

**Gulf Coast Exploreum & IMAX  
Exit Survey of Visitors  
2006 Annual Report**

**CBER Research Report #73**

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Each quarter, the Center for Business and Economic Research (CBER) sends 100 Exit Visitor Surveys to the Gulf Coast Exploreum & IMAX. The Exploreum's managers then distribute the surveys, collect the completed ones, 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 the Exploreum's Exit Visitor Surveys for the year 2006. The number of surveys collected by the Exploreum for each quarter is as follows:

January – March:	4
April – June:	118
July – September:	45
October – December:	3

A total of 170 surveys were collected during 2006.

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SECTION 1.  
TABULAR SUMMARY

Responses from all visitors to the Exploreum

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<u>Ranking of overall visit to the Gulf Coast Exploreum &amp; IMAX</u>	<u>Total</u>	<u>Percentage</u>
1	1	0.59
2	3	1.76
3	3	1.76
4	24	14.12
5	139	81.76
Total	170	100.00
Average Ranking	4.75	

<u>Primary residential states/countries</u>	<u>Total</u>	<u>Percentage</u>
Alabama*	99	58.24
Mississippi	25	14.71
Florida	19	11.18
Louisiana	11	6.47
Georgia	3	1.76
California	2	1.18
North Carolina	2	1.18
Arizona	1	0.59
Illinois	1	0.59
Maryland	1	0.59
New Jersey	1	0.59
Ohio	1	0.59
Pennsylvania	1	0.59
South Carolina	1	0.59
Tennessee	1	0.59
Vermont	1	0.59
Total	170	100.00

\*Includes 78 residents from Mobile and Baldwin Counties

Responses from non-residents of Mobile and Baldwin Counties only

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<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	35	37.23
tour group	30	31.91
visiting friends/relatives	18	19.15
convention	7	7.45
business trip	4	4.26
Total	94	100.00

<u>Number of people in group</u>	<u>Total</u>	<u>Percentage</u>
1	3	3.26
2	17	18.48
3	20	21.74
4	12	13.04
5	11	11.96
6	2	2.17
7	1	1.09
8	2	2.17
15	1	1.09
17	1	1.09
26	2	2.17
28	1	1.09
30	2	2.17
32	1	1.09
36	1	1.09
38	1	1.09
40	3	3.26
45	1	1.09
46	1	1.09
50	1	1.09
56	1	1.09
60	1	1.09
118	1	1.09
120	1	1.09
142	2	2.17
150	1	1.09
300	1	1.09
Total	92	100.00
Average Group Size	20.24	

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	57	61.96
1 night	7	7.61
2 nights	13	14.13
3 or more nights	15	16.30
Total	92	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	36	28.57
other	26	20.63
internet/web site	14	11.11
billboards	13	10.32
brochures	13	10.32
magazine/newspaper	9	7.14
television/radio	8	6.35
welcome center	5	3.97
travel agency	2	1.59
Total	126	100.00

<u>Other information source used</u>	<u>Total</u>	<u>Percentage</u>
School	11	45.83
Business	3	12.50
Convention	3	12.50
Locals	2	8.33
Antique Road Show	1	4.17
Reunion	1	4.17
Tour group	1	4.17
Curiosity	1	4.17
Previous visit	1	4.17
Total	24	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	25	14.45
Bellingrath Gardens and Home	23	13.29
Fort Conde Museum & Welcome Center	19	10.98
Mobile Museum of Art	19	10.98
The Museum of Mobile	19	10.98
Other attractions/festivals/special events	16	9.25
Conde-Charlotte Museum House	11	6.36
Dauphin Island Estuarium & Sea Lab	9	5.20
Mobile Greyhound Park	6	3.47
Bragg-Mitchell Mansion	5	2.89
Fort Gaines	5	2.89
Oakleigh Period House Museum Complex	5	2.89
Richard-DAR House Museum	4	2.31
Wildland expeditions	4	2.31
Cruise ships	3	1.73
Total	173	100.00

<u>Other attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Mardi Gras	2	20.00
Beach	2	20.00
Convention Center	1	10.00
Flea Market	1	10.00
Auditorium Russian Exhibit	1	10.00
Picnic in park	1	10.00
Navy base	1	10.00
Not sure	1	10.00
Total	10	100.00

SECTION 2.  
VISITOR COMMENTS

## January - March

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- Great time
- Kids had an amazing time, worth the drive!

## April - June

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- This is the first time my youngest godchild sat still for more than ten minutes.
- Our second visit and again had a wonderful time. We went to Egypt and the exhibit with the walls decorated were just great for anyone who can't visit Egypt. Thank you.
- I was here for the Chinese exhibit a few years ago. This blows it away!!! I'm looking forward to the Pompeii Exhibit.
- Fun, Fun, Fun!!!
- Great display!
- More attractions and access to water, likened to San Francisco.
- Excellent, enriching, exciting for the students.
- We had a blast.
- It has been wonderful!!
- Please have kid groups go into movies by themselves (Mummy). The Davidson group was bothersome. Dust the air vent and water spiket (fire alarm) in ladies restroom.
- \*Great exhibit.
- Very well organized. Moved us right along – no waiting. Very pleasurable.
- Very nice. Thank you.
- Excellent!
- Great exhibit! (Mummy) We really enjoyed the Nile IMAX movie- The kids loved it!
- Everyone who works at the Exploreum is very knowledgeable.
- Spring break.
- Everyone was very pleasant and also very helpful. Thanks.
- Enjoyed the 3-D film. More written info would be appreciated.
- Very clean, comfortable, and interesting.
- Looking forward to next year.
- Had a great time with our great grandson.
- The exhibit was displayed very well, well organized and all individuals assisting in the tour were well informed.
- I will come back.
- Will be coming back.
- We enjoyed our visit very much.
- The movie was cool. It was fancy.
- Just magnificent.
- Great.
- Very good.
- Very kid-friendly and interesting.
- Great Exploreum.
- The trip was great.
- Really enjoyed the visit. Can't wait for the next show.
- This place and the staff are excellent.
- We've visited several times and love the Exploreum.
- Very nice display.
- I love the changing exhibits at the Exploreum.
- Wonderful experience. Great guides to explain and teach kids about the Mummies.
- Not for queasy stomachs.
- Enjoyed it very much.
- Great place to enjoy an outing and learning experience with a special 14 year grandson.
- This is great! I think the movie upstairs should have been better marked with bigger fanfare to show it is truly part of the exhibit. Thank you!
- Parking info before entering.
- Enjoyed the movie!
- It was wonderful! We thoroughly enjoyed it!
- It was awesome!!!

- Great!
- This is one of the best IMAX films you have had.
- We try not to miss a new IMAX exhibit!
- Too small – would liked to have seen more exhibit artifacts and other mummies.
- Worth the trip!
- Love Mobile and the older homes and buildings downtown.
- A bit expensive, but tons of fun!
- A great experience!
- Really enjoyed, very educational.
- Great exhibit.
- A charming and interesting city. The Exploreum has wonderful exhibits. I missed last year's exhibit but was fascinated by this one (I have been to British Museum and Egypt's Karnack and Valley of the Kings but learned much here). Thanks for a wonderful day.
- Give the teacher a copy of her schedule.
- We love it and will be back weekly.
- How clean it is considering how many people trump through.
- Loved it – Thanks!
- We had a wonderful visit!

#### July - September

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- I loved seeing all of the artifact, and also being able to learn about a historic mummy.
- I really enjoyed myself.
- Great hands on science stuff.
- The activity area is probably the best I have EVER SEEN.
- Very impressed that you were able to bring this exhibit from the British museum. Every aspect was well done – Nefertari, intro film, etc. Looking forward to Pompeii.
- We arrived shortly before 3 pm, so we purchased the combination tickets for the 3D presentation at 3:00 and the 4:00 IMAX. Since we checked out the artifacts before the 3-D show, we went upstairs to the Virtual Tour, but were disappointed we could not view that until 4:00. This could have been scheduled for the half-hour showing (3:30), so we could have gotten our money's worth. The IMAX was extraordinary! Unlike any other IMAX we have seen.
- Billboards are great to advertise. Also advertise in LA – many will come. ]
- A bit pricey but good.
- Great experience for all ages.
- Mobile needs better street signs or ways to get around –
- Love it.
- You are the greatest place to bring our grandchildren.
- We live in Mobile and love the Exploreum.
- Excellent! We really enjoyed it!!
- Love the educational experience!
- Excellent exhibit – I appreciate having wheelchair to use for my mom!
- Most helpful and Informative with Information.
- Great especially IMAX.
- Very nice.
- Always enjoy our visits here.
- Enjoyed it greatly – staff were informative.
- My school Burroughs Elementary has enjoyed our visit. We give the Exploreum a perfect 10...
- Thank you for all the accommodations for our group.
- Great!
- We enjoyed it!

#### October - December

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- Thank you!
- Friendly.

**SECTION 3.**

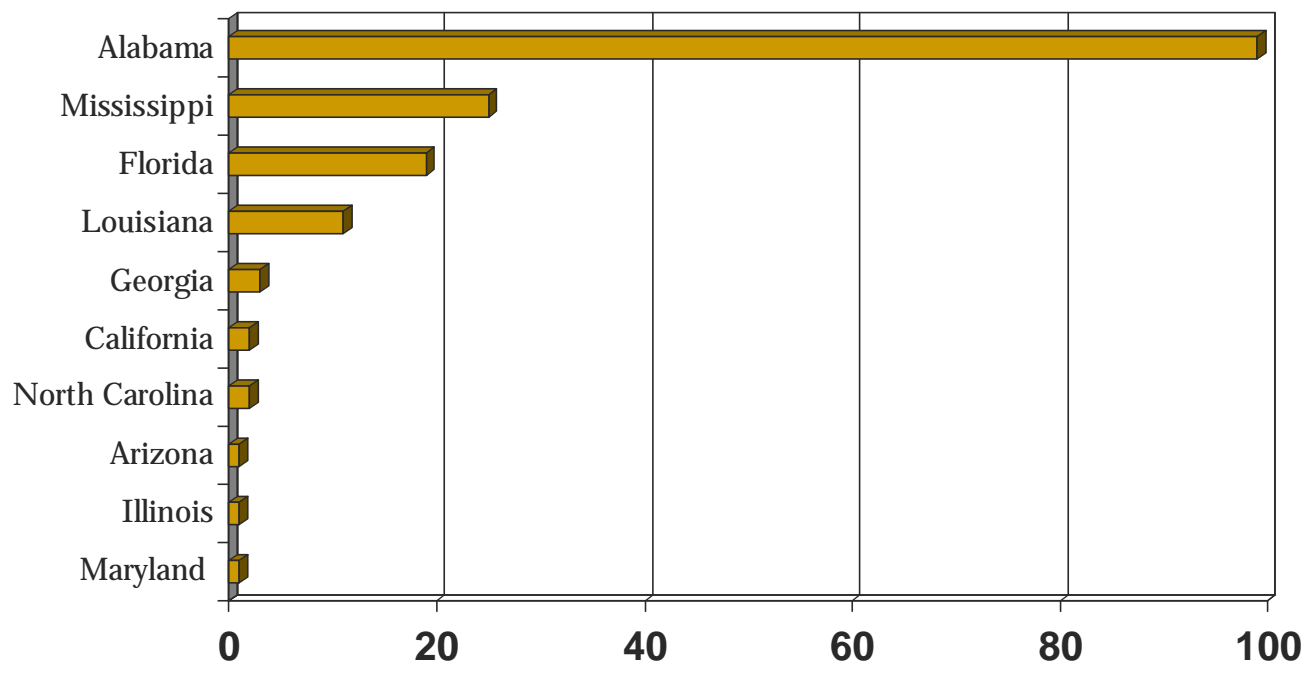
**POWERPOINT SUMMARY**



# Gulf Coast Exploreum & IMAX

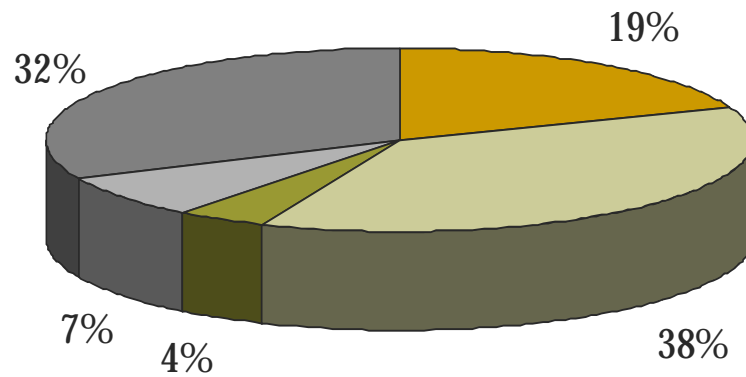
Exit Survey Summary  
2006 Annual Report  
Total surveys: 170

# Primary Residential States



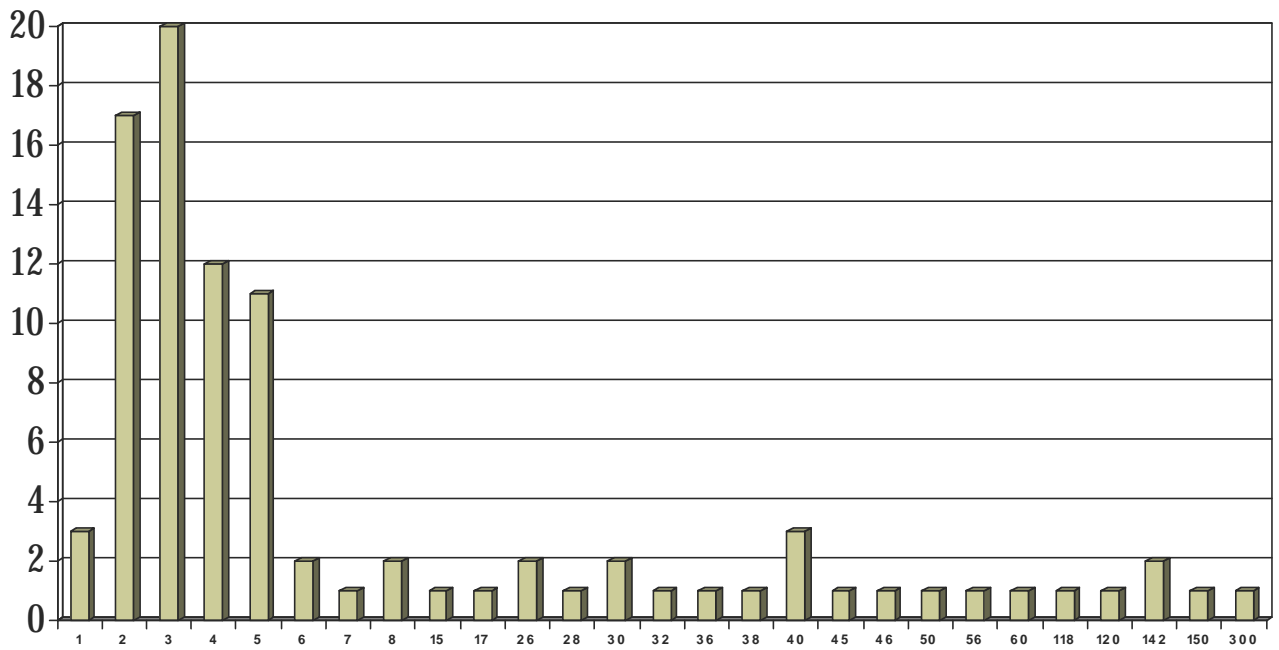
Alabama total includes 78 residents from Mobile and Baldwin Counties.

# [ Reason for Visiting Mobile ]



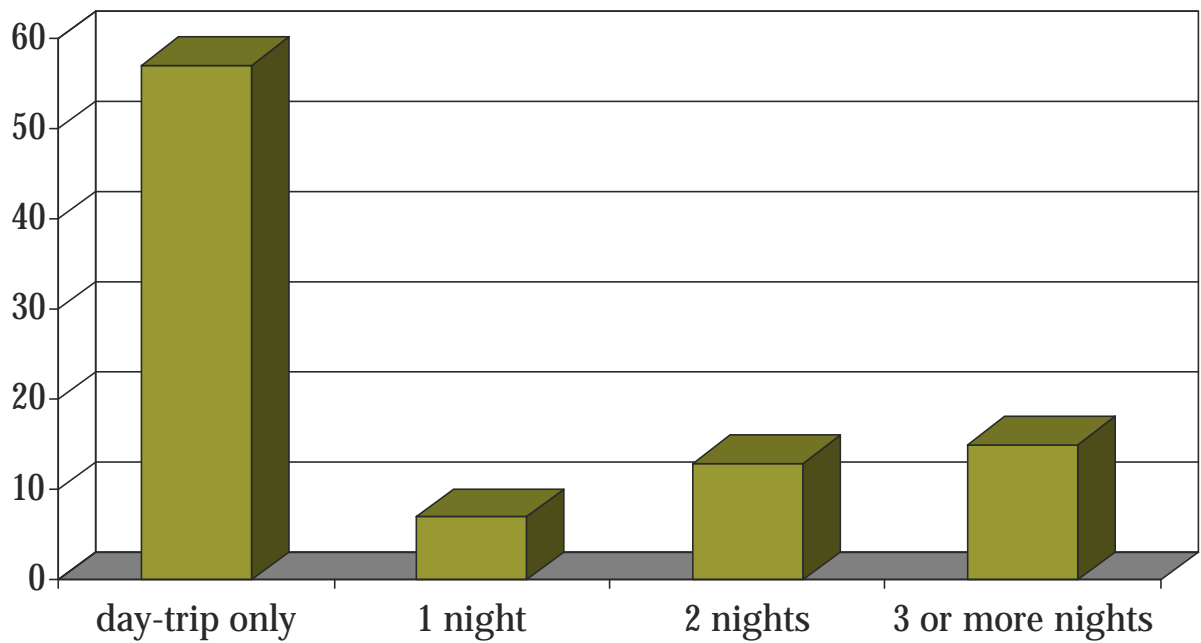
- visiting friends/relatives
- vacation/pleasure trip
- business trip
- convention
- tour group

# [ Number of People in Group ]

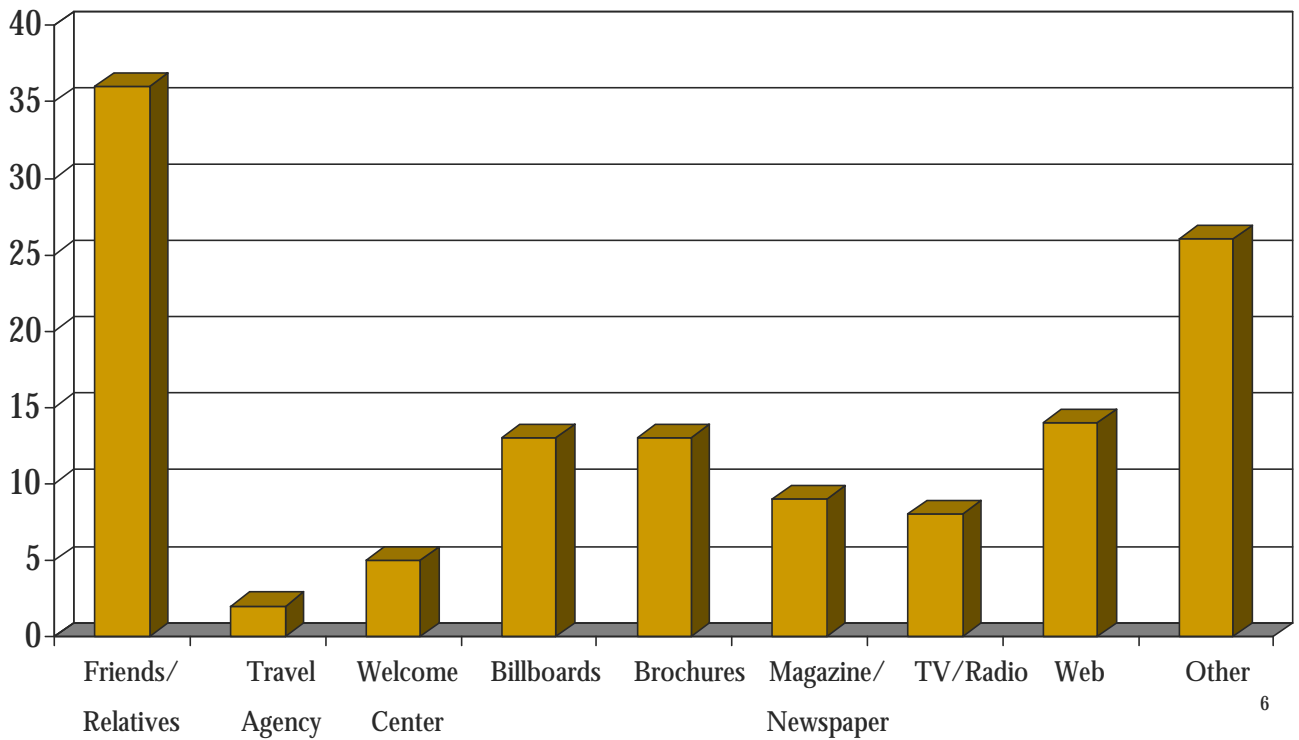


Average Group Size: 20.24

# [Length of Stay in Mobile]



# Information Sources Used

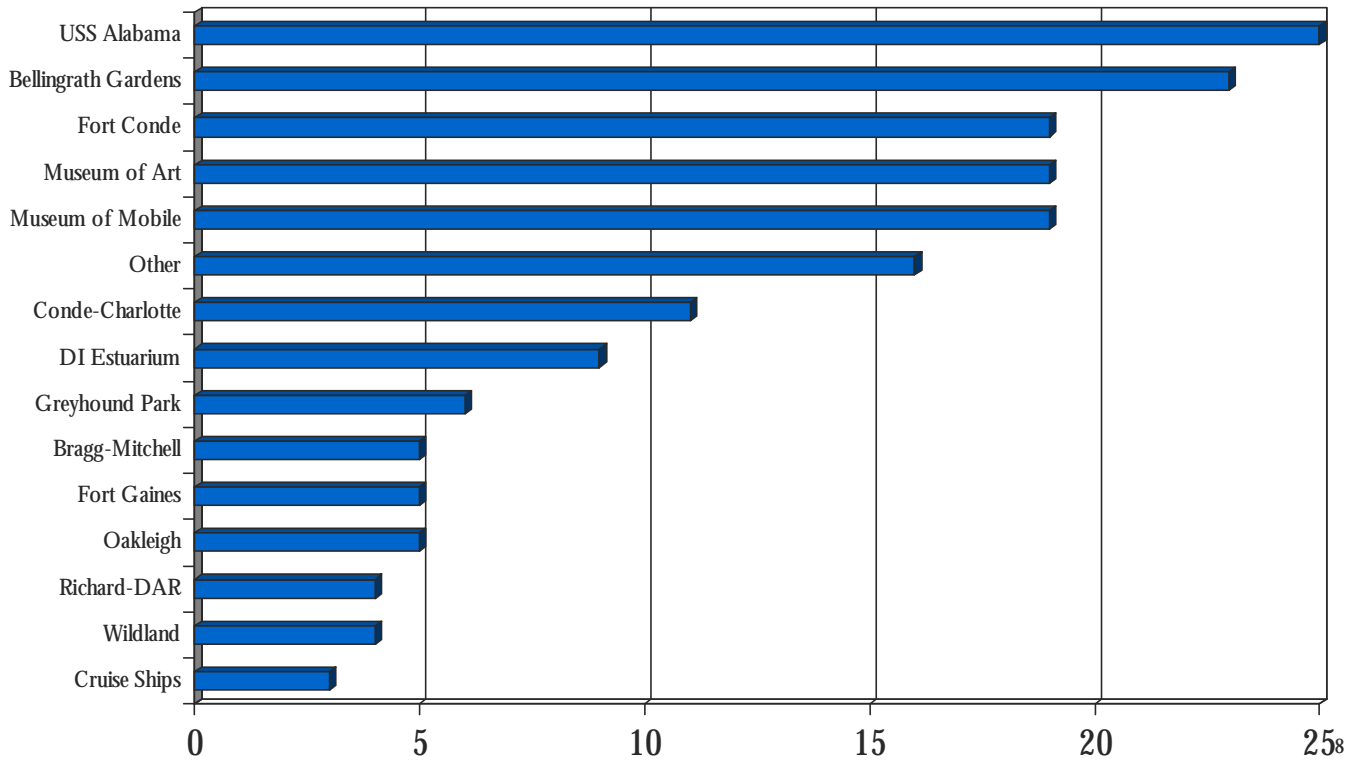


## Other Attractions Visited or Planned to Visit by Exploreum Visitors

Bellingrath Gardens and Home	23
Bragg-Mitchell Mansion	5
Conde-Charlotte Museum House	11
Cruise ships	3
Dauphin Island Estuarium & Sea Lab	9
Fort Conde Museum & Welcome Center	19
Fort Gaines	5
Mobile Greyhound Park	6

Mobile Museum of Art	19
The Museum of Mobile	19
Oakleigh Period House Museum Complex	5
Richard-DAR House Museum	4
USS Alabama Battleship Memorial Park	25
Wildland Expeditions	4
Other attractions/ festivals/special events	16
TOTAL	173

# Other Attractions Visited or Planned to Visit by Exploreum Visitors



SECTION 4.

CROSS TABLES, BY REASON FOR TRIP

Responses from 35 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	23	65.71
1 night	5	14.29
2 nights	3	8.57
3 or more nights	4	11.43
Total	35	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
internet/web site	13	24.07
billboards	11	20.37
friends/relatives	6	11.11
brochures	6	11.11
magazine/newspaper	5	9.26
television/radio	5	9.26
other	5	9.26
welcome center	3	5.56
travel agency	0	0.00
Total	54	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	12	20.00
Fort Conde Museum & Welcome Center	11	18.33
Bellingrath Gardens and Home	9	15.00
The Museum of Mobile	8	13.33
Conde-Charlotte Museum House	4	6.67
Mobile Museum of Art	3	5.00
Other attractions/festivals/special events	3	5.00
Oakleigh Period House Museum Complex	2	3.33
Bragg-Mitchell Mansion	2	3.33
Cruise ships	1	1.67
Dauphin Island Estuarium & Sea Lab	1	1.67
Fort Gaines	1	1.67
Richard-DAR House Museum	1	1.67
Mobile Greyhound Park	1	1.67
Wildland expeditions	1	1.67
Total	60	100.00

Responses from 30 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	27	93.10
1 night	1	3.45
2 nights	1	3.45
3 or more nights	0	0.00
Total	29	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
other	12	33.33
friends/relatives	9	25.00
internet/web site	5	13.89
brochures	4	11.11
billboards	2	5.56
magazine/newspaper	2	5.56
travel agency	1	2.78
television/radio	1	2.78
welcome center	0	0.00
Total	36	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	9	31.03
Mobile Museum of Art	6	20.69
Fort Conde Museum & Welcome Center	3	10.34
The Museum of Mobile	3	10.34
Bellingrath Gardens and Home	2	6.90
Dauphin Island Estuarium & Sea Lab	2	6.90
Other attractions/festivals/special events	2	6.90
Conde-Charlotte Museum House	1	3.45
Oakleigh Period House Museum Complex	1	3.45
Cruise ships	0	0.00
Bragg-Mitchell Mansion	0	0.00
Fort Gaines	0	0.00
Mobile Greyhound Park	0	0.00
Richard-DAR House Museum	0	0.00
Wildland expeditions	0	0.00
Total	29	100.00

Responses from 18 visitors visiting friends/relatives

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<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	8	44.44
1 night	0	0.00
2 nights	3	16.67
3 or more nights	7	38.89
Total	18	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	16	64.00
internet/web site	3	12.00
welcome center	2	8.00
brochures	2	8.00
billboards	1	4.00
magazine/newspaper	1	4.00
travel agency	0	0.00
television/radio	0	0.00
other	0	0.00
Total	25	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	7	23.33
Bellingrath Gardens and Home	5	16.67
Other attractions/festivals/special events	4	13.33
Conde-Charlotte Museum House	3	10.00
The Museum of Mobile	3	10.00
Fort Conde Museum & Welcome Center	2	6.67
Mobile Museum of Art	2	6.67
Bragg-Mitchell Mansion	1	3.33
Dauphin Island Estuarium & Sea Lab	1	3.33
Fort Gaines	1	3.33
Richard-DAR House Museum	1	3.33
Cruise ships	0	0.00
Mobile Greyhound Park	0	0.00
Oakleigh Period House Museum Complex	0	0.00
Wildland expeditions	0	0.00
Total	30	100.00

Responses from 7 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	5	71.43
3 or more nights	2	28.57
Total	7	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
other	5	55.56
brochures	3	33.33
friends/relatives	1	11.11
travel agency	0	0.00
welcome center	0	0.00
billboards	0	0.00
magazine/newspaper	0	0.00
television/radio	0	0.00
internet/web site	0	0.00
Total	9	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Mobile Museum of Art	3	37.50
Bellingrath Gardens and Home	1	12.50
The Museum of Mobile	1	12.50
Oakleigh Period House Museum Complex	1	12.50
USS Alabama Battleship Memorial Park	1	12.50
Other attractions/festivals/special events	1	12.50
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 Conde Museum & Welcome Center	0	0.00
Fort Gaines	0	0.00
Mobile Greyhound Park	0	0.00
Richard-DAR House Museum	0	0.00
Wildland expeditions	0	0.00
Total	8	100.00

Responses from 4 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	0	0.00
1 night	1	25.00
2 nights	1	25.00
3 or more nights	2	50.00
Total	4	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
magazine/newspaper	0	0.00
friends/relatives	0	0.00
internet/web site	0	0.00
television/radio	0	0.00
other	3	75.00
billboards	1	25.00
brochures	0	0.00
travel agency	0	0.00
welcome center	0	0.00
Total	4	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Conde Museum & Welcome Center	3	30.00
USS Alabama Battleship Memorial Park	2	20.00
Bellingrath Gardens and Home	1	10.00
Dauphin Island Estuarium & Sea Lab	1	10.00
Mobile Greyhound Park	1	10.00
Wildland expeditions	1	10.00
Other attractions/festivals/special events	1	10.00
Bragg-Mitchell Mansion	0	0.00
Conde-Charlotte Museum House	0	0.00
Cruise ships	0	0.00
Fort Gaines	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
Total	10	100.00

SECTION 5.

CROSS TABLES, BY LENGTH OF STAY

Responses from 57 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>
tour group	27	46.55
vacation/pleasure trip	23	39.66
visiting friends/relatives	8	13.79
business trip	0	0.00
convention	0	0.00
Total	58	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	20	27.78
billboards	12	16.67
internet/web site	12	16.67
brochures	10	13.89
magazine/newspaper	6	8.33
welcome center	4	5.56
other	4	5.56
television/radio	3	4.17
travel agency	1	1.39
Total	72	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	14	23.73
Mobile Museum of Art	10	16.95
The Museum of Mobile	9	15.25
Bellingrath Gardens and Home	7	11.86
Fort Conde Museum & Welcome Center	7	11.86
Conde-Charlotte Museum House	6	10.17
Other attractions/festivals/special events	2	3.39
Dauphin Island Estuarium & Sea Lab	1	1.69
Oakleigh Period House Museum Complex	1	1.69
Richard-DAR House Museum	1	1.69
Wildland expeditions	1	1.69
Bragg-Mitchell Mansion	0	0.00
Cruise ships	0	0.00
Fort Gaines	0	0.00
Mobile Greyhound Park	0	0.00
Total	59	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	5	71.43
business trip	1	14.29
tour group	1	14.29
visiting friends/relatives	0	0.00
convention	0	0.00
Total	7	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
internet/web site	3	42.86
billboards	2	28.57
magazine/newspaper	1	14.29
other	1	14.29
friends/relatives	0	0.00
travel agency	0	0.00
welcome center	0	0.00
brochures	0	0.00
television/radio	0	0.00
Total	7	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	4	40.00
Fort Conde Museum & Welcome Center	3	30.00
Conde-Charlotte Museum House	1	10.00
The Museum of Mobile	1	10.00
Other attractions/festivals/special events	1	10.00
Bellingrath Gardens and Home	0	0.00
Bragg-Mitchell Mansion	0	0.00
Cruise ships	0	0.00
Dauphin Island Estuarium & Sea Lab	0	0.00
Fort Gaines	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
Total	10	100.00

Responses from 13 visitors staying two nights

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<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
convention	5	38.46
visiting friends/relatives	3	23.08
vacation/pleasure trip	3	23.08
business trip	1	7.69
tour group	1	7.69
Total	13	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	5	29.41
other	4	23.53
internet/web site	3	17.65
brochures	2	11.76
television/radio	2	11.76
magazine/newspaper	1	5.88
travel agency	0	0.00
welcome center	0	0.00
billboards	0	0.00
Total	17	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Conde Museum & Welcome Center	5	17.86
Bellingrath Gardens and Home	4	14.29
The Museum of Mobile	4	14.29
Other attractions/festivals/special events	4	14.29
USS Alabama Battleship Memorial Park	3	10.71
Bragg-Mitchell Mansion	2	7.14
Mobile Museum of Art	2	7.14
Oakleigh Period House Museum Complex	2	7.14
Cruise ships	1	3.57
Dauphin Island Estuarium & Sea Lab	1	3.57
Conde-Charlotte Museum House	0	0.00
Fort Gaines	0	0.00
Mobile Greyhound Park	0	0.00
Richard-DAR House Museum	0	0.00
Wildland expeditions	0	0.00
Total	28	100.00

Responses from 15 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>
visiting friends/relatives	7	46.67
vacation/pleasure trip	4	26.67
business trip	2	13.33
convention	2	13.33
tour group	0	0.00
Total	15	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	6	30.00
other	5	25.00
brochures	3	15.00
internet/web site	3	15.00
welcome center	1	5.00
billboards	1	5.00
television/radio	1	5.00
magazine/newspaper	0	0.00
travel agency	0	0.00
Total	20	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	9	23.08
Bellingrath Gardens and Home	7	17.95
Other attractions/festivals/special events	4	10.26
Fort Conde Museum & Welcome Center	4	10.26
Dauphin Island Estuarium & Sea Lab	3	7.69
Fort Gaines	2	5.13
Mobile Greyhound Park	2	5.13
Mobile Museum of Art	2	5.13
Bragg-Mitchell Mansion	1	2.56
Conde-Charlotte Museum House	1	2.56
The Museum of Mobile	1	2.56
Oakleigh Period House Museum Complex	1	2.56
Richard-DAR House Museum	1	2.56
Wildland expeditions	1	2.56
Cruise ships	0	0.00
Total	39	100.00