73	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	7	19.44
Dauphin Island Estuarium & Sea Lab	5	13.89
Fort Conde Museum & Welcome Center	5	13.89
Fort Gaines	5	13.89
Mobile Museum of Art	4	11.11
Conde-Charlotte Museum House	3	8.33
Cruise ships	2	5.56
Oakleigh Period House Museum Complex	2	5.56
Bragg-Mitchell Mansion	1	2.78
Gulf Coast Exploreum & IMAX	1	2.78
The Museum of Mobile	1	2.78
Mobile Greyhound Park	0	0.00
Richard-DAR House Museum	0	0.00
Wildland expeditions	0	0.00
Other attractions/festivals/special events	0	0.00
Total	36	100.00

Responses from 8 visitors staying one night

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	4	50.00
visiting friends/relatives	3	37.50
tour group	1	12.50
business trip	0	0.00
convention	0	0.00
Total	8	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
other	4	28.57
friends/relatives	3	21.43
brochures	3	21.43
internet/web site	2	14.29
travel agency	1	7.14
billboards	1	7.14
welcome center	0	0.00
magazine/newspaper	0	0.00
television/radio	0	0.00
Total	14	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Gaines	3	25.00
USS Alabama Battleship Memorial Park	2	16.67
Bragg-Mitchell Mansion	1	8.33
Cruise ships	1	8.33
Dauphin Island Estuarium & Sea Lab	1	8.33
Gulf Coast Exploreum & IMAX	1	8.33
Mobile Greyhound Park	1	8.33
Oakleigh Period House Museum Complex	1	8.33
Wildland expeditions	1	8.33
Conde-Charlotte Museum House	0	0.00
Fort Conde Museum & Welcome Center	0	0.00
Mobile Museum of Art	0	0.00
The Museum of Mobile	0	0.00
Richard-DAR House Museum	0	0.00
Other attractions/festivals/special events	0	0.00
Total	12	100.00

Responses from 10 visitors staying two nights

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	6	66.67
visiting friends/relatives	3	33.33
business trip	0	0.00
convention	0	0.00
tour group	0	0.00
Total	9	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
other	7	41.18
friends/relatives	6	35.29
brochures	2	11.76
magazine/newspaper	1	5.88
internet/web site	1	5.88
travel agency	0	0.00
welcome center	0	0.00
billboards	0	0.00
television/radio	0	0.00
Total	17	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Dauphin Island Estuarium & Sea Lab	4	36.36
USS Alabama Battleship Memorial Park	4	36.36
Bragg-Mitchell Mansion	2	18.18
Gulf Coast Exploreum & IMAX	1	9.09
Conde-Charlotte Museum House	0	0.00
Cruise ships	0	0.00
Fort Conde Museum & Welcome Center	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	11	100.00

Responses from 30 visitors staying three or more nights

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	13	43.33
visiting friends/relatives	12	40.00
business trip	3	10.00
convention	1	3.33
tour group	1	3.33
Total	30	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	21	41.18
internet/web site	8	15.69
welcome center	6	11.76
other	5	9.80
brochures	4	7.84
billboards	3	5.88
travel agency	2	3.92
magazine/newspaper	2	3.92
television/radio	0	0.00
Total	51	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Dauphin Island Estuarium & Sea Lab	11	14.29
USS Alabama Battleship Memorial Park	10	12.99
Other attractions/festivals/special events	8	10.39
Fort Gaines	6	7.79
Gulf Coast Exploreum & IMAX	6	7.79
Mobile Museum of Art	6	7.79
Oakleigh Period House Museum Complex	6	7.79
Bragg-Mitchell Mansion	5	6.49
The Museum of Mobile	5	6.49
Fort Conde Museum & Welcome Center	4	5.19
Conde-Charlotte Museum House	4	5.19
Wildland expeditions	3	3.90
Cruise ships	2	2.60
Mobile Greyhound Park	1	1.30
Richard-DAR House Museum	0	0.00
Total	77	100.00