

Exit Survey of Visitors to Local  
Attractions: 2<sup>nd</sup> Quarter 2004 to  
2<sup>nd</sup> Quarter 2007, Cumulative

CBER Research Report # 75

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## Executive Summary

The major findings of the cumulative annual report are briefly summarized in this section. Please note that these findings are based on the responses of the 2,007 Exit Surveys of Visitors collected at the five key Mobile area attractions from the second quarter of 2004 to the second quarter of 2007. The five attractions are (a) Bellingrath Gardens & Home, (b) The Estuarium at the Dauphin Island Sea Lab, (c) Gulf Coast Exploreum Science Center, (d) Mobile Museum of Art, and (e) The Museum of Mobile. All responses during the Dead Sea Scroll Exhibitions are not included and are tabulated separately as shown in Section 6 of the report.

### Where They Came From: by State

- Of all 2,007 surveys collected at all attractions for the cumulative year, the following is the order of the top 12 states from which visitors to Mobile came. Figures are percentages of total visitors from each attraction as well as the total overall:

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	<u>Bellingrath Overall</u>	<u>Estuarium</u>	<u>Exploreum</u>	<u>Museum of Art</u>	<u>Museum of Mobile</u>
Alabama*	7.60	15.79	19.60	10.94	18.19
15.45 Florida	16.00	4.14	20.10	13.28	8.74
12.16 Mississippi	18.80	5.26	18.84	9.90	8.32
11.61 Louisiana	7.20	4.89	7.54	10.68	9.17
8.32 Georgia	4.40	5.64	4.77	4.17	6.35
5.28 California	3.60	1.13	3.52	3.65	6.35
4.24 Texas	6.00	4.14	2.76	4.17	3.67
3.94 Missouri	3.60	6.77	2.26	2.86	1.69
2.94 Tennessee	2.40	6.02	2.51	2.60	2.26
2.89 Arkansas	1.60	7.89	1.51	0.78	1.69
2.29 Ohio	1.60	1.50	2.01	2.86	2.68
2.29 Illinois	2.00	3.76	1.01	1.04	2.54
2.04					

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\* excluding Mobile & Baldwin Counties

The most frequently given countries of origin outside of the United States include Canada (0.65 percent), Germany (0.60 percent), England (0.30 percent), France (0.20 percent), Japan (0.15 percent), and the United Kingdom (0.15 percent).

Where They Came From: by MSA

2. The top 12 Metropolitan Statistical Area's (MSA) that sent the largest number of visitors to Mobile are, in order:

- Pensacola-Ferry Pass-Brent, FL (9.76 percent)
- Pascagoula, MS (6.18 percent)
- Atlanta-Sandy Springs-Marietta, GA (5.77 percent)
- Birmingham-Hoover, AL (5.61 percent)
- New Orleans-Metairie-Kenner, LA (5.53 percent)
- Gulfport-Biloxi, MS (5.12 percent)
- Baton Rouge-Pierre, LA (2.93 percent)
- Los Angeles-Long Beach-Riverside, CA (2.76 percent)
- Huntsville, AL (2.44 percent)
- Tuscaloosa, AL (1.87 percent)
- Houston-Baytown-Sugar Land, TX (1.79 percent)
- Fort Walton Beach-Crestview-Destin, FL (1.71 percent)

Where They Came From: by County

3. The top 12 counties that sent the largest number of visitors to Mobile are, in order:

- Escambia County, FL (6.91 percent)
- Jackson County, MS (5.04 percent)
- Harrison County, MS (4.63 percent)
- Jefferson County, AL (3.17 percent)
- Santa Rosa County, FL (2.85 percent)
- Los Angeles County, CA (2.68 percent)
- Madison County, AL (1.95 percent)
- East Baton Rouge Parish (Baton Rouge), LA (1.87 percent)
- Orleans Parish, LA (1.79 percent)
- Tuscaloosa County, AL (1.71 percent)
- Okaloosa County, FL (1.71 percent)
- St. Tammany Parish (Slidell), LA (1.71 percent)

Sources of Information for Trip to Mobile

Of all 2,007 surveys collected at all attractions for the cumulative year, the sources from which visitors to Mobile obtained their information are, in order:

	<u>Bellingrath</u>	<u>Estuarium</u>	<u>Exploreum</u>	<u>Museum of Art</u>	<u>Museum of Mobile</u>	<u>Overall</u>
Friends and/or relatives	38.46	35.13	36.42	30.79	25.72	31.49
Internet/web sites	10.95	18.46	15.80	14.12	17.11	15.82
Brochures	11.54	17.18	10.60	11.11	10.52	11.71
Welcome center	6.51	6.92	6.55	9.26	14.63	10.13
Magazines and/or newspapers	5.92	3.33	5.97	11.57	8.03	7.27
Billboards	5.62	1.28	7.13	1.85	5.26	4.55
Televisions and/or radios	1.48	1.79	3.85	2.08	3.35	2.79
Travel agencies	2.66	2.82	1.16	1.16	1.72	1.80
Others	16.86	13.08	12.52	18.06	13.67	14.46

Note that most frequent 'Others' responses were work, business, school, church, AAA, previous stay, passing through, and word of mouth. Note also that 'Internet/web sites' as a source of information is likely to be prompted by the Mobile Bay Convention & Visitors Bureau's advertising, which induces potential visitors to search for more information on the Internet.

#### Sources of Information for Trip to Mobile – Vacation/Pleasure

- Of the 1,096 visitors who came to Mobile on a vacation/pleasure trip, the most frequently given responses to the information sources used in deciding to visit Mobile were, in order:

- Friends and/or relatives (23.78 percent)
- Internet/web sites (20.16 percent)
- Brochures (14.47 percent)
- Welcome centers (10.85 percent)
- Magazines and/or newspapers (8.84 percent)
- Billboards (4.89 percent)
- Televisions and/or radios (2.75 percent)
- Travel agencies (1.94 percent)
- Others (12.32 percent)

Note: Most frequent 'Others' responses were work, business, school, church, AAA, previous stay, passing through, word of mouth, etc

#### Sources of Information for Trip to Mobile – Friends & Relatives

5. Of the 508 visitors who came to Mobile to visit friends/relatives, the most frequently given responses to the information sources used in deciding to visit Mobile were, in order:

Friends and/or relatives (58.74 percent)  
Internet/web sites (10.24 percent)  
Welcome centers (8.98 percent)  
Billboards (4.57 percent)  
Brochures (4.25 percent)  
Magazines and/or newspapers (4.25 percent)  
Televisions and/or radios (2.52 percent)  
Travel agencies (0.16 percent)  
Others (6.30 percent)

Note: Most frequent 'Others' responses were work, business, school, church, AAA, previous stay, passing through, word of mouth, etc

#### Sources of Information for Trip to Mobile – Tour Groups

6. Of the 158 visitors who came to Mobile with a tour group, the most frequently given responses to the information sources used in deciding to visit Mobile were:

Friends and/or relatives (26.09 percent)  
Brochures (12.50 percent)  
Internet/web sites (10.33 percent)  
Travel agencies (6.52 percent)  
Welcome centers (4.89 percent)  
Magazines and/or newspapers (3.26 percent)  
Televisions and/or radios (2.17 percent)  
Billboards (1.63 percent)  
Others (32.61 percent)

Note: Most frequent 'Others' responses were work, business, school, church, AAA, previous stay, passing through, word of mouth, etc

#### Sources of Information for Trip to Mobile – Business Trip

7. Of the 123 visitors who came to Mobile on a business trip, the most frequently given responses to the information sources used in deciding to visit Mobile were:

Friends and/or relatives (22.70 percent)  
Internet/web sites (16.31 percent)  
Brochures (11.35 percent)

Welcome centers (9.22 percent)  
Travel agencies (4.96 percent)  
Magazines and/or newspapers (4.96 percent)  
Billboards (3.55 percent)  
Televisions and/or radios (2.84 percent)  
Others (24.11 percent)

Note: Most frequent 'Others' responses were work, business, school, church, AAA, previous stay, passing through, word of mouth, etc

#### Sources of Information for Trip to Mobile – Conventions

8. Of the 74 visitors who came to Mobile for a convention, the most frequently given responses to the information sources used in deciding to visit Mobile were, in order:

Brochures (19.28 percent)  
Friends and/or relatives (10.84 percent)  
Internet/web sites (9.64 percent)  
Welcome centers (4.82 percent)  
Travel agencies (2.41 percent)  
Magazines and/or newspapers (2.41 percent)  
Billboards (1.20 percent)  
Televisions and/or radios (0.00 percent)  
Others (49.40 percent)

Note: Most frequent 'Others' responses were work, business, school, church, AAA, previous stay, passing through, word of mouth, etc

#### Sources of Information for Trip to Mobile – Day Trip

9. Of the 641 visitors who came to Mobile on a day trip only, the most frequently given responses to the information sources used in deciding to visit Mobile were, in order:

Friends and/or relatives (27.52 percent)  
Internet/web sites (18.15 percent)  
Brochures (12.26 percent)  
Welcome centers (9.25 percent)  
Magazines and/or newspapers (8.53 percent)  
Billboards (6.73 percent)  
Televisions and/or radios (4.33 percent)  
Travel agencies (0.96 percent)  
Others (12.26 percent)

Note: Most frequent 'Others' responses were work, business, school, church, AAA, previous stay, passing through, word of mouth, etc

#### Sources of Information for Trip to Mobile – 1 night

10. Of the 218 visitors who stayed in Mobile for one night, the most frequently given responses to the information sources used in deciding to visit Mobile were, in order:

- Friends and/or relatives (25.00 percent)
- Internet/web sites (20.29 percent)
- Brochures (13.77 percent)
- Welcome centers (9.78 percent)
- Magazines and/or newspapers (4.71 percent)
- Billboards (4.35 percent)
- Travel agencies (3.62 percent)
- Televisions and/or radios (1.81 percent)
- Others (16.67 percent)

Note: Most frequent 'Others' responses were work, business, school, church, AAA, previous stay, passing through, word of mouth, etc

#### Sources of Information for Trip to Mobile – 2 nights

11. Of the 305 visitors who stayed in Mobile for two nights, the most frequently given responses to the information sources used in deciding to visit Mobile were, in order:

- Friends and/or relatives (28.98 percent)
- Internet/web sites (19.00 percent)
- Brochures (14.49 percent)
- Welcome centers (9.74 percent)
- Magazines and/or newspapers (7.13 percent)
- Travel agencies (3.33 percent)
- Billboards (3.09 percent)
- Televisions and/or radios (2.61 percent)
- Others (11.64 percent)

Note: Most frequent 'Others' responses were work, business, school, church, AAA, previous stay, passing through, word of mouth, etc

#### Sources of Information for Trip to Mobile – 3 or more nights

12. Of the 790 visitors who stayed in Mobile for three or more nights, the most frequently given responses to the information sources used in deciding to visit Mobile were, in order:

- Friends and/or relatives (37.19 percent)
- Internet/web sites (14.22 percent)
- Welcome centers (10.08 percent)
- Brochures (9.89 percent)
- Magazines and/or newspapers (6.50 percent)
- Billboards (3.58 percent)
- Travel agencies (1.51 percent)
- Televisions and/or radios (1.51 percent)

Others (15.54 percent)

Note: Most frequent 'Others' responses were work, business, school, church, AAA, previous stay, passing through, word of mouth, etc

Figure 1. Where They Came From: by State  
(Alabama excludes Mobile & Baldwin Counties)

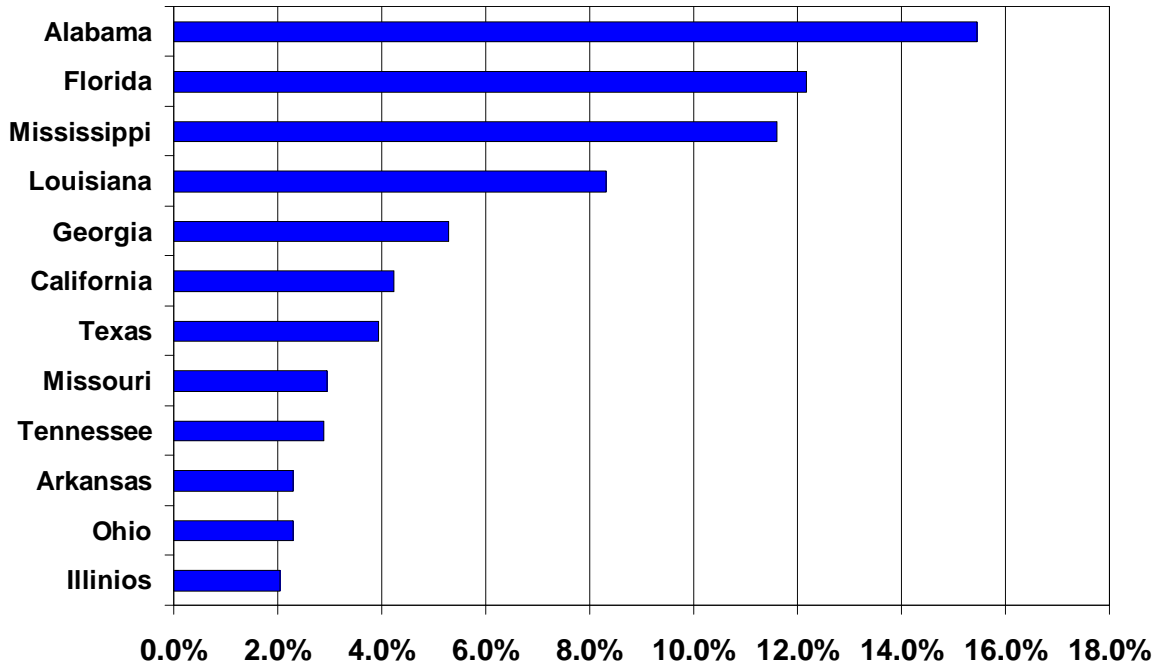


Figure 2. Where They Came From: by County

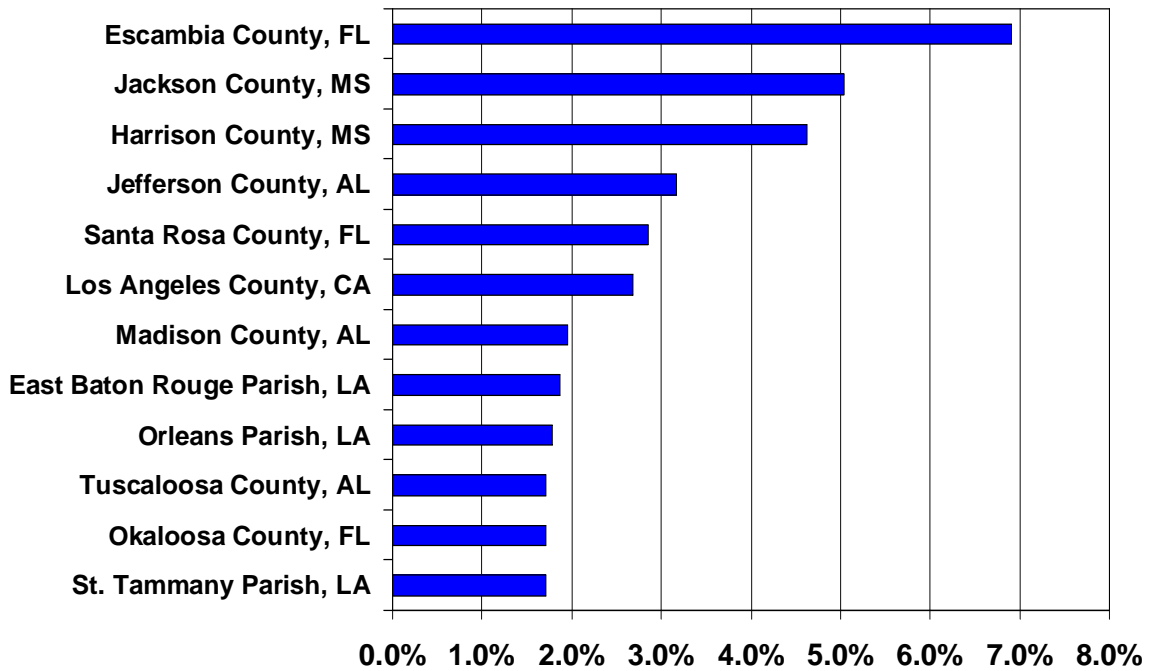
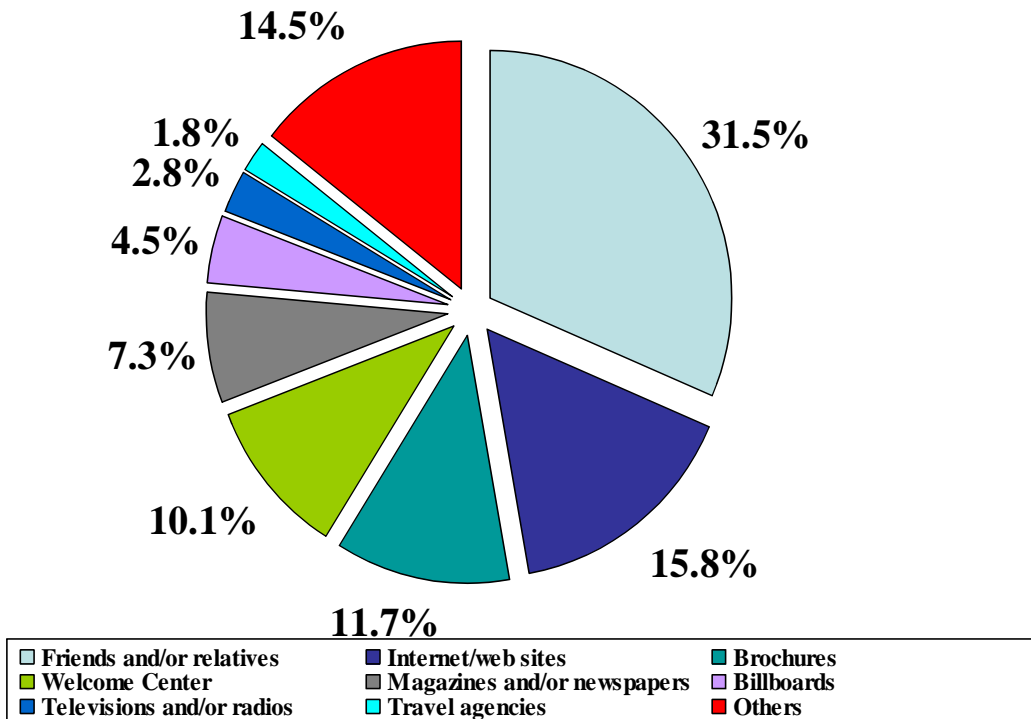


Figure 3. Sources of Information for Trip to Mobile



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## Preface

This study is based on the responses of 2,007 Exit Visitor Surveys collected at five Mobile area attractions from the second quarter of 2004 to the second quarter of 2007.

The Exit Visitor Survey is an eight-question survey directed toward visitors traveling to Mobile area attractions from outside Mobile and Baldwin Counties. The surveys are designed to aid in Mobile tourism research by asking visitors questions such as “Why did you come to Mobile?”, “How long do you plan to stay?”, “What sources helped you in deciding to visit Mobile?”, and “What other attractions will you visit during your stay?” Mobile area attractions participating in this research are Bellingrath Gardens and Home, The Estuarium at the Dauphin Island Sea Lab, Gulf Coast Exploreum Science Center, the Mobile Museum of Art, and The Museum of Mobile.

The distribution, collection, and processing of the surveys is divided into four quarters every year. The first visitor surveys were utilized during the second quarter of 2004 and have continued through the second quarter of 2007 today. At the beginning of each quarter, a new set of 100 visitor surveys is mailed to each attraction by the Center for Business and Economic Research (CBER), or, in some cases, the attraction will use their own personalized surveys, combining the original questions with additional ones relevant to the attraction. At the end of each quarter, the attraction’s managers collect the completed visitor surveys and mail them back to CBER. CBER then processes the surveys by entering each survey answer into a spreadsheet where the data can then be summarized, manipulated, and analyzed.

Summaries of the visitor survey data in Excel and PowerPoint formats, as well as a Word document of the visitors’ comments, are created for every attraction every quarter. The Excel summary and the comments are sent to executives at each attraction and at the Mobile Bay Convention and Visitors Bureau (MBCVB). The PowerPoint presentation summaries are uploaded to the CBER web site (<http://www.southalabama.edu/mcob/cber>) under the MBCVB Database section “Survey of Mobile Attractions.”

The visitor surveys used in this report include all surveys collected from the second quarter of 2004 to the second quarter of 2007. However, the report does not include surveys collected during special events, such as the Dead Sea Scrolls Exhibition at the Exploreum, and does not include surveys from Mobile and Baldwin County residents. The number of visitor surveys collected at each attraction varies each quarter. During some quarters, attractions were able to collect over 100 surveys; at other times, attractions collected either less than 100 surveys or no surveys at all. During the three-year time frame covered in this report, Bellingrath Gardens collected 250 surveys, the Estuarium collected 266, the Exploreum collected 398, the Mobile Museum of Art collected 384, and the Museum of Mobile collected 709. (Again, the Exploreum surveys in this report do not include the first and second quarters of 2005, at which time the Dead Sea Scrolls Exhibition was in operation. A separate data summary was prepared using the Exhibition visitor surveys.) Total visitor surveys for the cumulative year are 2,007.

SECTION 1.  
MOBILE AREA ATTRACTIONS DATA SUMMARY

### Primary residential states/countries

In question one of the Exit Visitor Survey, visitors are asked to give their primary residential zip code. The state or country of origin of the visitor was deduced from the zip code given. Mobile and Baldwin County residents were not included in any of the totals for Alabama.

Of all 2,007 surveys collected at all attractions for the cumulative year, the most frequently given responses to where the visitor primarily resides are Alabama (310), Florida (244), Mississippi (233), Louisiana (167), Georgia (106), California (85), Texas (79), Missouri (59), Tennessee (58), Arkansas (46), and Ohio (46). The most frequently given countries of origin outside of the United States include Canada (13), Germany (12), England (6), France (4), Japan (3), and the United Kingdom (3).

Of the 250 visitor surveys collected at Bellingrath Gardens and Home, the top residential states are Mississippi (47), Florida (40), Alabama (19), Louisiana (18), Texas (15), Georgia (11), California (9), Missouri (9), Michigan (8), Pennsylvania (8), and Kentucky (7).

Of the 266 visitor surveys collected at The Estuarium at the Dauphin Island Sea Lab, the top residential states are Alabama (42), Arkansas (21), Missouri (18), Indiana (16), Tennessee (16), Georgia (15), Mississippi (14), Louisiana (13), Florida (11), and Texas (11). Other countries of origin given in these surveys are Canada (2), England (1), and the United Kingdom (1).

Of the 398 visitor surveys collected at the Gulf Coast Exploreum Science Center, the top residential states are Florida (80), Alabama (78), Mississippi (75), Louisiana (30), Georgia (19), California (14), Texas (11), Tennessee (10), Missouri (9), Ohio (8), Arkansas (6), and New York (6). Other countries of origin given in these surveys are Canada (2) and Germany (1).

Of the 384 visitor surveys collected at the Mobile Museum of Art, the top residential states are Florida (51), Alabama (42), Louisiana (41), Mississippi (38), New York (18), Georgia (16), Texas (16), California (14), New Jersey (12), Missouri (11), and Ohio (11). Other countries of origin given in these surveys are Canada (3), France (3), Germany (2), Japan (2), Australia (1), Austria (1), China (1), the Netherlands (1), Venezuela (1), and the Virgin Islands (1).

Of the 709 visitor surveys collected at The Museum of Mobile, the top residential states are Alabama (129), Louisiana (65), Florida (62), Mississippi (59), California (45), Georgia (45), Texas (26), Ohio (19), Illinois (18), and Pennsylvania (16). Other countries of origin given in these surveys are Germany (9), Canada (6), England (5), the Netherlands (2), the United Kingdom (2), Belgium (1), Brazil (1), France (1), Japan (1), and Puerto Rico (1).

TABLE 1-1. Primary residential states/countries

	All		Bellgrath		Estuarium		Exploreum		Mus. of Art		Mus. of Mobile	
	Total	Percentage	Total	Percentage	Total	Percentage	Total	Percentage	Total	Percentage	Total	Percentage
Alabama	310	15.45	19	7.60	42	15.79	78	19.60	42	10.94	129	18.19
Florida	244	12.16	40	16.00	11	4.14	80	20.10	51	13.28	62	8.74
Mississippi	233	11.61	47	18.80	14	5.26	75	18.84	38	9.90	59	8.32
Louisiana	167	8.32	18	7.20	13	4.89	30	7.54	41	10.68	65	9.17
Georgia	106	5.28	11	4.40	15	5.64	19	4.77	16	4.17	45	6.35
California	85	4.24	9	3.60	3	1.13	14	3.52	14	3.65	45	6.35
Texas	79	3.94	15	6.00	11	4.14	11	2.76	16	4.17	26	3.67
Missouri	59	2.94	9	3.60	18	6.77	9	2.26	11	2.86	12	1.69
Tennessee	58	2.89	6	2.40	16	6.02	10	2.51	10	2.60	16	2.26
Arkansas	46	2.29	4	1.60	21	7.89	6	1.51	3	0.78	12	1.69
Ohio	46	2.29	4	1.60	4	1.50	8	2.01	11	2.86	19	2.68
Illinois	41	2.04	5	2.00	10	3.76	4	1.01	4	1.04	18	2.54
Michigan	40	1.99	8	3.20	7	2.63	2	0.50	10	2.60	13	1.83
New York	39	1.94	3	1.20	1	0.38	6	1.51	18	4.69	11	1.55
Pennsylvania	38	1.89	8	3.20	1	0.38	4	1.01	9	2.34	16	2.26
Kentucky	33	1.64	7	2.80	9	3.38	4	1.01	3	0.78	10	1.41
Indiana	30	1.49	1	0.40	16	6.02	4	1.01	2	0.52	7	0.99
New Jersey	27	1.35	3	1.20	3	1.13	3	0.75	12	3.13	6	0.85
North Carolina	25	1.25	1	0.40	0	0.00	5	1.26	5	1.30	14	1.97
Minnesota	21	1.05	2	0.80	7	2.63	1	0.25	5	1.30	6	0.85
Virginia	20	1.00	2	0.80	4	1.50	1	0.25	4	1.04	9	1.27
Colorado	18	0.90	5	2.00	4	1.50	0	0.00	2	0.52	7	0.99
Oklahoma	18	0.90	3	1.20	4	1.50	2	0.50	4	1.04	5	0.71
Wisconsin	18	0.90	2	0.80	4	1.50	3	0.75	2	0.52	7	0.99
South Carolina	16	0.80	1	0.40	1	0.38	2	0.50	5	1.30	7	0.99
Arizona	12	0.60	1	0.40	1	0.38	1	0.25	2	0.52	7	0.99
Kansas	12	0.60	3	1.20	2	0.75	0	0.00	2	0.52	5	0.71
Iowa	10	0.50	1	0.40	2	0.75	1	0.25	2	0.52	4	0.56
Washington	9	0.45	2	0.80	2	0.75	0	0.00	2	0.52	3	0.42
Maryland	9	0.45	1	0.40	1	0.38	1	0.25	3	0.78	3	0.42
Nebraska	8	0.40	0	0.00	0	0.00	3	0.75	2	0.52	3	0.42
Oregon	8	0.40	0	0.00	1	0.38	0	0.00	2	0.52	5	0.71
Connecticut	7	0.35	1	0.40	0	0.00	1	0.25	1	0.26	4	0.56
Utah	7	0.35	0	0.00	1	0.38	1	0.25	3	0.78	2	0.28
Montana	6	0.30	2	0.80	3	1.13	0	0.00	0	0.00	1	0.14
Massachusetts	5	0.25	0	0.00	1	0.38	1	0.25	1	0.26	2	0.28
New Mexico	5	0.25	0	0.00	2	0.75	0	0.00	1	0.26	2	0.28
Alaska	5	0.25	0	0.00	1	0.38	1	0.25	0	0.00	3	0.42
District of Columbia	4	0.20	0	0.00	0	0.00	0	0.00	1	0.26	3	0.42
Nevada	4	0.20	1	0.40	1	0.38	0	0.00	1	0.26	1	0.14
South Dakota	4	0.20	0	0.00	3	1.13	0	0.00	0	0.00	1	0.14
Rhode Island	3	0.15	0	0.00	0	0.00	0	0.00	3	0.78	0	0.00
Delaware	3	0.15	0	0.00	1	0.38	0	0.00	1	0.26	1	0.14
Idaho	3	0.15	1	0.40	0	0.00	0	0.00	0	0.00	2	0.28
Maine	3	0.15	1	0.40	0	0.00	0	0.00	2	0.52	0	0.00
New Hampshire	2	0.10	0	0.00	0	0.00	1	0.25	0	0.00	1	0.14
West Virginia	2	0.10	0	0.00	0	0.00	1	0.25	0	0.00	1	0.14
Vermont	2	0.10	0	0.00	1	0.38	1	0.25	0	0.00	0	0.00
Hawaii	1	0.05	0	0.00	0	0.00	1	0.25	0	0.00	0	0.00
North Dakota	1	0.05	0	0.00	0	0.00	0	0.00	1	0.26	0	0.00
Armed Forces Africa (AE)	1	0.05	1	0.40	0	0.00	0	0.00	0	0.00	0	0.00
Canada	13	0.65	0	0.00	2	0.75	2	0.50	3	0.78	6	0.85
Germany	12	0.60	0	0.00	0	0.00	1	0.25	2	0.52	9	1.27
England	6	0.30	0	0.00	1	0.38	0	0.00	0	0.00	5	0.71
France	4	0.20	0	0.00	0	0.00	0	0.00	3	0.78	1	0.14
Japan	3	0.15	0	0.00	0	0.00	0	0.00	2	0.52	1	0.14
United Kingdom	3	0.15	0	0.00	1	0.38	0	0.00	0	0.00	2	0.28
The Netherlands	3	0.15	0	0.00	0	0.00	0	0.00	1	0.26	2	0.28
Australia	2	0.10	1	0.40	0	0.00	0	0.00	1	0.26	0	0.00
Austria	1	0.05	0	0.00	0	0.00	0	0.00	1	0.26	0	0.00
Belgium	1	0.05	0	0.00	0	0.00	0	0.00	0	0.00	1	0.14
Brazil	1	0.05	0	0.00	0	0.00	0	0.00	0	0.00	1	0.14
China	1	0.05	0	0.00	0	0.00	0	0.00	1	0.26	0	0.00
Puerto Rico	1	0.05	0	0.00	0	0.00	0	0.00	0	0.00	1	0.14
Scotland	1	0.05	1	0.40	0	0.00	0	0.00	0	0.00	0	0.00
Venezuela	1	0.05	0	0.00	0	0.00	0	0.00	1	0.26	0	0.00
Virgin Islands	1	0.05	0	0.00	0	0.00	0	0.00	1	0.26	0	0.00
Total	2,007	100.00	250	100.00	266	100.00	398	100.00	384	100.00	709	100.00

### Primary reason for trip to the Mobile area

In question two of the Exit Visitor Survey, visitors are asked what their primary reason is for visiting the Mobile area. They are asked to choose one primary reason from a list of five.

Of all 2,007 surveys collected at all attractions for the cumulative year, the number of responses to each reason for the visitor's trip to the Mobile area is as follows: 1,096 visitors were on a vacation or pleasure trip, 508 were visiting friends and/or relatives, 158 were with a tour group, 123 were on a business trip, and 74 visitors were in Mobile for a convention.

Of the 250 visitor surveys collected at Bellingrath Gardens and Home, 142 visitors were on a vacation or pleasure trip, 60 were visiting friends and/or relatives, 19 were with a tour group, 11 were on a business trip, and 8 visitors were in Mobile for a convention.

Of the 266 visitor surveys collected at The Estuarium at the Dauphin Island Sea Lab, 178 visitors were on a vacation or pleasure trip, 42 were visiting friends and/or relatives, 30 were with a tour group, 13 were on a business trip, and 1 visitor was in Mobile for a convention.

Of the 398 visitor surveys collected at the Gulf Coast Exploreum Science Center, 191 visitors were on a vacation or pleasure trip, 115 were visiting friends and/or relatives, 44 were with a tour group, 23 were on a business trip, and 22 visitors were in Mobile for a convention.

Of the 384 visitor surveys collected at the Mobile Museum of Art, 185 visitors were on a vacation or pleasure trip, 123 were visiting friends and/or relatives, 37 were on a business trip, 9 were with a tour group, and 2 visitors were in Mobile for a convention.

Of the 709 visitor surveys collected at The Museum of Mobile, 400 visitors were on a vacation or pleasure trip, 168 were visiting friends and/or relatives, 56 were with a tour group, 41 were in Mobile for a convention, and 39 visitors were on a business trip.

TABLE 1-2. Primary reason for trip to the Mobile area

	All		Bellingrath		Estuarium		Exploreum		Mus. of Art		Mus. of Mobile	
	Total	Percentage	Total	Percentage	Total	Percentage	Total	Percentage	Total	Percentage	Total	Percentage
vacation/pleasure trip	1,096	55.95	142	59.17	178	67.42	191	48.35	185	51.97	400	56.82
visiting friends/relatives	508	25.93	60	25.00	42	15.91	115	29.11	123	34.55	168	23.86
tour group	158	8.07	19	7.92	30	11.36	44	11.14	9	2.53	56	7.95
business trip	123	6.28	11	4.58	13	4.92	23	5.82	37	10.39	39	5.54
convention	74	3.78	8	3.33	1	0.38	22	5.57	2	0.56	41	5.82
Total	1,959	100.00	240	100.00	264	100.00	395	100.00	356	100.00	704	100.00

### Number of people in group

In question three of the Exit Visitor Survey, visitors are asked how many people, including the person filling out the survey, are in their group. For individuals or for family/friend groups, the given number of people in the group ranges mostly from 1-6 people. For organized tour groups, the given number of people in the group reaches up to 80+ people.

The most frequently given group sizes out of all 2,007 surveys are between 1 and 12, with 2 being the most given response. There were 682 surveys with a given group of 2 people, 331 with a group of 4, 273 with a group of 3, 161 with a group of 5, 137 with a group of 1, 96 with a group of 6, 44 with a group of 7, 30 with a group of 8, 21 with a group of 9, 16 with a group of 11, 16 with a group of 12, and 14 surveys with a group of 10. The average group size was 7 people.

Of the 250 visitor surveys collected at Bellingrath Gardens and Home, the most frequently given group size was 2 people. There were 90 surveys with a given group of 2, 46 with a group of 4, 22 with a group of 3, 18 with a group of 6, 16 with a group of 5, and 6 surveys with a group of 7. The average group size was 6 people.

Of the 266 visitor surveys collected at The Estuarium at the Dauphin Island Sea Lab, the most frequently given group size was 2 people. There were 46 surveys with a given group of 2, 42 with a group of 4, 41 with a group of 3, 30 with a group of 5, 23 with a group of 6, 15 with a group of 7, 8 with a group of 8, 7 with a group of 12, and 6 surveys with a group of 1. The average group size was 10 people.

Of the 398 visitor surveys collected at the Gulf Coast Exploreum Science Center, the most frequently given group size was 4 people. There were 96 surveys with a given group of 4 people, 64 with a group of 3, 56 with a group of 5, 54 with a group of 2, 31 with a group of 6, 15 with a group of 7, 11 with a group of 8, 8 with a group of 1, and 8 surveys with a group of 80+. The average group size was 11 people.

Of the 384 visitor surveys collected at the Mobile Museum of Art, the most frequently given group size was 2 people. There were 195 surveys with a given group of 2 people, 61 with a group of 1, 51 with a group of 3, 43 with a group of 4, 9 with a group of 5, 9 with a group of 6, 3 with a group of 8, 1 with a group of 7, and 1 survey with a group of 9. The average group size was 3 people.

Of the 709 visitor surveys collected at The Museum of Mobile, the most frequently given group size was 2 people. There were 297 surveys with a given group of 2 people, 104 with a group of 4, 95 with a group of 3, 57 with a group of 1, 50 with a group of 5, 15 with a group of 6, 9 with a group of 10, 7 with a group of 7, 7 with a group of 9, 5 with a group of 12, and 4 surveys with a group of 8. The Museum of Mobile had a large number of group sizes over 12 people. There were 7 surveys with a given group of 53 people, 4 with a group of 29, 4 with a group of 36, 3 with a group of 40, and 3 surveys with a group of 50. The average group size was 4 people.

TABLE 1-3. Number of people in group

	All		Bellingrath		Estuarium		Exploream		Mus. of Art		Mus. of Mobile	
	Total	Percentage	Total	Percentage	Total	Percentage	Total	Percentage	Total	Percentage	Total	Percentage
1	137	7.00	5	2.13	6	2.25	8	2.11	61	15.97	57	8.23
2	682	34.87	90	38.30	46	17.23	54	14.25	195	51.05	297	42.86
3	273	13.96	22	9.36	41	15.36	64	16.89	51	13.35	95	13.71
4	331	16.92	46	19.57	42	15.73	96	25.33	43	11.26	104	15.01
5	161	8.23	16	6.81	30	11.24	56	14.78	9	2.36	50	7.22
6	96	4.91	18	7.66	23	8.61	31	8.18	9	2.36	15	2.16
7	44	2.25	6	2.55	15	5.62	15	3.96	1	0.26	7	1.01
8	30	1.53	4	1.70	8	3.00	11	2.90	3	0.79	4	0.58
9	21	1.07	4	1.70	5	1.87	4	1.06	1	0.26	7	1.01
10	14	0.72	1	0.43	3	1.12	1	0.26	0	0.00	9	1.30
11	16	0.82	5	2.13	5	1.87	5	1.32	0	0.00	1	0.14
12	16	0.82	2	0.85	7	2.62	2	0.53	0	0.00	5	0.72
14	6	0.31	2	0.85	4	1.50	0	0.00	0	0.00	0	0.00
15	5	0.26	0	0.00	2	0.75	1	0.26	1	0.26	1	0.14
16	3	0.15	1	0.43	0	0.00	1	0.26	0	0.00	1	0.14
17	4	0.20	1	0.43	0	0.00	2	0.53	0	0.00	1	0.14
18	5	0.26	0	0.00	2	0.75	3	0.79	0	0.00	0	0.00
20	2	0.10	1	0.43	0	0.00	0	0.00	0	0.00	1	0.14
21	2	0.10	0	0.00	2	0.75	0	0.00	0	0.00	0	0.00
22	2	0.10	0	0.00	1	0.37	0	0.00	0	0.00	1	0.14
23	2	0.10	0	0.00	2	0.75	0	0.00	0	0.00	0	0.00
25	12	0.61	3	1.28	3	1.12	0	0.00	6	1.57	0	0.00
26	3	0.15	0	0.00	0	0.00	0	0.00	2	0.52	1	0.14
27	5	0.26	0	0.00	4	1.50	0	0.00	0	0.00	1	0.14
28	4	0.20	0	0.00	1	0.37	1	0.26	0	0.00	2	0.29
29	6	0.31	1	0.43	1	0.37	0	0.00	0	0.00	4	0.58
30	13	0.66	2	0.85	8	3.00	2	0.53	0	0.00	1	0.14
31	1	0.05	0	0.00	0	0.00	0	0.00	0	0.00	1	0.14
32	1	0.05	0	0.00	0	0.00	1	0.26	0	0.00	0	0.00
33	3	0.15	0	0.00	2	0.75	0	0.00	0	0.00	1	0.14
34	1	0.05	0	0.00	1	0.37	0	0.00	0	0.00	0	0.00
36	5	0.26	0	0.00	0	0.00	1	0.26	0	0.00	4	0.58
38	3	0.15	0	0.00	0	0.00	1	0.26	0	0.00	2	0.29
40	10	0.51	1	0.43	0	0.00	6	1.58	0	0.00	3	0.43
43	1	0.05	0	0.00	0	0.00	0	0.00	0	0.00	1	0.14
45	2	0.10	1	0.43	0	0.00	1	0.26	0	0.00	0	0.00
46	1	0.05	0	0.00	0	0.00	1	0.26	0	0.00	0	0.00
50	4	0.20	0	0.00	0	0.00	1	0.26	0	0.00	3	0.43
53	8	0.41	0	0.00	0	0.00	1	0.26	0	0.00	7	1.01
61	3	0.15	0	0.00	0	0.00	1	0.26	0	0.00	2	0.29
62	2	0.10	1	0.43	0	0.00	0	0.00	0	0.00	1	0.14
63	2	0.10	0	0.00	0	0.00	0	0.00	0	0.00	2	0.29
65	1	0.05	0	0.00	0	0.00	0	0.00	0	0.00	1	0.14
70	2	0.10	1	0.43	1	0.37	0	0.00	0	0.00	0	0.00
72	1	0.05	0	0.00	1	0.37	0	0.00	0	0.00	0	0.00
80+	10	0.51	1	0.43	1	0.37	8	2.11	0	0.00	0	0.00
Total	1,956	100.00	235	100.00	267	100.00	379	100.00	382	100.00	693	100.00
Average Group Size	6.96		6.09		9.98		11.47		2.93		4.33	

### Length of stay in Mobile

In question four of the Exit Visitor Survey, visitors are asked how long they plan to stay in Mobile. They are asked to choose one of four durations.

Of all 2,007 surveys collected at all attractions for the cumulative year, the number of responses to each length of stay in Mobile is as follows: 790 visitors were staying in Mobile for 3 or more nights, 641 were in Mobile on a day-trip only, 305 were staying for 2 nights, and 218 visitors were staying in Mobile for 1 night.

Of the 250 visitor surveys collected at Bellingrath Gardens and Home, 101 visitors were in Mobile on a day-trip only, 70 were staying in Mobile for 3 or more nights, 35 were staying for 1 night, and 30 visitors were staying for 2 nights.

Of the 266 visitor surveys collected at The Estuarium at the Dauphin Island Sea Lab, 164 visitors were staying in Mobile for 3 or more nights, 68 were in Mobile on a day-trip only, 26 were staying for 2 nights, and 14 visitors were staying for 1 night.

Of the 398 visitor surveys collected at the Gulf Coast Exploreum Science Center, 203 visitors were in Mobile on a day-trip only, 115 were staying for 3 or more nights, 44 were staying for 2 nights, and 27 visitors were staying for 1 night.

Of the 384 visitor surveys collected at the Mobile Museum of Art, 146 visitors were staying in Mobile for 3 or more nights, 108 were in Mobile on a day-trip only, 70 were staying in Mobile for 2 nights, and 28 visitors were staying for 1 night.

Of the 709 visitor surveys collected at The Museum of Mobile, 295 visitors were staying in Mobile for 3 or more nights, 161 were in Mobile on a day-trip only, 135 were staying in Mobile for 2 nights, and 114 visitors were staying in Mobile for 1 night.

TABLE 1-4. Length of stay in Mobile

	All		Bellingrath		Estuarium		Exploreum		Mus. of Art		Mus. of Mobile	
	Total	Percentage	Total	Percentage	Total	Percentage	Total	Percentage	Total	Percentage	Total	Percentage
day-trip only	641	32.80	101	42.80	68	25.00	203	52.19	108	30.68	161	22.84
1 night	218	11.16	35	14.83	14	5.15	27	6.94	28	7.95	114	16.17
2 nights	305	15.61	30	12.71	26	9.56	44	11.31	70	19.89	135	19.15
3 or more nights	790	40.43	70	29.66	164	60.29	115	29.56	146	41.48	295	41.84
Total	1,954	100.00	236	100.00	272	100.00	389	100.00	352	100.00	705	100.00

### Information sources used in deciding to visit Mobile

In question five of the Exit Visitor Survey, visitors are asked what information sources they used in deciding to visit Mobile. They are asked to choose all applicable answers from a list of nine sources.

Of all 2,007 surveys collected at all attractions for the cumulative year, the number of responses to each source of information is as follows: 858 visitors used friends and/or relatives as an information source, 431 used the internet/web sites, 394 used other sources not given in the list, 319 used brochures, 276 used a welcome center, 198 used a magazine and/or newspaper, 124 used billboards, 76 used television and/or radio, and 49 visitors used a travel agency.

Of the 250 visitor surveys collected at Bellingrath Gardens and Home, 130 visitors used friends and/or relatives, 57 used other sources, 39 used brochures, 37 used the internet/web sites, 22 used a welcome center, 20 used a magazine and/or newspaper, 19 used billboards, 9 used a travel agency, and 5 visitors used television and/or radio.

Of the 266 visitor surveys collected at The Estuarium at the Dauphin Island Sea Lab, 137 visitors used friends and/or relatives, 72 used the internet/web sites, 67 used brochures, 51 used other sources, 27 used a welcome center, 13 used a magazine and/or newspaper, 11 used a travel agency, 7 used television and/or radio, and 5 visitors used billboards.

Of the 398 visitor surveys collected at the Gulf Coast Exploreum Science Center, 189 visitors used friends and/or relatives, 82 used the internet/web sites, 65 used other sources, 55 used brochures, 37 used billboards, 34 used a welcome center, 31 used a magazine and/or newspaper, 20 used television and/or radio, and 6 visitors used a travel agency.

Of the 384 visitor surveys collected at the Mobile Museum of Art, 133 visitors used friends and/or relatives, 78 used other sources, 61 used the internet/web sites, 50 used a magazine and/or newspaper, 48 used brochures, 40 used a welcome center, 9 used television and/or radio, 8 used billboards, and 5 visitors used a travel agency.

Of the 709 visitor surveys collected at The Museum of Mobile, 269 visitors used friends and/or relatives, 179 used the internet/web sites, 153 used a welcome center, 143 used other sources, 110 used brochures, 84 used a magazine and/or newspaper, 55 used billboards, 35 used television and/or radio, and 18 visitors used a travel agency.

TABLE 1-5. Information sources used in deciding to visit Mobile

	All		Bellingrath		Estuarium		Exploream		Mus. of Art		Mus. of Mobile	
	Total	Percentage	Total	Percentage	Total	Percentage	Total	Percentage	Total	Percentage	Total	Percentage
friends/relatives	858	31.49	130	38.46	137	35.13	189	36.42	133	30.79	269	25.72
internet/web site	431	15.82	37	10.95	72	18.46	82	15.80	61	14.12	179	17.11
other	394	14.46	57	16.86	51	13.08	65	12.52	78	18.06	143	13.67
brochures	319	11.71	39	11.54	67	17.18	55	10.60	48	11.11	110	10.52
welcome center	276	10.13	22	6.51	27	6.92	34	6.55	40	9.26	153	14.63
magazine/newspaper	198	7.27	20	5.92	13	3.33	31	5.97	50	11.57	84	8.03
billboards	124	4.55	19	5.62	5	1.28	37	7.13	8	1.85	55	5.26
television/radio	76	2.79	5	1.48	7	1.79	20	3.85	9	2.08	35	3.35
travel agency	49	1.80	9	2.66	11	2.82	6	1.16	5	1.16	18	1.72
<b>Total</b>	<b>2,725</b>	<b>100.00</b>	<b>338</b>	<b>100.00</b>	<b>390</b>	<b>100.00</b>	<b>519</b>	<b>100.00</b>	<b>432</b>	<b>100.00</b>	<b>1,046</b>	<b>100.00</b>

Note: Most respondents checked more than one answer to the question, so totals may exceed number of surveys taken. Of those who checked "Other", the most common other sources given were work, business, school, church, AAA, previous stay, passing through, word of mouth, etc

### Attractions visited or planned to visit

In question six of the Exit Visitor Survey, visitors are asked what attractions they have visited or plan to visit during their stay in Mobile. They are asked to choose all applicable answers from a list of 15 attractions, not including the attraction in which they are taking the survey.

Of all 2,007 surveys collected at all attractions for the cumulative year, the number of responses to each attraction is as follows: 632 visitors visited or planned to visit the USS Alabama Battleship Memorial Park during their stay, 570 visited Fort Conde Museum & Welcome Center, 516 visited Bellingrath Gardens & Home, 377 visited Gulf Coast Exploreum & IMAX, 286 visited the Mobile Museum of Art, 268 visited Dauphin Island Estuarium & Sea Lab, 264 visited Fort Gaines, 228 visited other attractions/festivals/special events, 201 visited Conde-Charlotte Museum House, 197 visited The Museum of Mobile, 112 visited Oakleigh Period House Museum Complex, 95 visited Bragg-Mitchell Mansion, 71 visited Wildland expeditions, 68 visited the Cruise ships, 50 visited Mobile Greyhound Park, and 44 visitors visited Richard-DAR House Museum.

Of the 250 visitor surveys collected at Bellingrath Gardens and Home, 53 visitors visited or planned to visit the USS Alabama, 43 visited the Estuarium/Sea Lab, 29 visited Fort Gaines, 24 visited Fort Conde, 21 visited the Exploreum/IMAX, 19 visited Conde-Charlotte, 17 visited Bragg-Mitchell, 16 visited the Mobile Museum of Art, 16 visited The Museum of Mobile, 15 visited Oakleigh, 14 visited other attractions, 9 visited the Cruise ships, 7 visited Wildland, 6 visited Mobile Greyhound Park, and 4 visitors visited Richard-DAR.

Of the 266 visitor surveys collected at The Estuarium at the Dauphin Island Sea Lab, 123 visitors visited or planned to visit Fort Gaines, 92 visited the USS Alabama, 89 visited Bellingrath Gardens, 39 visited the Exploreum/IMAX, 33 visited other attractions, 30 visited Fort Conde, 23 visited The Museum of Mobile, 20 visited Wildland, 17 visited the Mobile Museum of Art, 14 visited the Cruise ships, 11 visited Conde-Charlotte, 10 visited Bragg-Mitchell, 9 visited Oakleigh, 7 visited Mobile Greyhound Park, and 6 visitors visited Richard-DAR.

Of the 398 visitor surveys collected at the Gulf Coast Exploreum Science Center, 151 visitors visited or planned to visit the USS Alabama, 79 visited Bellingrath Gardens, 77 visited the Estuarium/Sea Lab, 74 visited Fort Conde, 56 visited other attractions, 61 visited The Museum of Mobile, 43 visited the Mobile Museum of Art, 30 visited Conde-Charlotte, 28 visited Fort Gaines, 21 visited Wildland, 16 visited Mobile Greyhound Park, 14 visited the Cruise ships, 11 visited Bragg-Mitchell, 10 visited Oakleigh, and 4 visitors visited Richard-DAR.

Of the 384 visitor surveys collected at the Mobile Museum of Art, 102 visitors visited or planned to visit Bellingrath Gardens, 97 visited The Museum of Mobile, 68 visited the USS Alabama, 57 visited other attractions, 38 visited the Estuarium/Sea Lab, 34 visited the Exploreum/IMAX, 32 visited Fort Conde, 21 visited Fort Gaines, 17 visited Oakleigh, 13 visited Conde-Charlotte, 8 visited Bragg-Mitchell, 7 visited Wildland, 6 visited Richard-DAR, 4 visited the Cruise ships, and 2 visitors visited Mobile Greyhound Park.

Of the 709 visitor surveys collected at The Museum of Mobile, 410 visitors visited or planned to visit Fort Conde, 283 visited the Exploreum/IMAX, 268 visited the USS Alabama, 246 visited Bellingrath Gardens, 210 visited the Mobile Museum of Art, 128 visited Conde-Charlotte, 110 visited the Estuarium/Sea Lab, 68 visited other attractions, 63 visited Fort Gaines, 61 visited Oakleigh, 49 visited Bragg-Mitchell, 27 visited the Cruise ships, 24 visited Richard-DAR, 19 visited Mobile Greyhound Park, and 16 visitors visited Wildland.

TABLE 1-6. Attractions visited or planned to visit

	All		Bellingrath		Estuarium		Exploreum		Mus. of Art		Mus. of Mobile	
	Total	Percentage	Total	Percentage	Total	Percentage	Total	Percentage	Total	Percentage	Total	Percentage
USS Alabama Battleship	632	15.88	53	18.09	92	17.59	151	22.37	68	13.44	268	13.52
Museum/Welch Ctr.	570	14.33	24	8.19	30	5.74	74	10.96	32	6.32	410	20.69
Botanical Gardens & Home	516	12.97	n.a.	n.a.	89	17.02	79	11.70	102	20.16	246	12.41
at Exploreum & IMAX	377	9.47	21	7.17	39	7.46	n.a.	n.a.	34	6.72	283	14.28
Mobile Museum of Art	286	7.19	16	5.46	17	3.25	43	6.37	n.a.	n.a.	210	10.60
and Estuarium/Sea Lab	268	6.74	43	14.68	n.a.	n.a.	77	11.41	38	7.51	110	5.55
Fort Gaines	264	6.63	29	9.90	123	23.52	28	4.15	21	4.15	63	3.18
Conferences/festivals/events	228	5.73	14	4.78	33	6.31	56	8.30	57	11.26	68	3.43
Charlotte Museum House	201	5.05	19	6.48	11	2.10	30	4.44	13	2.57	128	6.46
The Museum of Mobile	197	4.95	16	5.46	23	4.40	61	9.04	97	19.17	n.a.	n.a.
Period House Museum	112	2.81	15	5.12	9	1.72	10	1.48	17	3.36	61	3.08
Irving-Mitchell Mansion	95	2.39	17	5.80	10	1.91	11	1.63	8	1.58	49	2.47
Wildland expeditions	71	1.78	7	2.39	20	3.82	21	3.11	7	1.38	16	0.81
Cruise ships	68	1.71	9	3.07	14	2.68	14	2.07	4	0.79	27	1.36
Mobile Greyhound Park	50	1.26	6	2.05	7	1.34	16	2.37	2	0.40	19	0.96
USS-DAR House Museum	44	1.11	4	1.37	6	1.15	4	0.59	6	1.19	24	1.21
<b>Total</b>	<b>3,979</b>	<b>100.00</b>	<b>293</b>	<b>100.00</b>	<b>523</b>	<b>100.00</b>	<b>675</b>	<b>100.00</b>	<b>506</b>	<b>100.00</b>	<b>1,982</b>	<b>100.00</b>

Note: Most respondents checked more than one answer to the question, so totals may exceed number of surveys taken. Of those who checked "Other attractions/festivals/events", the most common other attractions or events given were the Botanical Gardens, Mardi Gras, the beach, Fort Morgan, and Dauphin Island.

SECTION 2.

MOBILE AREA ATTRACTIONS CROSS TABLES BY STATE

### Responses from 310 visitors from Alabama

In this cross table, all responses from the 310 surveys from visitors from Alabama (not including Mobile and Baldwin Counties) are separated from the total 2,007 surveys and divided into each of the following survey questions: primary reason for trip to the Mobile area, length of stay in Mobile, information sources used in deciding to visit Mobile, and attractions visited or planned to visit. The cross table indicates the responses from visitors from Alabama only.

The most frequently given response to the visitor's primary reason for visiting the Mobile area was vacation/pleasure trip (163). Fifty-three (53) visitors were visiting friends/relatives, 31 were with a tour group, 29 were on a business trip, and 20 visitors were in Mobile for a convention.

The most frequently given response to the length of the visitor's stay in Mobile was 3 or more nights (101). Eighty (80) visitors were in Mobile for 2 nights, 80 were on a day-trip only, and 38 visitors were staying in Mobile for 1 night.

The most frequently given response to the information sources used in deciding to visit Mobile was friends and/or relatives (134). Seventy-two (72) visitors used the internet/web sites, 63 used other sources, 52 used brochures, 32 used a welcome center, 32 used a magazine and/or newspaper, 14 used television and/or radio, 13 used billboards, and 9 visitors used a travel agency.

The most frequently given response to attractions visited or planned to visit was the USS Alabama (97). Ninety-two (92) visitors visited Fort Conde, 89 visited the Exploreum/IMAX, 74 visited Bellingrath Gardens, 50 visited the Estuarium/Sea Lab, 46 visited the Mobile Museum of Art, 37 visited Fort Gaines, 28 visited other attractions, 28 visited The Museum of Mobile, 27 visited Conde-Charlotte, 17 visited Oakleigh, 13 visited Bragg-Mitchell, 12 visited the Cruise ships, 10 visited Wildland, 8 visited Mobile Greyhound Park, and 4 visitors visited Richard-DAR.

TABLE 2-1. Responses from 310 visitors from Alabama (excluding Mobile/Baldwin counties)

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	163	55.07
visiting friends/relatives	53	17.91
tour group	31	10.47
business trip	29	9.80
convention	20	6.76
Total	296	100.00
<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	80	26.76
1 night	38	12.71
2 nights	80	26.76
3 or more nights	101	33.78
Total	299	100.00
<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	134	31.83
internet/web site	72	17.10
other	63	14.96
brochures	52	12.35
welcome center	32	7.60
magazine/newspaper	32	7.60
television/radio	14	3.33
billboards	13	3.09
travel agency	9	2.14
Total	421	100.00
<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	97	15.35
Fort Conde Museum & Welcome Center	92	14.56
Gulf Coast Exploreum & IMAX	89	14.08
Bellingrath Gardens & Home	74	11.71
Dauphin Island Estuarium & Sea Lab	50	7.91
Mobile Museum of Art	46	7.28
Fort Gaines	37	5.85
Conde-Charlotte Museum House	27	4.27
The Museum of Mobile	28	4.43
Other attractions/festivals/special events	28	4.43
Oakleigh Period House Museum Complex	17	2.69
Bragg-Mitchell Mansion	13	2.06
Cruise ships	12	1.90
Wildland expeditions	10	1.58
Mobile Greyhound Park	8	1.27
Richard-DAR House Museum	4	0.63
Total	632	100.00

Note: Totals for 'Information sources used' and for 'Attractions visited' may exceed number of responses because most of the respondents checked more than one answer to the question.

### Responses from 244 visitors from Florida

In this cross table, all responses from the 244 surveys from visitors from Florida are separated from the total 2,007 surveys and divided into each of the following survey questions: primary reason for trip to the Mobile area, length of stay in Mobile, information sources used in deciding to visit Mobile, and attractions visited or planned to visit. The cross table indicates the responses from visitors from Florida only.

The most frequently given response to the visitor's primary reason for visiting the Mobile area was vacation/pleasure trip (161). Thirty-nine (39) visitors were visiting friends/relatives, 21 were with a tour group, 9 were on a business trip, and 8 visitors were in Mobile for a convention.

The most frequently given response to the length of the visitor's stay in Mobile was day-trip only (131). Fifty-four (54) visitors were staying in Mobile for 3 or more nights, 25 were staying for 2 nights, and 25 visitors were staying in Mobile for 1 night.

The most frequently given response to the information sources used in deciding to visit Mobile was friends and/or relatives (91). Fifty-nine (59) visitors used the internet/web sites, 45 used other sources, 39 used brochures, 28 used a welcome center, 25 used a magazine and/or newspaper, 18 used billboards, 10 used television and/or radio, and 5 visitors used a travel agency.

The most frequently given responses to attractions visited or planned to visit were the USS Alabama (55) and Bellingrath Gardens (55). Forty-two (42) visitors visited Fort Conde, 41 visited the Exploreum/IMAX, 30 visited the Mobile Museum of Art, 24 visited other attractions, 23 visited The Museum of Mobile, 22 visited the Estuarium/Sea Lab, 18 visited Conde-Charlotte, 15 visited Fort Gaines, 11 visited Oakleigh, 9 visited Bragg-Mitchell, 7 visited Richard-DAR, 7 visited Wildland, 5 visited the Cruise ships, and 2 visitors visited Mobile Greyhound Park.

TABLE 2-2. Responses from 244 visitors from Florida

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	161	67.65
visiting friends/relatives	39	16.39
tour group	21	8.82
business trip	9	3.78
convention	8	3.36
Total	238	100.00
<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	131	55.74
1 night	25	10.64
2 nights	25	10.64
3 or more nights	54	22.98
Total	235	100.00
<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	91	28.44
internet/web site	59	18.44
other	45	14.06
brochures	39	12.19
welcome center	28	8.75
magazine/newspaper	25	7.81
billboards	18	5.63
television/radio	10	3.13
travel agency	5	1.56
Total	320	100.00
<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Bellingrath Gardens & Home	55	15.03
USS Alabama Battleship Memorial Park	55	15.03
Fort Conde Museum & Welcome Center	42	11.48
Gulf Coast Exploreum & IMAX	41	11.20
Mobile Museum of Art	30	8.20
Other attractions/festivals/special events	24	6.56
The Museum of Mobile	23	6.28
Dauphin Island Estuarium & Sea Lab	22	6.01
Conde-Charlotte Museum House	18	4.92
Fort Gaines	15	4.10
Oakleigh Period House Museum Complex	11	3.01
Bragg-Mitchell Mansion	9	2.46
Richard-DAR House Museum	7	1.91
Wildland expeditions	7	1.91
Cruise ships	5	1.37
Mobile Greyhound Park	2	0.55
Total	366	100.00

Note: Totals for 'Information sources used' and for 'Attractions visited' may exceed number of responses because most of the respondents checked more than one answer to the question.

### Responses from 233 visitors from Mississippi

In this cross table, all responses from the 233 surveys from visitors from Mississippi are separated from the total 2,007 surveys and divided into each of the following survey questions: primary reason for trip to the Mobile area, length of stay in Mobile, information sources used in deciding to visit Mobile, and attractions visited or planned to visit. The cross table indicates the responses from visitors from Mississippi only.

The most frequently given response to the visitor's primary reason for visiting the Mobile area was vacation/pleasure trip (147). Thirty-two (32) visitors were visiting friends/relatives, 31 were with a tour group, 4 were on a business trip, and no (0) visitors were in Mobile for a convention.

The most frequently given response to the length of the visitor's stay in Mobile was day-trip only (137). Twenty-six (26) visitors were staying in Mobile for 3 or more nights, 25 were staying in Mobile for 1 night, and 22 visitors were staying in Mobile for 2 nights.

The most frequently given response to the information sources used in deciding to visit Mobile was friends and/or relatives (88). Fifty-six (56) visitors used the internet/web sites, 38 used other sources, 28 used a welcome center, 27 used brochures, 25 used a magazine and/or newspaper, 24 used billboards, 18 used television and/or radio, and 4 visitors used a travel agency.

The most frequently given response to attractions visited or planned to visit was the USS Alabama (48). Forty-four (44) visitors visited Fort Conde, 44 visited Bellingrath Gardens, 41 visited the Exploreum/IMAX, 26 visited the Estuarium/Sea Lab, 24 visited the Mobile Museum of Art, 22 visited The Museum of Mobile, 20 visited Fort Gaines, 19 visited Conde-Charlotte, 18 visited other attractions, 9 visited Bragg-Mitchell, 8 visited Mobile Greyhound Park, 6 visited Oakleigh, 6 visited the Cruise ships, 6 visited Wildland, and 2 visitors visited Richard-DAR.

TABLE 2-3. Responses from 233 visitors from Mississippi

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	147	68.69
visiting friends/relatives	32	14.95
tour group	31	14.49
business trip	4	1.87
convention	0	0.00
Total	214	100.00
<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	137	65.24
1 night	25	11.90
2 nights	22	10.48
3 or more nights	26	12.38
Total	210	100.00
<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	88	28.57
internet/web site	56	18.18
other	38	12.34
welcome center	28	9.09
magazine/newspaper	25	8.12
brochures	27	8.77
billboards	24	7.79
television/radio	18	5.84
travel agency	4	1.30
Total	308	100.00
<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	48	13.99
Bellingrath Gardens & Home	44	12.83
Fort Conde Museum & Welcome Center	44	12.83
Gulf Coast Exploreum & IMAX	41	11.95
Dauphin Island Estuarium & Sea Lab	26	7.58
Mobile Museum of Art	24	7.00
The Museum of Mobile	22	6.41
Fort Gaines	20	5.83
Conde-Charlotte Museum House	19	5.54
Other attractions/festivals/special events	18	5.25
Bragg-Mitchell Mansion	9	2.62
Mobile Greyhound Park	8	2.33
Cruise ships	6	1.75
Oakleigh Period House Museum Complex	6	1.75
Wildland expeditions	6	1.75
Richard-DAR House Museum	2	0.58
Total	343	100.00

Note: Totals for 'Information sources used' and for 'Attractions visited' may exceed number of responses because most of the respondents checked more than one answer to the question.

### Responses from 167 visitors from Louisiana

In this cross table, all responses from the 167 surveys from visitors from Louisiana are separated from the total 2,007 surveys and divided into each of the following survey questions: primary reason for trip to the Mobile area, length of stay in Mobile, information sources used in deciding to visit Mobile, and attractions visited or planned to visit. The cross table indicates the responses from visitors from Louisiana only.

The most frequently given response to the visitor's primary reason for visiting the Mobile area was vacation/pleasure trip (114). Thirty-seven (37) visitors were visiting friends/relatives, 5 were with a tour group, 5 were in Mobile for a convention, and 4 visitors were in Mobile on a business trip.

The most frequently given response to the length of the visitor's stay in Mobile was day-trip only (49). Forty-nine (49) visitors were staying in Mobile for 3 or more nights, 32 visitors were staying for 2 nights, and 31 were staying in Mobile for 1 night.

The most frequently given response to the information sources used in deciding to visit Mobile was friends and/or relatives (63). Forty-five (45) visitors used the internet/web sites, 28 used a welcome center, 25 used brochures, 20 used a magazine and/or newspaper, 19 used other sources, 18 used billboards, 9 used television and/or radio, and 2 visitors used a travel agency.

The most frequently given responses to attractions visited or planned to visit was Fort Conde (46). Thirty-five (35) visited the USS Alabama, 33 visited Bellingrath Gardens, 32 visitors visited the Exploreum/IMAX, 30 visited the Mobile Museum of Art, 18 visited other attractions, 17 visited The Museum of Mobile, 14 visited Fort Gaines, 13 visited the Estuarium/Sea Lab, 12 visited Conde-Charlotte, 7 visited Oakleigh, 6 visited Bragg-Mitchell, 5 visited Richard-DAR, 4 visited Mobile Greyhound Park, 2 visited Wildland, and 1 visitor visited the Cruise Ships.

TABLE 2-4. Responses from 167 visitors from Louisiana

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	114	69.09
visiting friends/relatives	37	22.42
convention	5	3.03
tour group	5	3.03
business trip	4	2.42
Total	165	100.00
<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	49	30.43
1 night	31	19.25
2 nights	32	19.88
3 or more nights	49	30.43
Total	161	100.00
<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	63	27.51
internet/web site	45	19.65
welcome center	28	12.23
brochures	25	10.92
magazine/newspaper	20	8.73
other	19	8.30
billboards	18	7.86
television/radio	9	3.93
travel agency	2	0.87
Total	229	100.00
<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Conde Museum & Welcome Center	46	16.73
USS Alabama Battleship Memorial Park	35	12.73
Bellingrath Gardens & Home	33	12.00
Gulf Coast Exploreum & IMAX	32	11.64
Mobile Museum of Art	30	10.91
Other attractions/festivals/special events	18	6.55
The Museum of Mobile	17	6.18
Fort Gaines	14	5.09
Dauphin Island Estuarium & Sea Lab	13	4.73
Conde-Charlotte Museum House	12	4.36
Oakleigh Period House Museum Complex	7	2.55
Bragg-Mitchell Mansion	6	2.18
Richard-DAR House Museum	5	1.82
Mobile Greyhound Park	4	1.45
Wildland expeditions	2	0.73
Cruise ships	1	0.36
Total	275	100.00

Note: Totals for 'Information sources used' and for 'Attractions visited' may exceed number of responses because most of the respondents checked more than one answer to the question.

### Responses from 106 visitors from Georgia

In this cross table, all responses from the 106 surveys from visitors from Georgia are separated from the total 2,007 surveys and divided into each of the following survey questions: primary reason for trip to the Mobile area, length of stay in Mobile, information sources used in deciding to visit Mobile, and attractions visited or planned to visit. The cross table indicates the responses from visitors from Georgia only.

The most frequently given response to the visitor's primary reason for visiting the Mobile area was vacation/pleasure trip (57). Thirty (30) visitors were visiting friends/relatives, 9 were on a business trip, 4 were with a tour group, and 3 visitors were in Mobile for a convention.

The most frequently given response to the length of the visitor's stay in Mobile was 3 or more nights (45). Twenty-seven (27) visitors were in Mobile on a day-trip only, 17 were staying for 2 nights, and 12 visitors were staying in Mobile for 1 night.

The most frequently given response to the information sources used in deciding to visit Mobile was friends and/or relatives (48). Twenty-four (24) visitors used the internet/web sites, 17 used brochures, 16 used other sources, 14 used a magazine and/or newspaper, 14 used a welcome center, 9 used billboards, 6 used television and/or radio, and no (0) visitors used a travel agency.

The most frequently given responses to attractions visited or planned to visit were Fort Conde (35) and the USS Alabama (35). Twenty-four (24) visitors visited Bellingrath Gardens, 22 visited the Exploreum/IMAX, 18 visited the Estuarium/Sea Lab, 16 visited Fort Gaines, 12 visited the Mobile Museum of Art, 11 visited Conde-Charlotte, 9 visited other attractions, 7 visited The Museum of Mobile, 6 visited the Cruise ships, 4 visited Mobile Greyhound Park, 4 visited Wildland, 3 visited Oakleigh, 2 visited Richard-DAR, and 1 visitor visited Bragg-Mitchell.

TABLE 2-5. Responses from 106 visitors from Georgia

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	57	55.34
visiting friends/relatives	30	29.13
business trip	9	8.74
tour group	4	3.88
convention	3	2.91
Total	103	100.00
<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	27	26.73
1 night	12	11.88
2 nights	17	16.83
3 or more nights	45	44.55
Total	101	100.00
<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	48	32.43
internet/web site	24	16.22
brochures	17	11.49
other	16	10.81
welcome center	14	9.46
magazine/newspaper	14	9.46
billboards	9	6.08
television/radio	6	4.05
travel agency	0	0.00
Total	148	100.00
<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Conde Museum & Welcome Center	35	16.75
USS Alabama Battleship Memorial Park	35	16.75
Bellingrath Gardens & Home	24	11.48
Gulf Coast Exploreum & IMAX	22	10.53
Dauphin Island Estuarium & Sea Lab	18	8.61
Fort Gaines	16	7.66
Mobile Museum of Art	12	5.74
Conde-Charlotte Museum House	11	5.26
Other attractions/festivals/special events	9	4.31
The Museum of Mobile	7	3.35
Cruise ships	6	2.87
Mobile Greyhound Park	4	1.91
Wildland expeditions	4	1.91
Oakleigh Period House Museum Complex	3	1.44
Richard-DAR House Museum	2	0.96
Bragg-Mitchell Mansion	1	0.48
Total	209	100.00

Note: Totals for 'Information sources used' and for 'Attractions visited' may exceed number of responses because most of the respondents checked more than one answer to the question.

### Responses from 85 visitors from California

In this cross table, all responses from the 85 surveys from visitors from California are separated from the total 2,007 surveys and divided into each of the following survey questions: primary reason for trip to the Mobile area, length of stay in Mobile, information sources used in deciding to visit Mobile, and attractions visited or planned to visit. The cross table indicates the responses from visitors from California only.

The most frequently given response to the visitor's primary reason for visiting the Mobile area was vacation/pleasure trip (36). Thirty-four (34) visitors were visiting friends/relatives, 9 were on a business trip, 4 were with a tour group, and 3 visitors were in Mobile for a convention.

The most frequently given response to the length of the visitor's stay in Mobile was 3 or more nights (45). Twenty (20) visitors were in Mobile on a day-trip only, 12 were staying for 2 nights, and 5 visitors were staying in Mobile for 1 night.

The most frequently given response to the information sources used in deciding to visit Mobile was friends and/or relatives (39). Eighteen (18) visitors used the internet/web sites, 17 used a welcome center, 15 used other sources, 13 used brochures, 10 used billboards, 8 used a magazine and/or newspaper, 3 used a travel agency, and 2 visitors used television and/or radio.

The most frequently given response to attractions visited or planned to visit was the USS Alabama (39). Thirty-five (35) visitors visited Fort Conde, 32 visited Bellingrath Gardens, 26 visited the Mobile Museum of Art, 14 visited the Exploreum/IMAX, 12 visited Conde-Charlotte, 12 visited the Estuarium/Sea Lab, 8 visited Bragg-Mitchell, 6 visited the Cruise ships, 6 visited Oakleigh, 6 visited The Museum of Mobile, 6 visited Fort Gaines, 6 visited other attractions, 4 visited Richard-DAR, 2 visited Mobile Greyhound Park, and one (1) visitor visited Wildland.

TABLE 2-6. Responses from 85 visitors from California

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
visiting friends/relatives	34	39.53
vacation/pleasure trip	36	41.86
business trip	9	10.47
tour group	4	4.65
convention	3	3.49
Total	86	100.00
<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	20	24.39
1 night	5	6.10
2 nights	12	14.63
3 or more nights	45	54.88
Total	82	100.00
<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	39	31.20
internet/web site	18	14.40
welcome center	17	13.60
other	15	12.00
brochures	13	10.40
billboards	10	8.00
magazine/newspaper	8	6.40
travel agency	3	2.40
television/radio	2	1.60
Total	125	100.00
<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	39	18.14
Fort Conde Museum & Welcome Center	35	16.28
Bellingrath Gardens & Home	32	14.88
Mobile Museum of Art	26	12.09
Gulf Coast Exploreum & IMAX	14	6.51
Conde-Charlotte Museum House	12	5.58
Dauphin Island Estuarium & Sea Lab	12	5.58
Bragg-Mitchell Mansion	8	3.72
Cruise ships	6	2.79
Fort Gaines	6	2.79
The Museum of Mobile	6	2.79
Oakleigh Period House Museum Complex	6	2.79
Other attractions/festivals/special events	6	2.79
Richard-DAR House Museum	4	1.86
Mobile Greyhound Park	2	0.93
Wildland expeditions	1	0.47
Total	215	100.00

Note: Totals for 'Information sources used' and for 'Attractions visited' may exceed number of responses because most of the respondents checked more than one answer to the question.

### Responses from 79 visitors from Texas

In this cross table, all responses from the 79 surveys from visitors from Texas are separated from the total 2,007 surveys and divided into each of the following survey questions: primary reason for trip to the Mobile area, length of stay in Mobile, information sources used in deciding to visit Mobile, and attractions visited or planned to visit. The cross table indicates the responses from visitors from Texas only.

The most frequently given response to the visitor's primary reason for visiting the Mobile area was vacation/pleasure trip (38). Twenty-eight (28) visitors were visiting friends and/or relatives, 5 were on a business trip, 3 were with a tour group, and 1 visitor was in Mobile for a convention.

The most frequently given response to the length of the visitor's stay in Mobile was 3 or more nights (36). Fifteen (15) visitors were staying in Mobile for 2 nights, 13 were on a day-trip only, and 9 visitors were staying in Mobile for 1 night.

The most frequently given response to the information sources used in deciding to visit Mobile was friends and/or relatives (29). Nineteen (19) visitors used other sources, 11 used brochures, 10 used the internet/web sites, 5 used a magazine and/or newspaper, 5 used a welcome center, 2 used a travel agency, one (1) visitor used billboards, and no (0) visitors used television and/or radio.

The most frequently given response to attractions visited or planned to visit was the USS Alabama (25). Twenty (20) visitors visited Fort Conde, 13 visited Fort Gaines, 13 visited Bellingrath Gardens, 11 visited the Estuarium/Sea Lab, 10 visited other attractions, 8 visited Conde-Charlotte, 8 visited the Exploreum/IMAX, 8 visited the Mobile Museum of Art, 5 visited The Museum of Mobile, 2 visited Mobile Greyhound Park, 2 visited Oakleigh, 2 visited Bragg-Mitchell, 2 visited Wildland, 1 visited the Cruise ships, and no (0) visitors visited Richard-DAR.

TABLE 2-7. Responses from 79 visitors from Texas

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	38	50.67
visiting friends/relatives	28	37.33
business trip	5	6.67
tour group	3	4.00
convention	1	1.33
Total	75	100.00
<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	13	17.81
1 night	9	12.33
2 nights	15	20.55
3 or more nights	36	49.32
Total	73	100.00
<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	29	35.37
other	19	23.17
brochures	11	13.41
internet/web site	10	12.20
welcome center	5	6.10
magazine/newspaper	5	6.10
travel agency	2	2.44
billboards	1	1.22
television/radio	0	0.00
Total	82	100.00
<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	25	19.23
Fort Conde Museum & Welcome Center	20	15.38
Bellingrath Gardens & Home	13	10.00
Fort Gaines	13	10.00
Dauphin Island Estuarium & Sea Lab	11	8.46
Other attractions/festivals/special events	10	7.69
Conde-Charlotte Museum House	8	6.15
Gulf Coast Exploreum & IMAX	8	6.15
Mobile Museum of Art	8	6.15
The Museum of Mobile	5	3.85
Bragg-Mitchell Mansion	2	1.54
Mobile Greyhound Park	2	1.54
Oakleigh Period House Museum Complex	2	1.54
Wildland expeditions	2	1.54
Cruise ships	1	0.77
Richard-DAR House Museum	0	0.00
Total	130	100.00

Note: Totals for 'Information sources used' and for 'Attractions visited' may exceed number of responses because most of the respondents checked more than one answer to the question.

### Responses from 59 visitors from Missouri

In this cross table, all responses from the 59 surveys from visitors from Missouri are separated from the total 2,007 surveys and divided into each of the following survey questions: primary reason for trip to the Mobile area, length of stay in Mobile, information sources used in deciding to visit Mobile, and attractions visited or planned to visit. The cross table indicates the responses from visitors from Missouri only.

The most frequently given response to the visitor's primary reason for visiting the Mobile area was vacation/pleasure trip (39). Fourteen (14) visitors were visiting friends and/or relatives, 3 were with a tour group, 2 were in Mobile for a convention, and 1 visitor was on a business trip.

The most frequently given response to the length of the visitor's stay in Mobile was 3 or more nights (33). Twelve (12) visitors were in Mobile on a day-trip only, 8 were staying for 1 night, and 6 visitors were staying in Mobile for 2 nights.

The most frequently given response to the information sources used in deciding to visit Mobile was friends and/or relatives (27). Eighteen (18) visitors used the internet/web sites, 13 used other sources, 13 used brochures, 10 used a welcome center, 5 used a magazine and/or newspaper, 4 used billboards, 2 used a travel agency, and no (0) visitors used television and/or radio.

The most frequently given responses to attractions visited or planned to visit were Fort Gaines (20) and the USS Alabama (20). Thirteen (13) visitors visited the Estuarium/Sea Lab, 11 visited Fort Conde, 11 visited Bellingrath Gardens, 11 visited other attractions, 10 visited the Exploreum/IMAX, 6 visited the Cruise ships, 5 visited Conde-Charlotte, 5 visited The Museum of Mobile, 4 visited the Mobile Museum of Art, 4 visited Bragg-Mitchell, 4 visited Oakleigh, 2 visited Wildland, 1 visited Mobile Greyhound Park, and no (0) visitors visited Richard-DAR.

TABLE 2-8. Responses from 59 visitors from Missouri

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	39	66.10
visiting friends/relatives	14	23.73
tour group	3	5.08
convention	2	3.39
business trip	1	1.69
Total	59	100.00

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	12	20.34
1 night	8	13.56
2 nights	6	10.17
3 or more nights	33	55.93
Total	59	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	27	31.34
internet/web site	18	17.91
brochures	13	11.94
other	13	13.43
welcome center	10	11.94
magazine/newspaper	5	7.46
billboards	4	4.49
travel agency	2	1.49
television/radio	0	0.00
Total	92	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Gaines	20	18.00
USS Alabama Battleship Memorial Park	20	16.00
Dauphin Island Estuarium & Sea Lab	13	10.00
Bellingrath Gardens & Home	11	9.00
Fort Conde Museum & Welcome Center	11	9.00
Other attractions/festivals/special events	11	7.00
Gulf Coast Exploreum & IMAX	10	8.00
Cruise ships	6	5.00
Conde-Charlotte Museum House	5	4.00
The Museum of Mobile	5	3.00
Bragg-Mitchell Mansion	4	3.00
Mobile Museum of Art	4	4.00
Oakleigh Period House Museum Complex	4	2.00
Wildland expeditions	2	1.00
Mobile Greyhound Park	1	1.00
Richard-DAR House Museum	0	0.00
Total	127	100.00

Note: Totals for 'Information sources used' and for 'Attractions visited' may exceed number of responses because most of the respondents checked more than one answer to the question.

### Responses from 58 visitors from Tennessee

In this cross table, all responses from the 58 surveys from visitors from Tennessee are separated from the total 2,007 surveys and divided into each of the following survey questions: primary reason for trip to the Mobile area, length of stay in Mobile, information sources used in deciding to visit Mobile, and attractions visited or planned to visit. The cross table indicates the responses from visitors from Tennessee only.

The most frequently given response to the visitor's primary reason for visiting the Mobile area was vacation/pleasure trip (38). Ten (10) visitors were visiting friends and/or relatives, 4 were with a tour group, 2 were on a business trip, and 2 visitors were in Mobile for a convention.

The most frequently given response to the length of the visitor's stay in Mobile was 3 or more nights (24). Twenty (20) visitors were in Mobile on a day-trip only, 7 were staying for 2 nights, and 5 visitors were staying in Mobile for 1 night.

The most frequently given response to the information sources used in deciding to visit Mobile was friends and/or relatives (18). Seventeen (17) visitors used other sources, 15 used the internet/web sites, 9 used brochures, 6 used a magazine and/or newspaper, 5 used a welcome center, 1 used a travel agency, 1 used billboards, and 1 visitor used television and/or radio.

The most frequently given response to attractions visited or planned to visit was the USS Alabama (17). Fourteen (14) visitors visited Bellingrath Gardens, 12 visited Fort Conde, 10 visited Fort Gaines, 8 visited the Exploreum/IMAX, 8 visited the Estuarium/Sea Lab, 5 visited Conde-Charlotte, 3 visited the Mobile Museum of Art, 3 visited the Cruise ships, 2 visited Oakleigh, 2 visited the Museum of Mobile, 2 visited Wildland, 2 visited other attractions, 1 visited Mobile Greyhound Park, and no (0) visitors visited Bragg-Mitchell or Richard-DAR.

TABLE 2-9. Responses from 58 visitors from Tennessee

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	38	67.86
visiting friends/relatives	10	17.86
tour group	4	7.14
business trip	2	3.57
convention	2	3.57
Total	56	100.00
<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	20	35.71
1 night	5	8.93
2 nights	7	12.50
3 or more nights	24	42.86
Total	56	100.00
<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	18	23.64
other	17	27.27
internet/web site	15	18.18
brochures	9	12.73
magazine/newspaper	6	5.45
welcome center	5	7.27
travel agency	1	1.82
billboards	1	1.82
television/radio	1	1.82
Total	73	100.00
<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	17	14.93
Bellingrath Gardens & Home	14	14.93
Fort Conde Museum & Welcome Center	12	16.42
Fort Gaines	10	11.94
Dauphin Island Estuarium & Sea Lab	8	7.46
Gulf Coast Exploreum & IMAX	8	11.94
Conde-Charlotte Museum House	5	5.97
Cruise ships	3	2.99
Mobile Museum of Art	3	4.48
The Museum of Mobile	2	1.48
Oakleigh Period House Museum Complex	2	2.99
Wildland expeditions	2	1.48
Other attractions/festivals/special events	2	2.99
Mobile Greyhound Park	1	3.13
Bragg-Mitchell Mansion	0	0.00
Richard-DAR House Museum	0	0.00
Total	89	103.13

Note: Totals for 'Information sources used' and for 'Attractions visited' may exceed number of responses because most of the respondents checked more than one answer to the question.

### Responses from 46 visitors from Arkansas

In this cross table, all responses from the 46 surveys from visitors from Arkansas are separated from the total 2,007 surveys and divided into each of the following survey questions: primary reason for trip to the Mobile area, length of stay in Mobile, information sources used in deciding to visit Mobile, and attractions visited or planned to visit. The cross table indicates the responses from visitors from Arkansas only.

The most frequently given response to the visitor's primary reason for visiting the Mobile area was vacation/pleasure trip (28). Eleven (11) visitors were visiting friends and/or relatives, 7 were with a tour group, 2 were in Mobile for a convention, and one (1) visitor was in Mobile on a business trip.

The most frequently given response to the length of the visitor's stay in Mobile was 3 or more nights (30). Fourteen (14) visitors were in Mobile on a day-trip only, 6 were staying for 2 nights, and 3 visitors were staying in Mobile for 1 night.

The most frequently given response to the information sources used in deciding to visit Mobile was friends and/or relatives (33). Fifteen (15) visitors used the internet/web sites, 12 used brochures, 11 used other sources, 7 used a magazine and/or newspaper, 5 used a welcome center, 3 used billboards, and no (0) visitors used television and/or radio or a travel agency.

The most frequently given response to attractions visited or planned to visit was the USS Alabama (31). Twenty (20) visitors visited Fort Gaines, 18 visited Bellingrath Gardens, 12 visited other attractions, 11 visited Fort Conde, 8 visited Conde-Charlotte, 6 visited the Exploreum/IMAX, 5 visited the Museum of Mobile, 5 visited the Estuarium/Sea Lab, 5 visited the Mobile Museum of Art, 4 visited Wildland, 3 visited Oakleigh, 2 visited Richard-DAR, 2 visited the Cruise ships, 1 visited Bragg-Mitchell, and one (1) visitor visited Mobile Greyhound Park.

TABLE 2-10. Responses from 46 visitors from Arkansas

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	28	57.14
visiting friends/relatives	11	22.45
tour group	7	14.29
convention	2	4.08
business trip	1	2.04
Total	49	100.00
<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	14	26.42
1 night	3	5.66
2 nights	6	11.32
3 or more nights	30	56.60
Total	53	100.00
<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	33	35.56
internet/web site	15	15.56
brochures	12	11.11
other	11	20.00
magazine/newspaper	7	11.11
welcome center	5	4.44
billboards	3	2.22
travel agency	0	0.00
television/radio	0	0.00
Total	86	100.00
<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	31	18.31
Fort Gaines	20	8.45
Bellingrath Gardens and Home	18	8.45
Other attractions/festivals/special events	12	8.45
Fort Conde Museum & Welcome Center	11	11.26
Conde-Charlotte Museum House	8	7.04
Gulf Coast Exploreum & IMAX	6	8.45
Dauphin Island Estuarium & Sea Lab	5	5.63
Mobile Museum of Art	5	2.82
The Museum of Mobile	5	7.04
Wildland expeditions	4	1.41
Oakleigh Period House Museum Complex	3	4.23
Cruise ships	2	2.82
Richard-DAR House Museum	2	2.82
Bragg-Mitchell Mansion	1	1.41
Mobile Greyhound Park	1	1.41
Total	134	100.00

Note: Totals for 'Information sources used' and for 'Attractions visited' may exceed number of responses because most of the respondents checked more than one answer to the question.

SECTION 3.  
VISITORS BY MSA AND COUNTY

### Visitors from top ten states by Metropolitan Statistical Area and County

Each visitor's residential state, county, and, if applicable, metropolitan statistical area (MSA) can be deduced from their zip code given in question one of the Exit Visitor Survey. From each zip code given, the corresponding state is first inferred. Then, for each zip code in the top ten most frequently occurring states, the visitors' residential counties are inferred. Each county is then matched with its MSA if it exists. The following table contains a list of every county with a corresponding MSA for every visitor from the states of Alabama, Florida, Mississippi, Louisiana, Georgia, California, Texas, Missouri, Tennessee, Illinois, Michigan, and Arkansas. (Once a state is added it remains- that is why there are more than ten states listed). Of the 1,230 visitors from the aforementioned states, 1,190 belong to a metropolitan statistical area in their residential state. The seven most popular residential MSAs of the 1,190 visitors are all within 350 miles of Mobile.

The MSA with the most visitors to Mobile was Pensacola-Ferry Pass-Brent, FL (120). Seventy-six (76) visitors were from Pascagoula, MS; 71 were from Atlanta-Sandy Springs-Marietta, GA; 69 were from Birmingham-Hoover, AL; 68 were from New Orleans-Metairie-Kenner, LA; 63 were from Gulfport-Biloxi, MS; 36 were from Baton Rouge-Pierre, LA; and 34 visitors were from Los Angeles-Long Beach-Riverside, CA.

The most visitors came to Mobile from a MSA in Florida (222). Two hundred and nineteen (219) visitors came from a MSA in Alabama, 191 from a MSA in Mississippi, 147 from a MSA in Louisiana, 109 from a MSA in Georgia, 81 from a MSA in California, 68 from a MSA in Texas, 59 from a MSA in Missouri, 56 from a MSA in Tennessee, 50 from a MSA in Illinois, 36 from a MSA in Arkansas, and 20 visitors came from a MSA in Michigan.

There are 140 MSAs represented in the following table. The state with the most number of MSAs is Florida (19). Fifteen (15) MSAs are in California, 14 are in Alabama, 14 are in Georgia, 14 are in Texas, 12 are in Mississippi, 12 are in Louisiana, 11 are in Tennessee, 11 are in Missouri, 6 are in Arkansas, 6 are in Illinois, and 6 MSAs are in Michigan.

The county with the most visitors to Mobile was Escambia County, FL (85). Sixty-two (62) visitors were from Jackson County, MS; 57 were from Harrison County, MS; 39 were from Jefferson County, AL; 35 were from Santa Rosa County, FL; 33 were from Los Angeles County, CA; 24 were from Madison County, AL; 23 were from East Baton Rouge Parish, LA; 22 were from Orleans Parish, LA; 21 were from Tuscaloosa County, AL; 21 were from Okaloosa County, FL; and 21 visitors were from St. Tammany Parish, LA.

There are 291 counties represented in the following table. The state with the most number of counties is Alabama (36). Thirty-five (35) counties are in Georgia, 30 are in Florida, 29 are in Texas, 27 are in Missouri, 26 are in Mississippi, 24 are in California, 24 are in Louisiana, 20 are in Tennessee, 16 are in Michigan, 13 are in Illinois, and 11 counties are in Arkansas.



**TABLE 3. Visitors from top twelve states by Metropolitan Statistical Area and County**

Note: Excludes Mobile and Baldwin counties

	<u>MSA</u>	<u>Total</u>	<u>Percentage</u>	<u>Counties</u>	<u>Total</u>	<u>Percentage</u>
Pensacola-Ferry Pass-Brent, FL		120	9.76	Escambia	85	6.91
				Santa Rosa	35	2.85
Pascagoula, MS		76	6.18	Jackson	62	5.04
				George	14	1.14
Atlanta-Sandy Springs-Marietta, GA		71	5.77	Cobb	14	1.14
				Fulton	14	1.14
				DeKalb	10	0.81
				Gwinnett	7	0.57
				Cherokee	6	0.49
				Dawson	3	0.24
				Bartow	2	0.16
				Fayette	2	0.16
				Forsyth	2	0.16
				Henry	2	0.16
				Paulding	2	0.16
				Walton	2	0.16
				Barrow	1	0.08
				Carroll	1	0.08
				Douglas	1	0.08
				Haralson	1	0.08
				Pickens	1	0.08
Birmingham-Hoover, AL		69	5.61	Jefferson	39	3.17
				Shelby	13	1.06
				Chilton	7	0.57
				Blount	7	0.57
				Walker	2	0.16
				St. Clair	1	0.08
New Orleans-Metairie-Kenner, LA		68	5.53	Orleans	22	1.79
				St. Tammany	21	1.71
				Jefferson	18	1.46
				St. Bernard	3	0.24
				St. Charles	3	0.24
				Plaquemines	1	0.08
Gulfport-Biloxi, MS		63	5.12	Harrison	57	4.63
				Hancock	6	0.49
Baton Rouge-Pierre, LA		36	2.93	East Baton Rouge	23	1.87
				Livingston	7	0.57
				Ascension	3	0.24
				Iberville	1	0.08
				St. Helena	1	0.08
				West Baton Rouge	1	0.08
Los Angeles-Long Beach-Riverside, CA		34	2.76	Los Angeles	33	2.68
				Ventura	1	0.08
Huntsville, AL		30	2.44	Madison	24	1.95
				Limestone	6	0.49
Tuscaloosa, AL		23	1.87	Tuscaloosa	21	1.71
				Hale	2	0.16
Houston-Baytown-Sugar Land, TX		22	1.79	Harris	14	1.14
				Montgomery	6	0.49
				Brazoria	1	0.08
				Fort Bend	1	0.08
Fort Walton Beach-Crestview-Destin, FL		21	1.71	Okaloosa	21	1.71
St. Louis-St. Charles-Farmington, IL-MO		21	1.71	St. Louis	5	0.41
				Jefferson	4	0.33
				St. Charles	4	0.33
				St. Louis city	3	0.24
				Lincoln	2	0.16
				Madison	1	0.08
				St. Clair	1	0.08
				Warren	1	0.08

Nashville-Davidson--Murfreeseboro--Columbia, TN	21	1.71	Davidson	9	0.73
			Rutherford	4	0.33
			Robertson	3	0.24
			Sumner	3	0.24
			Dickson	1	0.08
Montgomery, AL	20	1.63	Williamson	1	0.08
			Montgomery	12	0.98
			Autauga	5	0.41
Kansas City-Overland Park-Kansas City, MO-KS	20	1.63	Elmore	3	0.24
			Jackson	9	0.73
			Clay	6	0.49
			Platte	2	0.16
			Cass	1	0.08
Auburn-Opelika, AL	19	1.54	Johnson	1	0.08
			Lafayette	1	0.08
			Lee	19	1.54
Chicago-Naperville-Joliet, IN-WI-IL	19	1.54	Cook	11	0.89
			DuPage	3	0.24
			Will	2	0.16
			Kane	1	0.08
			Lake	1	0.08
Dothan-Enterprise-Ozark, AL	18	1.46	McHenry	1	0.08
			Houston	10	0.81
			Geneva	4	0.33
			Coffee	3	0.24
			Waller	1	0.08
Little Rock-North Little Rock-Pine Bluff, AR	18	1.46	Saline	10	0.81
			Lonoke	3	0.24
			Pulaski	3	0.24
			Faulkner	1	0.08
			Grant	1	0.08
Jackson, MS	17	1.38	Hinds	9	0.73
			Rankin	3	0.24
			Madison	2	0.16
			Simpson	2	0.16
			Copiah	1	0.08
Dallas-Fort Worth-Arlington, TX	17	1.38	Tarrant	7	0.57
			Dallas	4	0.33
			Collin	2	0.16
			Denton	2	0.16
			Hunt	1	0.08
Detroit-Warren-Flint, MI	14	1.14	Parker	1	0.08
			Wayne	6	0.49
			Oakland	3	0.24
			Macomb	2	0.16
			Genesee	1	0.08
Memphis, AR-MS-TN	13	1.06	St. Clair	1	0.08
			Washtenaw	1	0.08
			Shelby	7	0.57
			De Soto	2	0.16
			Fayette	2	0.16
Miami-Fort Lauderdale-Miami Beach, FL	12	0.98	Tate	2	0.16
			Broward	5	0.41
			Palm Beach	4	0.33
Florence-Muscle Shoals, AL	11	0.89	Miami-Dade	3	0.24
			Lauderdale	8	0.65
Tallahassee, FL	11	0.89	Colbert	3	0.24
			Leon	8	0.65
Tampa-St. Petersburg-Clearwater, FL	11	0.89	Wakulla	3	0.24
			Pinellas	8	0.65
Hattiesburg, MS	11	0.89	Hillsborough	3	0.24
			Forrest	7	0.57
			Lamar	4	0.33

San Diego-Carlsbad-San Marcos, CA	10	0.81	San Diego	10	0.81
Lafayette, LA	10	0.81	Lafayette	10	0.81
Austin-Round Rock, TX	9	0.73	Travis	6	0.49
			Williamson	2	0.16
			Hays	1	0.08
Decatur, AL	8	0.65	Morgan	6	0.49
			Lawrence	2	0.16
Orlando-The Villages, FL	8	0.65	Orange	6	0.49
			Seminole	2	0.16
Jacksonville, FL	8	0.65	Duval	3	0.24
			Nassau	2	0.16
			St. Johns	2	0.16
			Clay	1	0.08
Columbus, GA-AL	7	0.57	Muscogee	5	0.41
			Russell	2	0.16
San Jose-San Francisco-Oakland, CA	7	0.57	Alameda	3	0.24
			San Francisco	2	0.16
			San Mateo	1	0.08
			Santa Cruz	1	0.08
Chattanooga-Cleveland-Athens, TN-GA	7	0.57	Hamilton	4	0.33
			Marion	2	0.16
			Walker	1	0.08
Lake Charles, LA	7	0.57	Calcasieu	7	0.57
Houma-Bayou Cane-Thibodaux, LA	7	0.57	Terrebonne	6	0.49
			Lafourche	1	0.08
San Antonio, TX	7	0.57	Bexar	6	0.49
			Comal	1	0.08
Sacramento--Arden-Arcade--Roseville, CA	6	0.49	Sacramento	4	0.33
			Nevada	1	0.08
			Placer	1	0.08
San Jose-Sunnyvale-Santa Clara, CA	6	0.49	Santa Clara	5	0.41
			San Benito	1	0.08
Hammond, LA	6	0.49	Tangipahoa	6	0.49
Springfield, MO	6	0.49	Greene	2	0.16
			Polk	2	0.16
			Christian	1	0.08
			Webster	1	0.08
Knoxville, TN	6	0.49	Knox	3	0.24
			Blount	2	0.16
			Anderson	1	0.08
Gadsden, AL	5	0.41	Etowah	5	0.41
Panama City-Lynn Haven, FL	5	0.41	Bay	5	0.41
Savannah, GA	5	0.41	Chatham	4	0.33
			Effingham	1	0.08
Springfield, IL	5	0.41	Sangamon	5	0.41
Anniston-Oxford, AL	4	0.33	Calhoun	4	0.33
Riverside-San Bernardino-Ontario, CA	4	0.33	Riverside	3	0.24
			San Bernardino	1	0.08
Santa Ana-Anaheim-Irvine, CA	4	0.33	Orange	4	0.33
Gainesville, FL	4	0.33	Alachua	4	0.33
Cape Coral-Fort Myers, FL	4	0.33	Lee	4	0.33
Alexandria, LA	4	0.33	Rapides	4	0.33
Deltona-Daytona Beach-Palm Coast, FL	3	0.24	Volusia	3	0.24
Ocala, FL	3	0.24	Marion	3	0.24
Port St. Lucie-Fort Pierce, FL	3	0.24	Martin	3	0.24
*Watson, FL	3	0.24	Watson	3	0.24
Augusta-Richmond County, SC-GA	3	0.24	Richmond	2	0.16
			Burke	1	0.08
Macon, GA	3	0.24	Macon	2	0.16
			Jones	1	0.08

Champaign-Urbana, IL	3	0.24	Champaign	3	0.24
Bogalusa, LA	3	0.24	Washington	3	0.24
Monroe, LA	3	0.24	Ouachita	3	0.24
*Tishomingo, MS	3	0.24	Tishomingo	3	0.24
Albertville, AL	2	0.16	Marshall	2	0.16
Cullman, AL	2	0.16	Cullman	2	0.16
Fayetteville-Springdale-Rogers, MO-AR	2	0.16	Benton	1	0.08
			Washington	1	0.08
Bakersfield, CA	2	0.16	Kern	2	0.16
San Luis Obispo-Paso Robles, CA	2	0.16	San Luis Obispo	2	0.16
Lakeland-Winter Haven, FL	2	0.16	Polk	2	0.16
Palm Bay-Melbourne-Titusville, FL	2	0.16	Brevard	2	0.16
Sarasota-Bradenton-Venice, FL	2	0.16	Sarasota	2	0.16
Albany, GA	2	0.16	Dougherty	2	0.16
Athens-Clarke County, GA	2	0.16	Clarke	1	0.08
			Oconee	1	0.08
Brunswick, GA	2	0.16	Glynn	2	0.16
Columbia, GA	2	0.16	Maury	2	0.16
Gainesville, GA	2	0.16	Hall	2	0.16
*Barry, MO	2	0.16	Barry	2	0.16
Columbia, MO	2	0.16	Boone	1	0.08
			Howard	1	0.08
Joplin, MO	2	0.16	Jackson	1	0.08
			McDonald	1	0.08
West Plains, MO	2	0.16	Howell	2	0.16
*Iosco, MI	2	0.16	Iosco	2	0.16
Kalamazoo-Battle Creek, MI	2	0.16	Kalamazoo	1	0.08
			Van Buren	1	0.08
*Traverse City, MI	2	0.16	Benzie	1	0.08
			Grand Traverse	1	0.08
Laurel, MS	2	0.16	Jasper	1	0.08
			Jones	1	0.08
McComb, MS	2	0.16	Amite	1	0.08
			Pike	1	0.08
Picayune, MS	2	0.16	Pearl River	2	0.16
Vicksburg, MS	2	0.16	Warren	2	0.16
Clarksville, KY-TN	2	0.16	Montgomery	2	0.16
Crossville, TN	2	0.16	Cumberland	2	0.16
Amarillo, TX	2	0.16	Potter	2	0.16
Beaumont-Port Arthur, TX	2	0.16	Jefferson	1	0.08
			Orange	1	0.08
Corpus Christi, TX	2	0.16	Nueces	2	0.16
*Polk, TX	2	0.16	Polk	2	0.16
*Clarke, AL	1	0.08	Clarke	1	0.08
*Conecuh, AL	1	0.08	Conecuh	1	0.08
*Convington, AL	1	0.08	Convington	1	0.08
*Fayette, AL	1	0.08	Fayette	1	0.08
*Franklin, AL	1	0.08	Franklin	1	0.08
*Lamar, AL	1	0.08	Lamar	1	0.08
*Perry, AL	1	0.08	Perry	1	0.08
*Pickens, AL	1	0.08	Pickens	1	0.08
Troy, AL	1	0.08	Pike	1	0.08
Blytheville, AR	1	0.08	Mississippi	1	0.08
Camden, AR	1	0.08	Ouachita	1	0.08
*Chicot, AR	1	0.08	Chicot	1	0.08
Searcy, AR	1	0.08	White	1	0.08
Chico, CA	1	0.08	Butte	1	0.08
Fresno, CA	1	0.08	Fresno	1	0.08

*Mariposa, CA	1	0.08	Mariposa	1	0.08
Merced, CA	1	0.08	Merced	1	0.08
Modesto, CA	1	0.08	Stanislaus	1	0.08
Redding, CA	1	0.08	Shasta	1	0.08
Santa Rosa-Petaluma, CA	1	0.08	Sonoma	1	0.08
*Holmes, FL	1	0.08	Holmes	1	0.08
Lake City, FL	1	0.08	Columbia	1	0.08
Naples-Marco Island, FL	1	0.08	Collier	1	0.08
Punta Gorda, FL	1	0.08	Charlotte	1	0.08
Dalton, GA	1	0.08	Whitfield	1	0.08
Fitzgerald, GA	1	0.08	Ben Hill	1	0.08
*Rabun, GA	1	0.08	Rabun	1	0.08
Valdosta, GA	1	0.08	Brooks	1	0.08
Bloomington-Normal, IL	1	0.08	McLean	1	0.08
*Centralia, IL	1	0.08	Marion	1	0.08
Peoria-Canton, IL	1	0.08	Tazewell	1	0.08
Abbeville, LA	1	0.08	Vermilion	1	0.08
Morgan City, LA	1	0.08	St. Mary	1	0.08
Shreveport-Bossier City, LA	1	0.08	De Soto	1	0.08
*West Carroll, LA	1	0.08	West Carroll	1	0.08
Jackson, MI	1	0.08	Jackson	1	0.08
Escanaba, MI	1	0.08	Delta	1	0.08
Muskegon-Norton Shores, MI	1	0.08	Muskegon	1	0.08
Lansing-East Lansing, MI	1	0.08	Eaton	1	0.08
*Arenac, MI	1	0.08	Arenac	1	0.08
Branson, MO	1	0.08	Branson	1	0.08
Fort Leonard Wood, MO	1	0.08	Pulaski	1	0.08
Jefferson City, MO	1	0.08	Osage	1	0.08
Mexico, MO	1	0.08	Audrain	1	0.08
*Miller, MO	1	0.08	Miller	1	0.08
Indianola, MS	1	0.08	Sunflower	1	0.08
Meridian, MS	1	0.08	Lauderdale	1	0.08
*Monroe, MS	1	0.08	Monroe	1	0.08
Oxford, MS	1	0.08	Lafayette	1	0.08
*Smith, MS	1	0.08	Smith	1	0.08
*Tippah, MS	1	0.08	Tippah	1	0.08
Athens, TN	1	0.08	McMinn	1	0.08
Cookeville, TN	1	0.08	Jackson	1	0.08
Harriman, TN	1	0.08	Roane	1	0.08
Jackson, TN	1	0.08	Madison	1	0.08
Johnson City-Kingsport-Bristol, TN	1	0.08	Sullivan	1	0.08
Brownsville-Harlingen, TX	1	0.08	Cameron	1	0.08
Bryan-College Station, TX	1	0.08	Brazos	1	0.08
El Paso, TX	1	0.08	El Paso	1	0.08
*Gillespie, TX	1	0.08	Gillespie	1	0.08
Jacksonville, TX	1	0.08	Cherokee	1	0.08
Longview, TX	1	0.08	Gregg	1	0.08
Sherman-Denison, TX	1	0.08	Grayson	1	0.08
Tyler-Jacksonville, TX	1	0.08	Smith	1	0.08
*Van Zandt, TX	1	0.08	Van Zandt	1	0.08
Total	1,230	100.00		1,230	100.00

Note: \* denotes a county not apart of any specific MSA.

**SECTION 4.**

**MOBILE AREA ATTRACTIONS CROSS TABLES BY REASON FOR TRIP**

### Reponses from 1,096 visitors on a vacation/pleasure trip

In this cross table, all responses are from the 1,096 out of 2,007 visitors who marked “vacation/pleasure trip” as their primary reason for visiting the Mobile area. The responses are divided into each of the following Exit Visitor Survey questions: length of stay in Mobile, information sources used in deciding to visit Mobile, and attractions visited or planned to visit.

The most frequently given response to the length of the visitor’s stay in Mobile was day-trip only (425). Three hundred and twenty-three (323) visitors were staying in Mobile for 3 or more nights, 180 were staying for 2 nights, and 138 visitors were staying in Mobile for 1 night.

The most frequently given response to the information sources used in deciding to visit Mobile was friends and/or relatives (355). Three hundred and one (301) visitors used the internet/web sites, 216 used brochures, 184 used other sources, 162 used a welcome center, 132 used a magazine and/or newspaper, 73 used billboards, 41 used television and/or radio, and 29 visitors used a travel agency.

The most frequently given response to attractions visited or planned to visit was the USS Alabama (341). Three hundred and eleven (311) visitors visited Fort Conde, 265 visited Bellingrath Gardens, 235 visited the Exploreum/IMAX, 167 visited Fort Gaines, 143 visited the Mobile Museum of Art, 138 visited the Estuarium/Sea Lab, 113 visited other attractions, 112 visited Conde-Charlotte, 82 visited The Museum of Mobile, 47 visited Bragg-Mitchell, 46 visited Oakleigh, 42 visited Wildland, 36 visited the Cruise ships, 24 visited Mobile Greyhound Park, and 20 visitors visited Richard-DAR.

TABLE 4-1. Responses from 1,096 visitors on a vacation/pleasure trip

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	425	39.87
1 night	138	12.95
2 nights	180	16.89
3 or more nights	323	30.30
Total	1,066	100.00
<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	355	23.78
internet/web site	301	20.16
brochures	216	14.47
other	184	12.32
welcome center	162	10.85
magazine/newspaper	132	8.84
billboards	73	4.89
television/radio	41	2.75
travel agency	29	1.94
Total	1,493	100.00
<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	341	16.07
Fort Conde Museum & Welcome Center	311	14.66
Bellingrath Gardens & Home	265	12.49
Gulf Coast Exploreum & IMAX	235	11.07
Fort Gaines	167	7.87
Mobile Museum of Art	143	6.74
Dauphin Island Estuarium & Sea Lab	138	6.50
Other attractions/festivals/special events	113	5.33
Conde-Charlotte Museum House	112	5.28
The Museum of Mobile	82	3.86
Bragg-Mitchell Mansion	47	2.21
Oakleigh Period House Museum Complex	46	2.17
Wildland expeditions	42	1.98
Cruise ships	36	1.70
Mobile Greyhound Park	24	1.13
Richard-DAR House Museum	20	0.94
Total	2,122	100.00

Note: Totals for 'Information sources used' and for 'Attractions visited' may exceed number of responses because most of the respondents checked more than one answer to the question.

### Reponses from 508 visitors visiting friends/relatives

In this cross table, all responses are from the 508 out of 2,007 visitors who marked “visiting friends/relatives” as their primary reason for visiting the Mobile area. The responses are divided into each of the following Exit Visitor Survey questions: length of stay in Mobile, information sources used in deciding to visit Mobile, and attractions visited or planned to visit.

The most frequently given response to the length of the visitor’s stay in Mobile was 3 or more nights (249). One hundred and sixteen (116) visitors were staying in Mobile on a day-trip only, 67 were in Mobile for two nights, and 28 visitors were staying in Mobile for 1 night.

The most frequently given response to the information sources used in deciding to visit Mobile was friends and/or relatives (373). Sixty-five (65) visitors used the internet/web sites, 57 used a welcome center, 40 used other sources, 29 used billboards, 27 used a magazine and/or newspaper, 27 used brochures, 16 used television and/or radio, and 1 visitor used a travel agency.

The most frequently given response to attractions visited or planned to visit was the USS Alabama (146). One hundred and thirty-three (133) visitors visited Bellingrath Gardens, 126 visited Fort Conde, 80 visited the Mobile Museum of Art, 79 visited the Estuarium/Sea Lab, 61 visited the Exploreum/IMAX, 55 visited Fort Gaines, 50 visited The Museum of Mobile, 45 visited other attractions, 42 visited Conde-Charlotte, 27 visited Bragg-Mitchell, 27 visited Oakleigh, 20 visited Wildland, 16 visited the Cruise ships, 12 visited Richard-DAR, and 8 visitors visited Mobile Greyhound Park.

TABLE 4-2. Responses from 508 visitors visiting friends/relatives

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	116	25.22
1 night	28	6.09
2 nights	67	14.57
3 or more nights	249	54.13
Total	460	100.00
<u>Information sources used in deciding to visit Mobile</u>		
<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	373	58.74
internet/web site	65	10.24
welcome center	57	8.98
other	40	6.30
billboards	29	4.57
brochures	27	4.25
magazine/newspaper	27	4.25
television/radio	16	2.52
travel agency	1	0.16
Total	635	100.00
<u>Attractions visited or planned to visit</u>		
<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	146	15.75
Bellingrath Gardens & Home	133	14.35
Fort Conde Museum & Welcome Center	126	13.59
Mobile Museum of Art	80	8.63
Dauphin Island Estuarium & Sea Lab	79	8.52
Gulf Coast Exploreum & IMAX	61	6.58
Fort Gaines	55	5.93
The Museum of Mobile	50	5.39
Other attractions/festivals/special events	45	4.85
Conde-Charlotte Museum House	42	4.53
Bragg-Mitchell Mansion	27	2.91
Oakleigh Period House Museum Complex	27	2.91
Wildland expeditions	20	2.16
Cruise ships	16	1.73
Richard-DAR House Museum	12	1.29
Mobile Greyhound Park	8	0.86
Total	927	100.00

Note: Totals for 'Information sources used' and for 'Attractions visited' may exceed number of responses because most of the respondents checked more than one answer to the question.

### Reponses from 158 visitors in a tour group

In this cross table, all responses are from the 158 out of 2,007 visitors who marked “tour group” as their primary reason for visiting the Mobile area. The responses are divided into each of the following Exit Visitor Survey questions: length of stay in Mobile, information sources used in deciding to visit Mobile, and attractions visited or planned to visit.

The most frequently given response to the length of the visitor’s stay in Mobile was for a day-trip only (72). Forty-four (44) visitors were staying in Mobile for 3 or more nights, 23 were staying for 1 night, and 14 visitors were staying in Mobile for 2 nights.

The most frequently given response to the information sources used in deciding to visit Mobile was other sources (60). Forty-eight (48) visitors used friends and/or relatives, 23 used brochures, 19 used the internet/web sites, 12 used a travel agency, 9 used a welcome center, 6 used a magazine and/or newspaper, 4 used television and/or radio, and 3 visitors used billboards.

The most frequently given response to attractions visited or planned to visit was Fort Conde (48). Thirty-nine (39) visitors visited Bellingrath Gardens, 35 visited the Exploreum/IMAX, 31 visited the USS Alabama, 21 visited other attractions, 17 visited Conde-Charlotte, 14 visited the Mobile Museum of Art, 14 visited Oakleigh, 13 visited the Estuarium/Sea Lab, 12 visited Fort Gaines, 12 visited The Museum of Mobile, 6 visited Bragg-Mitchell, 5 visited the Cruise ships, 5 visited Mobile Greyhound Park, 4 visited Wildland, and 3 visitors visited Richard-DAR.

TABLE 4-3. Responses from 158 visitors in a tour group

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	72	47.06
1 night	23	15.03
2 nights	14	9.15
3 or more nights	44	28.76
Total	153	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
other	60	32.61
friends/relatives	48	26.09
brochures	23	12.50
internet/web site	19	10.33
travel agency	12	6.52
welcome center	9	4.89
magazine/newspaper	6	3.26
television/radio	4	2.17
billboards	3	1.63
Total	184	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Conde Museum & Welcome Center	48	17.20
Bellingrath Gardens & Home	39	13.98
Gulf Coast Exploreum & IMAX	35	12.54
USS Alabama Battleship Memorial Park	31	11.11
Other attractions/festivals/special events	21	7.53
Conde-Charlotte Museum House	17	6.09
Mobile Museum of Art	14	5.02
Oakleigh Period House Museum Complex	14	5.02
Fort Gaines	12	4.30
The Museum of Mobile	12	4.30
Dauphin Island Estuarium & Sea Lab	13	4.66
Bragg-Mitchell Mansion	6	2.15
Cruise ships	5	1.79
Mobile Greyhound Park	5	1.79
Wildland expeditions	4	1.43
Richard-DAR House Museum	3	1.08
Total	279	100.00

Note: Totals for 'Information sources used' and for 'Attractions visited' may exceed number of responses because most of the respondents checked more than one answer to the question.

### Reponses from 123 visitors on a business trip

In this cross table, all responses are from the 123 out of 2,007 visitors who marked “business trip” as their primary reason for visiting the Mobile area. The responses are divided into each of the following Exit Visitor Survey questions: length of stay in Mobile, information sources used in deciding to visit Mobile, and attractions visited or planned to visit.

The most frequently given response to the length of the visitor’s stay in Mobile was 3 or more nights (54). Twenty (20) visitors were staying in Mobile for 2 nights, 19 were on a day-trip only, and 14 visitors were staying in Mobile for 1 night.

The most frequently given response to the information sources used in deciding to visit Mobile was other sources (34). Thirty-two (32) visitors used friends and/or relatives, 23 used the internet/web site, 16 used brochures, 13 used a welcome center, 7 used a travel agency, 7 used a magazine and/or newspaper, 5 used billboards, and 4 visitors used television and/or radio.

The most frequently given response to attractions visited or planned to visit was the USS Alabama (45). Twenty-nine (29) visitors visited Fort Conde, 18 visited Bellingrath Gardens, 17 visited other attractions, 16 visited the Mobile Museum of Art, 14 visited the Exploreum/IMAX, 12 visited The Museum of Mobile, 9 visited the Estuarium/Sea Lab, 8 visited Conde-Charlotte, 8 visited Fort Gaines, 7 visited Oakleigh, 4 visited Wildland, 3 visited the Cruise ships, 3 visited Mobile Greyhound Park, 3 visited Richard-DAR, and 2 visitors visited the Bragg-Mitchell Mansion.

TABLE 4-4. Responses from 123 visitors on a business trip

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	19	17.76
1 night	14	13.08
2 nights	20	18.69
3 or more nights	54	50.47
Total	107	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
other	34	24.11
friends/relatives	32	22.70
internet/web site	23	16.31
brochures	16	11.35
welcome center	13	9.22
travel agency	7	4.96
magazine/newspaper	7	4.96
billboards	5	3.55
television/radio	4	2.84
Total	141	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	45	22.73
Fort Conde Museum & Welcome Center	29	14.65
Bellingrath Gardens & Home	18	9.09
Other attractions/festivals/special events	17	8.59
Mobile Museum of Art	16	8.08
Gulf Coast Exploreum & IMAX	14	7.07
The Museum of Mobile	12	6.06
Dauphin Island Estuarium & Sea Lab	9	4.55
Conde-Charlotte Museum House	8	4.04
Fort Gaines	8	4.04
Oakleigh Period House Museum Complex	7	3.54
Wildland expeditions	4	2.02
Cruise ships	3	1.52
Mobile Greyhound Park	3	1.52
Richard-DAR House Museum	3	1.52
Bragg-Mitchell Mansion	2	1.01
Total	198	100.00

Note: Totals for 'Information sources used' and for 'Attractions visited' may exceed number of responses because most of the respondents checked more than one answer to the question.

### Reponses from 74 visitors in Mobile for a convention

In this cross table, all responses are from the 74 out of 2,007 visitors who marked “convention” as their primary reason for visiting the Mobile area. The responses are divided into each of the following Exit Visitor Survey questions: length of stay in Mobile, information sources used in deciding to visit Mobile, and attractions visited or planned to visit.

The most frequently given response to the length of the visitor’s stay in Mobile was 3 or more nights (61). Eight (8) visitors were staying in Mobile for 2 nights, 4 visitors were on a day-trip only, and one (1) visitor was staying in Mobile for 1 night.

The most frequently given response to the information sources used in deciding to visit Mobile was other sources (41). Sixteen (16) visitors used brochures, 9 used friends and/or relatives, 8 used the internet/web sites, 4 used a welcome center, 2 used a travel agency, 2 used a magazine and/or newspaper, 1 used billboards, and no (0) visitors used television and/or radio.

The most frequently given response to attractions visited or planned to visit was the USS Alabama (39). Thirty-seven (37) visitors visited Fort Conde, 21 visited Bellingrath Gardens, 14 visited the Museum of Art, 11 visited Conde-Charlotte, 11 visited the Estuarium/Sea Lab, 10 visited The Museum of Mobile, 9 visited the Exploreum/IMAX, 8 visited other attractions, 6 visited the Cruise ships, 6 visited Fort Gaines, 5 visited Oakleigh, 3 visited Richard-DAR, 2 visited Bragg-Mitchell, 1 visited Mobile Greyhound Park, and 1 visitor visited Wildland.

TABLE 4-5. Responses from 74 visitors in Mobile for a convention

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	4	5.41
1 night	1	1.35
2 nights	8	10.81
3 or more nights	61	82.43
Total	74	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
other	41	49.40
brochures	16	19.28
friends/relatives	9	10.84
internet/web site	8	9.64
welcome center	4	4.82
travel agency	2	2.41
magazine/newspaper	2	2.41
billboards	1	1.20
television/radio	0	0.00
Total	83	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	39	21.20
Fort Conde Museum & Welcome Center	37	20.11
Bellingrath Gardens & Home	21	11.41
Conde-Charlotte Museum House	11	5.98
Dauphin Island Estuarium & Sea Lab	11	5.98
Mobile Museum of Art	14	7.61
The Museum of Mobile	10	5.43
Gulf Coast Exploreum & IMAX	9	4.89
Other attractions/festivals/special events	8	4.35
Cruise ships	6	3.26
Fort Gaines	6	3.26
Oakleigh Period House Museum Complex	5	2.72
Richard-DAR House Museum	3	1.63
Bragg-Mitchell Mansion	2	1.09
Mobile Greyhound Park	1	0.54
Wildland expeditions	1	0.54
Total	184	100.00

Note: Totals for 'Information sources used' and for 'Attractions visited' may exceed number of responses because most of the respondents checked more than one answer to the question.

SECTION 5.

MOBILE AREA ATTRACTIONS CROSS TABLES BY LENGTH OF STAY

### Responses from 641 visitors in Mobile on a day-trip

In this cross table, all responses are from the 641 out of 2,007 visitors who marked “day-trip only” as the length of their stay in Mobile. The responses are divided into each of the following Exit Visitor Survey questions: primary reason for trip to the Mobile area, information sources used in deciding to visit Mobile, and attractions visited or planned to visit.

The most frequently given response to the primary reason for the visitor’s trip to the Mobile area was vacation/pleasure trip (425). Ninety-one (91) visitors said visiting friends/relatives was their primary reason, 78 said a tour group, 14 said business trip, and 4 visitors said convention.

The most frequently given response to the information sources used in deciding to visit Mobile was friends and/or relatives (229). One hundred and fifty-one (151) visitors used the internet/web sites, 102 used brochures, 102 used other sources, 77 used a welcome center, 71 used a magazine and/or newspaper, 56 used billboards, 36 used television and/or radio, and 8 visitors used a travel agency.

The most frequently given response to attractions visited or planned to visit was the USS Alabama (119). One hundred and eight (108) visitors visited Fort Conde, 97 visited Bellingrath Gardens, 84 visited Exploreum/IMAX, 63 visited the Mobile Museum of Art, 50 visited Conde-Charlotte, 48 visited the Estuarium/Sea Lab, 48 visited other attractions, 40 visited Fort Gaines, 40 visited The Museum of Mobile, 16 visited the Cruise ships, 16 visited Oakleigh, 16 visited Wildland, 12 visited Bragg-Mitchell, 10 visited Richard-DAR, and 9 visitors visited Mobile Greyhound Park.

TABLE 5-1. Responses from 641 visitors in Mobile on a day-trip

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	425	69.44
visiting friends/relatives	91	14.87
tour group	78	12.75
business trip	14	2.29
convention	4	0.65
Total	612	100.00
<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	229	27.52
internet/web site	151	18.15
other	102	12.26
brochures	102	12.26
welcome center	77	9.25
magazine/newspaper	71	8.53
billboards	56	6.73
television/radio	36	4.33
travel agency	8	0.96
Total	832	100.00
<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	119	15.34
Fort Conde Museum & Welcome Center	108	13.92
Bellingrath Gardens & Home	97	12.50
Gulf Coast Exploreum & IMAX	84	10.82
Mobile Museum of Art	63	8.12
Conde-Charlotte Museum House	50	6.44
Dauphin Island Estuarium & Sea Lab	48	6.19
Other attractions/festivals/special events	48	6.19
Fort Gaines	40	5.15
The Museum of Mobile	40	5.15
Cruise ships	16	2.06
Oakleigh Period House Museum Complex	16	2.06
Wildland expeditions	16	2.06
Bragg-Mitchell Mansion	12	1.55
Richard-DAR House Museum	10	1.29
Mobile Greyhound Park	9	1.16
Total	776	84.66

Note: Totals for 'Information sources used' and for 'Attractions visited' may exceed number of responses because most of the respondents checked more than one answer to the question.

### Responses from 218 visitors staying in Mobile 1 night

In this cross table, all responses are from the 218 out of 2,007 visitors who marked “1 night” as the length of their stay in Mobile. The responses are divided into each of the following Exit Visitor Survey questions: primary reason for trip to the Mobile area, information sources used in deciding to visit Mobile, and attractions visited or planned to visit.

The most frequently given response to the primary reason for the visitor’s trip to the Mobile area was vacation/pleasure trip (136). Twenty-nine (29) visitors said visiting friends/relatives was their primary reason, 21 said tour group, 19 said business trip, and 1 visitor said convention.

The most frequently given response to the information sources used in deciding to visit Mobile was friends and/or relatives (69). Fifty-six (56) visitors used the internet/web sites, 46 used other sources, 38 used brochures, 27 used a welcome center, 13 used a magazine and/or newspaper, 12 used billboards, 10 used a travel agency, and 5 visitors used television and/or radio.

The most frequently given response to attractions visited or planned to visit was Fort Conde (64). Fifty-six (56) visitors visited the Exploreum/IMAX, 43 visited the USS Alabama, 38 visited Bellingrath Gardens, 20 visited Conde-Charlotte, 19 visited the Mobile Museum of Art, 15 visited the Estuarium/Sea Lab, 15 visited Fort Gaines, 15 visited other attractions, 13 visited The Museum of Mobile, 12 visited the Cruise ships, 5 visited Mobile Greyhound Park, 5 visited Oakleigh, 4 visited Wildland, 3 visited Bragg-Mitchell, and no (0) visitors visited Richard-DAR.

TABLE 5-2. Responses from 218 visitors staying in Mobile 1 night

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	136	66.02
visiting friends/relatives	29	14.08
tour group	21	10.19
business trip	19	9.22
convention	1	0.49
<b>Total</b>	<b>206</b>	<b>100.00</b>
<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	69	25.00
internet/web site	56	20.29
other	46	16.67
brochures	38	13.77
welcome center	27	9.78
magazine/newspaper	13	4.71
billboards	12	4.35
travel agency	10	3.62
television/radio	5	1.81
<b>Total</b>	<b>276</b>	<b>100.00</b>
<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Conde Museum & Welcome Center	64	19.57
Gulf Coast Exploreum & IMAX	56	17.13
USS Alabama Battleship Memorial Park	43	13.15
Bellingrath Gardens & Home	38	11.62
Conde-Charlotte Museum House	20	6.12
Mobile Museum of Art	19	5.81
Dauphin Island Estuarium & Sea Lab	15	4.59
Fort Gaines	15	4.59
Other attractions/festivals/special events	15	4.59
The Museum of Mobile	13	3.98
Cruise ships	12	3.67
Mobile Greyhound Park	5	1.53
Oakleigh Period House Museum Complex	5	1.53
Wildland expeditions	4	1.22
Bragg-Mitchell Mansion	3	0.92
Richard-DAR House Museum	0	0.00
<b>Total</b>	<b>327</b>	<b>100.00</b>

Note: Totals for 'Information sources used' and for 'Attractions visited' may exceed number of responses because most of the respondents checked more than one answer to the question..

### Responses from 305 visitors staying in Mobile 2 nights

In this cross table, all responses are from the 305 out of 2,007 visitors who marked “2 nights” as the length of their stay in Mobile. The responses are divided into each of the following Exit Visitor Survey questions: primary reason for trip to the Mobile area, information sources used in deciding to visit Mobile, and attractions visited or planned to visit.

The most frequently given response to the primary reason for the visitor’s trip to the Mobile area was vacation/pleasure trip (184). Seventy-one (71) visitors said visiting friends/relatives was their primary reason, 19 said business trip, 14 said tour group, and 9 visitors said convention.

The most frequently given response to the information sources used in deciding to visit Mobile was friends and/or relatives (122). Eighty (80) visitors used the internet/web sites, 61 used brochures, 49 used other sources, 41 used a welcome center, 30 used a magazine and/or newspaper, 14 used a travel agency, 13 used billboards, and 11 visitors used television and/or radio.

The most frequently given response to attractions visited or planned to visit was the USS Alabama (116). One hundred and four (104) visitors visited Fort Conde, 82 visited the Exploreum/IMAX, 72 visited Bellingrath Gardens, 52 visited the Mobile Museum of Art, 43 visited the Estuarium/Sea Lab, 33 visited other attractions, 30 visited Fort Gaines, 27 visited The Museum of Mobile, 22 visited Conde-Charlotte, 19 visited Oakleigh, 14 visited Bragg-Mitchell, 8 visited Mobile Greyhound Park, 7 visited Wildland, 6 visited the Cruise ships, and 4 visitors visited Richard-DAR.

TABLE 5-3. Responses from 305 visitors staying in Mobile 2 nights

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	184	61.95
visiting friends/relatives	71	23.91
business trip	19	6.40
tour group	14	4.71
convention	9	3.03
Total	297	100.00
<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	122	28.98
internet/web site	80	19.00
brochures	61	14.49
other	49	11.64
welcome center	41	9.74
magazine/newspaper	30	7.13
travel agency	14	3.33
billboards	13	3.09
television/radio	11	2.61
Total	421	100.00
<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	116	18.15
Fort Conde Museum & Welcome Center	104	16.28
Gulf Coast Exploreum & IMAX	82	12.83
Bellingrath Gardens & Home	72	11.27
Mobile Museum of Art	52	8.14
Dauphin Island Estuarium & Sea Lab	43	6.73
Other attractions/festivals/special events	33	5.16
Fort Gaines	30	4.69
The Museum of Mobile	27	4.23
Conde-Charlotte Museum House	22	3.44
Oakleigh Period House Museum Complex	19	2.97
Bragg-Mitchell Mansion	14	2.19
Mobile Greyhound Park	8	1.25
Wildland expeditions	7	1.10
Cruise ships	6	0.94
Richard-DAR House Museum	4	0.63
Total	639	100.00

Note: Totals for 'Information sources used' and for 'Attractions visited' may exceed number of responses because most of the respondents checked more than one answer to the question.

### Responses from 790 visitors staying in Mobile 3 or more nights

In this cross table, all responses are from the 790 out of 2,007 visitors who marked “3 or more nights” as the length of their stay in Mobile. The responses are divided into each of the following Exit Visitor Survey questions: primary reason for trip to the Mobile area, information sources used in deciding to visit Mobile, and attractions visited or planned to visit.

The most frequently given response to the primary reason for the visitor’s trip to the Mobile area was vacation/pleasure trip (325). Two hundred and seventy-three (273) visitors said visiting friends/relatives was their primary reason, 65 said business trip, 60 said convention, and 40 visitors said tour group.

The most frequently given response to the information sources used in deciding to visit Mobile was friends and/or relatives (395). One hundred and sixty-five (165) visitors used other sources, 151 used the internet/web sites, 107 used a welcome center, 105 used brochures, 69 used a magazine and/or newspaper, 38 used billboards, 16 used a travel agency, and 16 visitors used television and/or radio.

The most frequently given response to attractions visited or planned to visit was the USS Alabama (329). Two hundred and seventy-three (273) visitors visited Fort Conde, 265 visited Bellinger Gardens, 158 visited Fort Gaines, 142 visited the Estuarium/Sea Lab, 139 visited the Exploreum/IMAX, 132 visited the Mobile Museum of Art, 105 visited other attractions, 96 visited Conde-Charlotte, 85 visited The Museum of Mobile, 63 visited Oakleigh, 59 visited Bragg-Mitchell, 39 visited Wildland, 31 visited the Cruise ships, 25 visited Richard-DAR, and 18 visitors visited Mobile Greyhound Park.

TABLE 5-4. Responses from 790 visitors staying in Mobile 3 or more nights

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	325	42.60
visiting friends/relatives	273	35.78
business trip	65	8.52
convention	60	7.86
tour group	40	5.24
Total	763	100.00
<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	395	37.19
other	165	15.54
internet/web site	151	14.22
welcome center	107	10.08
brochures	105	9.89
magazine/newspaper	69	6.50
billboards	38	3.58
travel agency	16	1.51
television/radio	16	1.51
Total	1,062	100.00
<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	329	16.79
Fort Conde Museum & Welcome Center	273	13.94
Bellingrath Gardens & Home	265	13.53
Fort Gaines	158	8.07
Dauphin Island Estuarium & Sea Lab	142	7.25
Gulf Coast Exploreum & IMAX	139	7.10
Mobile Museum of Art	132	6.74
Other attractions/festivals/special events	105	5.36
Conde-Charlotte Museum House	96	4.90
The Museum of Mobile	85	4.34
Oakleigh Period House Museum Complex	63	3.22
Bragg-Mitchell Mansion	59	3.01
Wildland expeditions	39	1.99
Cruise ships	31	1.58
Richard-DAR House Museum	25	1.28
Mobile Greyhound Park	18	0.92
Total	1,959	100.00

Note: Totals for 'Information sources used' and for 'Attractions visited' may exceed number of responses because most of the respondents checked more than one answer to the question.

