

**Gulf Coast Exploreum & IMAX
Exit Survey of Visitors
2007 Annual Report**

CBER Research Report #79

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Each quarter, the Center for Business and Economic Research (CBER) sends 100 Exit Visitor Surveys to the Gulf Coast Exploreum & IMAX. The Exploreum's managers then distribute the surveys, collect the completed ones, and mail them back to CBER for processing, where the data from each survey is compiled into quarterly summaries. A PowerPoint presentation is also created each quarter and is available for viewing on the web. At the end of the year, the quarterly summaries are combined to form an Annual Report. The following report is a total summary of all responses to the Exploreum's Exit Visitor Surveys for the year 2007. The number of surveys collected by the Exploreum for each quarter is as follows:

January – March:	0
April – June:	124
July – September:	179
October – December:	0

A total of 303 surveys were collected during 2007.

Table of Contents

1. TABULAR SUMMARY

- Ranking of overall visit to the Gulf Coast Exploreum & IMAX ... 1
- Primary residential states/countries ... 1
- Primary reason for trip to the Mobile area ... 2
- Number of people in group ... 2
- Length of stay in Mobile ... 2
- Information sources used in deciding to visit Mobile ... 3
- Other information sources used ... 3
- Attractions visited or planned to visit ... 3
- Other attractions visited or planned to visit ... 3

2. VISITOR COMMENTS

- April – June ... 1
- July – September ... 2

3. POWERPOINT SUMMARY

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

4. CROSS TABLES, BY REASON FOR TRIP

- Responses from 94 visitors on a vacation/pleasure trip ... 1
- Responses from 60 visitors visiting friends/relatives ... 2
- Responses from 12 visitors in a tour group ... 3
- Responses from 9 visitors on a business trip ... 4
- Responses from 8 visitors in Mobile for a convention ... 5

5. CROSS TABLES, BY LENGTH OF STAY

- Responses from 93 visitors on a day-trip only ... 1
- Responses from 14 visitors staying one night ... 2
- Responses from 20 visitors staying two nights ... 3
- Responses from 57 visitors staying three or more nights ... 4

SECTION 1.
TABULAR SUMMARY

Responses from all visitors to the Exploreum

<u>Ranking of overall visit to the Gulf Coast Exploreum & IMAX</u>	<u>Total</u>	<u>Percentage</u>
1	6	1.98
2	0	0.00
3	9	2.97
4	61	20.13
5	227	74.92
Total	303	100.00
Average Ranking	4.66	

<u>Primary residential states/countries</u>	<u>Total</u>	<u>Percentage</u>
Alabama*	154	50.83
Mississippi	42	13.86
Florida	30	9.90
Louisiana	15	4.95
Texas	9	2.97
Georgia	7	2.31
Arkansas	5	1.65
Tennessee	5	1.65
California	4	1.32
New York	4	1.32
Kentucky	3	0.99
Oklahoma	3	0.99
Alaska	2	0.66
Idaho	2	0.66
Nebraska	2	0.66
New Jersey	2	0.66
North Carolina	2	0.66
South Carolina	2	0.66
Conneticut	1	0.33
Delaware	1	0.33
Illinois	1	0.33
Indiana	1	0.33
Missouri	1	0.33
Pennsylvania	1	0.33
Virginia	1	0.33
Washington	1	0.33
Canada	1	0.33
Norway	1	0.33
Total	303	100.00

*Includes 119 residents from Mobile and Baldwin Counties

Responses from non-residents of Mobile and Baldwin Counties only

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	94	51.37
visiting friends/relatives	60	32.79
tour group	12	6.56
business trip	9	4.92
convention	8	4.37
Total	183	100.00

<u>Number of people in group</u>	<u>Total</u>	<u>Percentage</u>
2	19	10.38
3	37	20.22
4	45	24.59
5	35	19.13
6	13	7.10
7	8	4.37
8	3	1.64
9	5	2.73
10	1	0.55
11	2	1.09
12	2	1.09
14	1	0.55
18	3	1.64
24	1	0.55
40	2	1.09
60	2	1.09
68	1	0.55
80	1	0.55
89	1	0.55
106	1	0.55
Total	183	100.00
Average Group Size	7.70	

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	93	50.54
1 night	14	7.61
2 nights	20	10.87
3 or more nights	57	30.98
Total	184	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	104	40.00
internet/web site	57	21.92
other	24	9.23
brochures	23	8.85
billboards	17	6.54
magazine/newspaper	15	5.77
television/radio	8	3.08
welcome center	9	3.46
travel agency	3	1.15
Total	260	100.00

<u>Other information source used</u>	<u>Total</u>	<u>Percentage</u>
Previous visit	5	20.83
America's Junior Miss	2	8.33
Camp	2	8.33
Senior Citizen Group	2	8.33
Convention	2	8.33
Mission Trip	1	4.17
Locals	1	4.17
Mobile Visitor's Guide	1	4.17
AAA	1	4.17
Exploreum Info	1	4.17
Exploreum Ad	1	4.17
IMAX	1	4.17
Own a beach house	1	4.17
Opening of Wine Loft	1	4.17
School	1	4.17
Brett Berg	1	4.17
Total	24	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	76	27.34
Bellingrath Gardens and Home	35	12.59
Dauphin Island Estuarium & Sea Lab	35	12.59
The Museum of Mobile	23	8.27
Other attractions/festivals/special events	23	8.27
Fort Conde Museum & Welcome Center	22	7.91
Fort Gaines	17	6.12
Mobile Museum of Art	16	5.76
Wildland expeditions	9	3.24
Bragg-Mitchell Mansion	6	2.16
Conde-Charlotte Museum House	5	1.80
Oakleigh Period House Museum Complex	5	1.80
Cruise ships	4	1.44
Mobile Greyhound Park	2	0.72
Richard-DAR House Museum	0	0.00
Total	278	100.00

<u>Other attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
America's Junior Miss	2	10.53
Shopping	2	10.53
Pompeii exhibit	1	5.26
Wine Loft	1	5.26
Marriott the Grand	1	5.26
Mardi Gras Museum	1	5.26
Eastern Shore	1	5.26
Gulf Shores	1	5.26
Gulf Coast Zoo	1	5.26
Mobile Zoo	1	5.26
"Hurricane on the Bayou"	1	5.26
Deep sea fishing	1	5.26
Mobile Bay Bears game	1	5.26
RSA building	1	5.26
Civic Center	1	5.26
Beach	1	5.26
Baseball	1	5.26
Total	19	100.00

SECTION 2.
VISITOR COMMENTS

April - June

- Very nice.
 - Some signs on the exhibits would be better if the print were larger.
 - Lovely things and nice people.
 - Thank you for having this exhibit. We enjoyed it very much. We have come to other exhibits here. Keep up the good work!
 - Great movie!
 - Awesome things to do!
 - Everything was fine and very organized! Thank you.
 - More things for 5 and under.
 - That was such a powerful view of the devastation of Katrina, but also a very moving personal account by those in it. Inspiring about restoring the wetlands too.
 - Very nice – I really like the reptiles.
 - Great exhibit! Thank you!
 - Very educational and exciting for my kids. Loved it!
 - More activities for younger children.
 - Had a great time. Beautiful reptiles, great place for kids.
 - I think that the Imax was beautiful, I want to come back. It was so fun!!
 - We had fun.
 - We had fun fun fun.
 - Great.
 - Awesome – kids loved it.
 - Loved it.
 - My children really enjoyed the Exploreum.
 - Had a great time.
 - Excellent.
 - Great hands on exhibit.
 - We had a wonderful time!
 - Very nicely presented and the facility was extremely clean.
 - Great hands on. Clean, beautiful reptile habitats. Animals look healthy!
 - Fun and interesting.
 - Great time!
 - Excellent.
 - It is great!
 - Wonderful, friendly staff. Wonderful movie theatre!
 - Great time! Friendly staff.
 - Very wonderful – enjoyed and we'll be back for the next exhibit.
 - I live in Baldwin Co. and this is a “treat”.
 - To give children knowledge of things
 - What a great place!
 - Love Imax the most.
 - Enjoyed the exhibits very much. Thank you.
 - We live in Mobile and come regularly to the Exploreum.
 - Set up very good on arrangements and time.
 - Resident of county – enjoy the Exploreum and Imax.
 - Thank you for doing what you do. We love it here.
 - Love the military discounts.
 - Very good. Imax very informational.
 - Better parking signage.
 - Have come to all your exhibits. Wonderful!
 - Excellent!
 - Wonderful experience.
 - Kids loved the virtual games!
 - Thank you.
 - Love it here!
-

July - September

- I will return!
- Love the town!
- Keep the café open longer
- Loved the IMAX theater and Hurricane on the Bayou. More science or hands-on exhibits about this part of the Gulf Coast/river/bay environment would be interesting. We all loved the wind booth!
- Great hands-on activities. Chairs could lean back in IMAX, my neck hurts.
- Good – Fun – Educational.
- Great
- Awesome! Thank you so much!
- Great snake show! Big draw for children.
- Great place – more teacher resources.
- We had a great time.
- Great day!
- We brought our 8 to 6 year old grandkids and they really enjoyed it.
- Bigger “exhibits.”
- We had fun.
- We enjoyed it a lot.
- Need more bus parking.
- Price too high for small exhibit! Otherwise, enjoyed the Exploreum! ☺
- We loved it!
- Loved it.
- Just started, but it has been enjoyable and pleasant folks thus far.
- Enjoyed.
- Fun!
- Haven't seen it all, but impressed so far!
- People are extremely friendly and helpful. I enjoy seeing all the wonderful sights. It's convenient that many of the attractions are within walking distance of our hotel (Lafayette Plaza). Reptile Exhibit was very informative. I liked the format in which it was presented. IMAX show was fantastic!
- IMAX is very moving. Good exhibit!
- Awesome.
- Our 2nd trip – we love it!
- Great education opportunity for locals as well as visitors. We visit often.
- Was a blast – fun and hands on with it easy for learning.
- Loved to see the feeding of the reptiles.
- Great entertainment!
- Very good!
- We love having the Exploreum close enough to come see your wonderful exhibits.
- Educational and fun.
- Reptile exhibit was great.
- Loved the reptile exhibit.
- Change out some regular science exhibits.
- -Fun-
- IMAX was the best I have been to.
- Fun.
- The kids loved it.
- Loved the Wharf of Wonder – Thank you for thinking of the little kids.
- What a wonderful place to visit – very helpful staff too!
- Really enjoy the Exploreum both times I've been here – last time was Pompeii.
- Thank you – the Exploreum is beautiful.
- Need more hands on for 4-7 years that they can understand without reading.
- Keep up the great job!
- We love coming here! We totally enjoy.
- Love the live exhibits! Do more!
- Hands on exhibits were very fun for myself and grandchildren.
- GREAT! The kids loved the reptile show!
- Staff was great ☺
- Interesting for the kids.

- Could see again.
- IMAX was awesome on Hurricane and Bayou.
- Loved the Wharf for my 18 month old.
- The movie was fantastic. I lived in Mobile at the time of the hurricanes.
- Came with Red hat group, I will come back with my family
- Great film!
- I live here and I love to see everything in our city.
- Everything was great!
- Show was wonderful. Will be back!
- Perfect!
- Great!
- Excellent!
- The IMAX film was very informative.
- Great place for kids.
- Enjoyed the reptile exhibit.
- Wonderful for children!
- We love the IMAX.
- Excellent. We got here for feeding time.
- Loved the IMAX.
- Great exhibits and we love the IMAX!
- Great!
- Interesting – very.
- I love it.
- Very exciting and very educational.
- Awesome IMAX movie.
- Beautiful/wonderful.
- Employees extremely friendly – Thank you!!
- Very cold in movie.
- Great for all!
- Children love the Wharf!

SECTION 3.

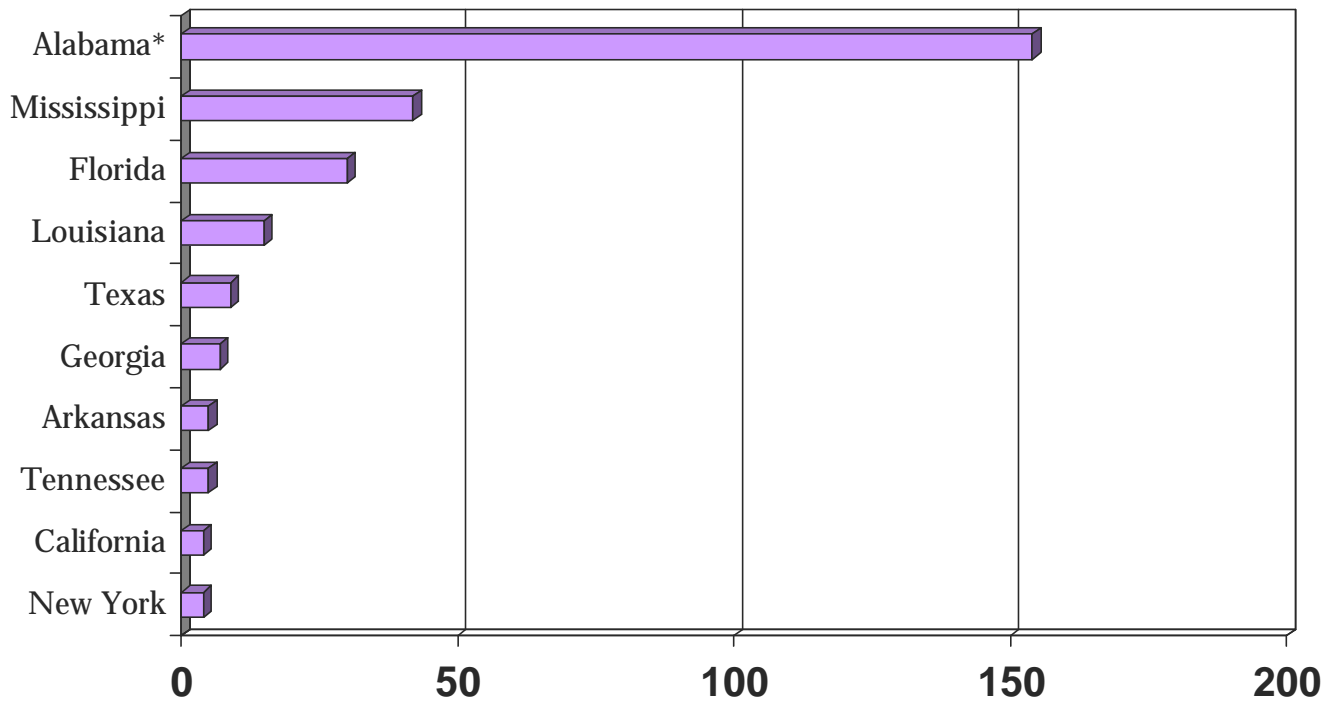
POWERPOINT SUMMARY



Gulf Coast Exploreum & IMAX

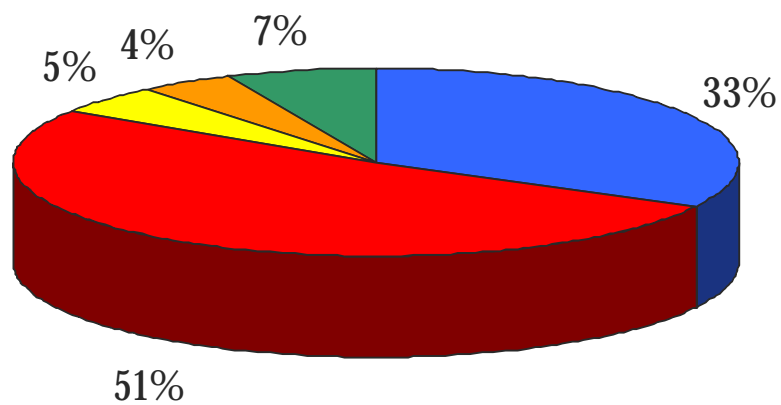
Exit Survey Summary
2007 Annual Report
Total surveys: 303

[Primary Residential States]



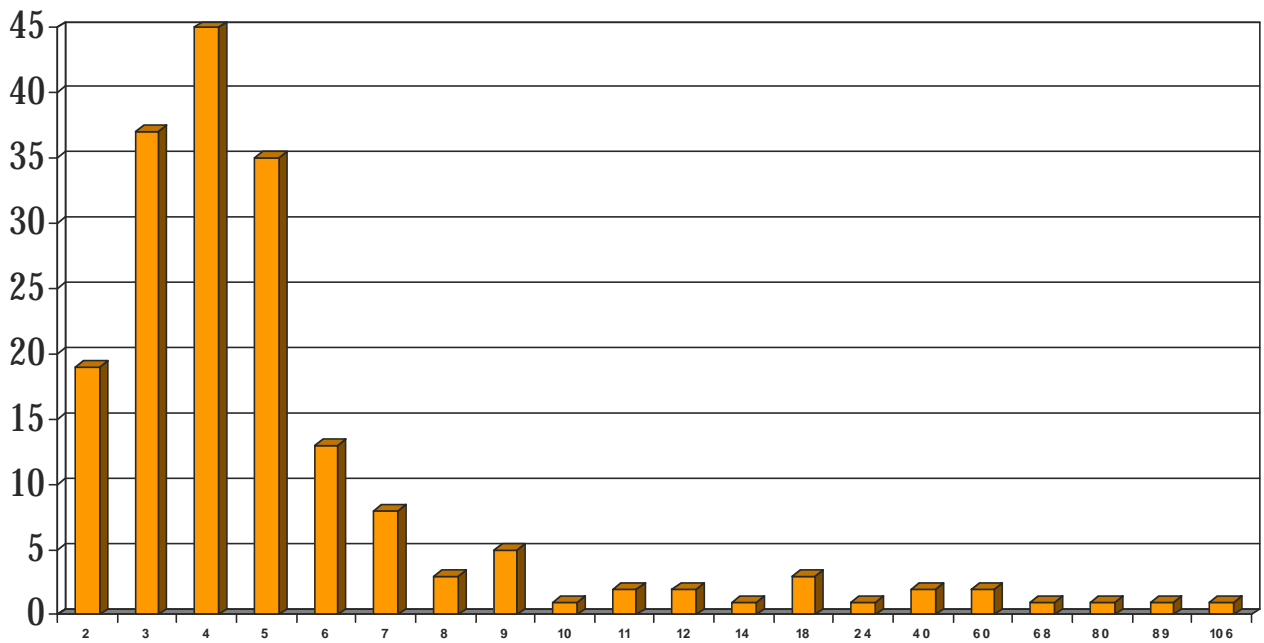
*Alabama total includes 119 residents from Mobile and Baldwin Counties.

[Reason for Visiting Mobile]



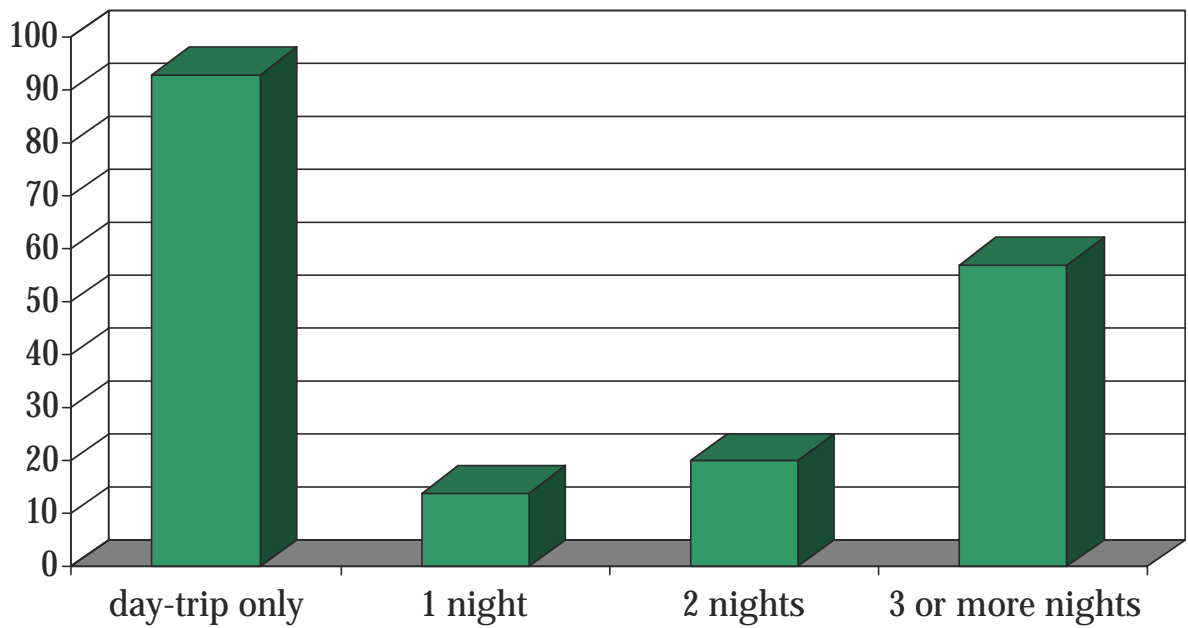
- visiting friends/relatives
- vacation/pleasure trip
- business trip
- convention
- tour group

[Number of People in Group]

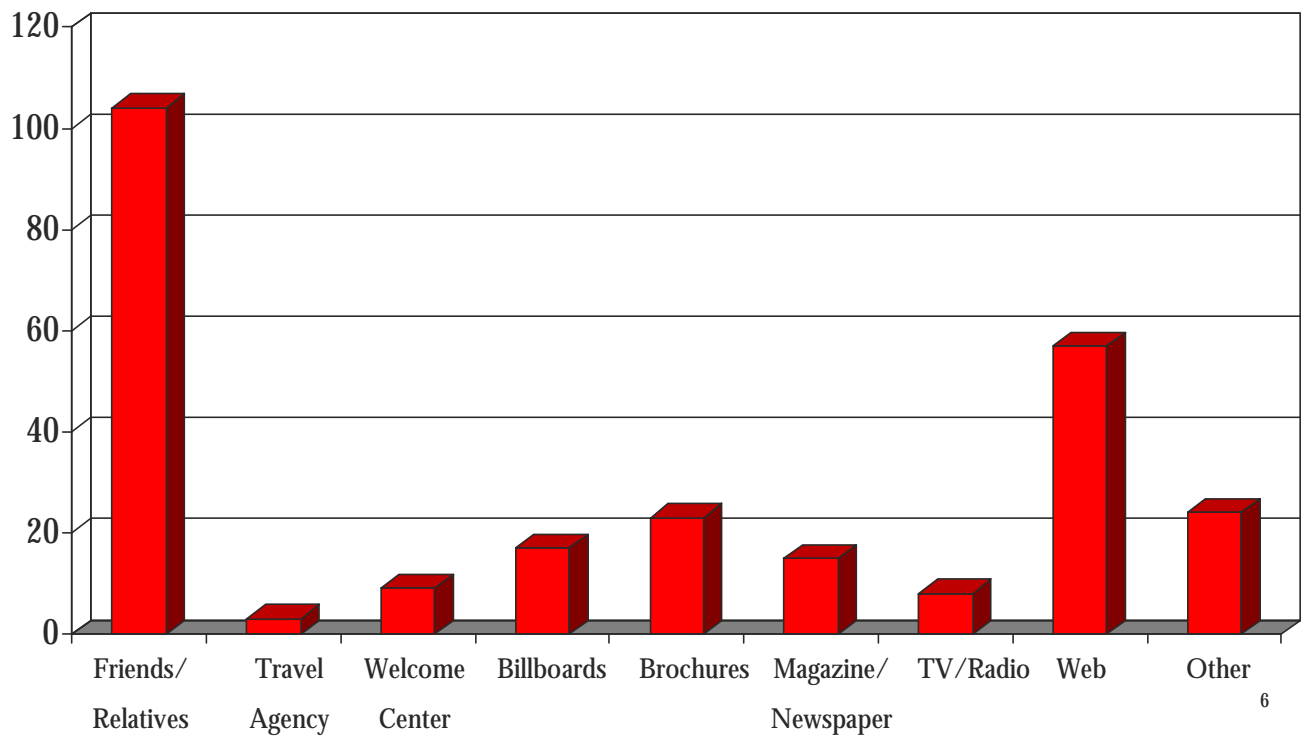


Average Group Size: 7.70

Length of Stay in Mobile



[Information Sources Used]

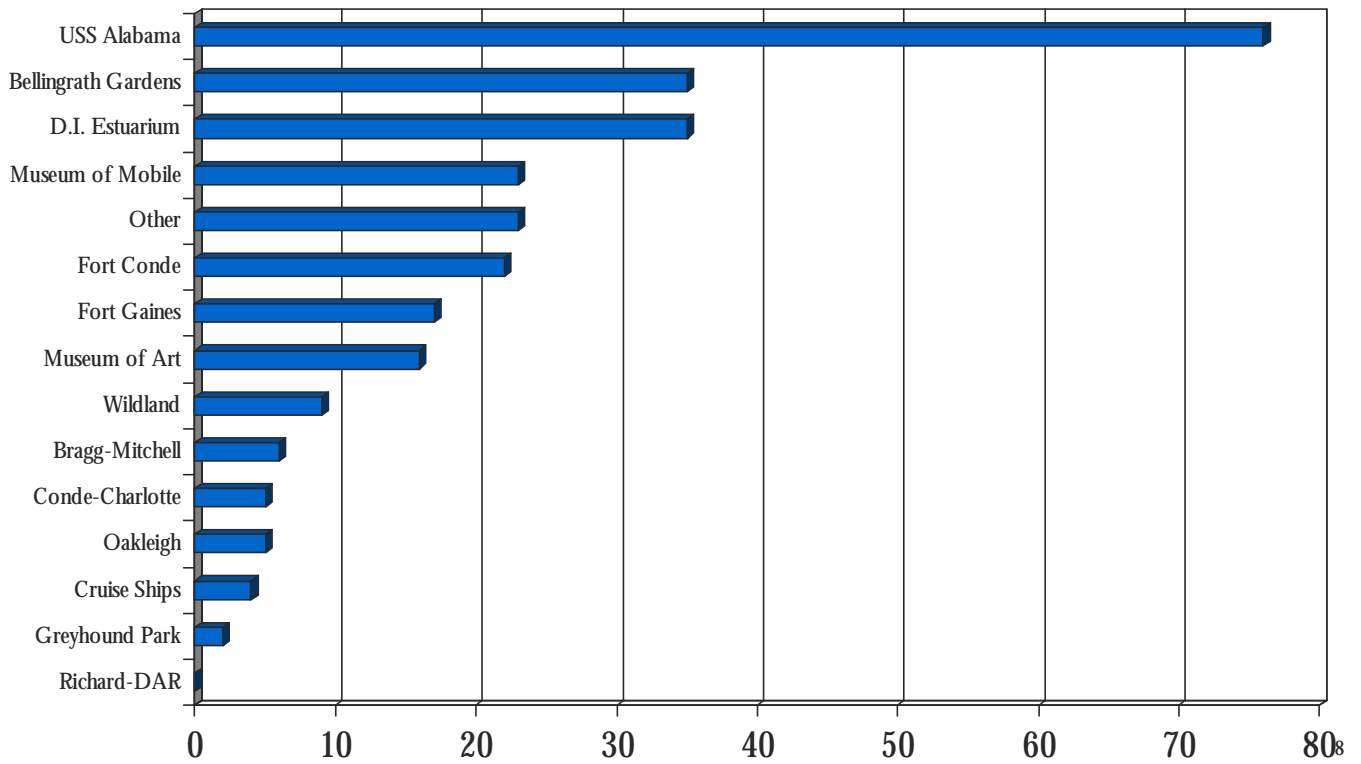


Other Attractions Visited or Planned to Visit by Exploreum Visitors

Bellingrath Gardens and Home	35
Bragg-Mitchell Mansion	6
Conde-Charlotte Museum House	5
Cruise ships	4
Dauphin Island Estuarium & Sea Lab	35
Fort Conde Museum & Welcome Center	22
Fort Gaines	17
Mobile Greyhound Park	2

Mobile Museum of Art	16
The Museum of Mobile	23
Oakleigh Period House Museum Complex	5
Richard-DAR House Museum	0
USS Alabama Battleship Memorial Park	76
Wildland Expeditions	9
Other attractions/ festivals/special events	23
TOTAL	278

Other Attractions Visited or Planned to Visit by Exploreum Visitors



SECTION 4.

CROSS TABLES, BY REASON FOR TRIP

Responses from 94 visitors on a vacation/pleasure trip

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	59	62.77
1 night	8	8.51
2 nights	11	11.70
3 or more nights	16	17.02
Total	94	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	45	33.83
internet/web site	30	22.56
brochures	14	10.53
other	12	9.02
billboards	11	8.27
magazine/newspaper	9	6.77
television/radio	7	5.26
welcome center	4	3.01
travel agency	1	0.75
Total	133	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	39	31.97
Dauphin Island Estuarium & Sea Lab	16	13.11
Bellingrath Gardens and Home	15	12.30
Other attractions/festivals/special events	10	8.20
Fort Conde Museum & Welcome Center	8	6.56
Fort Gaines	8	6.56
The Museum of Mobile	8	6.56
Mobile Museum of Art	6	4.92
Wildland expeditions	6	4.92
Conde-Charlotte Museum House	2	1.64
Mobile Greyhound Park	2	1.64
Cruise ships	1	0.82
Oakleigh Period House Museum Complex	1	0.82
Bragg-Mitchell Mansion	0	0.00
Richard-DAR House Museum	0	0.00
Total	122	100.00

Responses from 60 visitors visiting friends/relatives

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	21	35.00
1 night	4	6.67
2 nights	7	11.67
3 or more nights	28	46.67
Total	60	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	50	61.73
internet/web site	14	17.28
welcome center	4	4.94
billboards	4	4.94
brochures	4	4.94
magazine/newspaper	3	3.70
television/radio	1	1.23
other	1	1.23
travel agency	0	0.00
Total	81	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	24	21.24
Dauphin Island Estuarium & Sea Lab	14	12.39
Bellingrath Gardens and Home	13	11.50
Fort Conde Museum & Welcome Center	11	9.73
The Museum of Mobile	10	8.85
Mobile Museum of Art	9	7.96
Fort Gaines	8	7.08
Other attractions/festivals/special events	8	7.08
Bragg-Mitchell Mansion	6	5.31
Conde-Charlotte Museum House	3	2.65
Wildland expeditions	3	2.65
Cruise ships	2	1.77
Oakleigh Period House Museum Complex	2	1.77
Mobile Greyhound Park	0	0.00
Richard-DAR House Museum	0	0.00
Total	113	100.00

Responses from 12 visitors in a tour group

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	12	100.00
1 night	0	0.00
2 nights	0	0.00
3 or more nights	0	0.00
Total	12	100.00

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

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Bellingrath Gardens and Home	2	40.00
Cruise ships	1	20.00
Dauphin Island Estuarium & Sea Lab	1	20.00
Other attractions/festivals/special events	1	20.00
Bragg-Mitchell Mansion	0	0.00
Conde-Charlotte Museum House	0	0.00
Fort Conde Museum & Welcome Center	0	0.00
Fort Gaines	0	0.00
Mobile Greyhound Park	0	0.00
Mobile Museum of Art	0	0.00
The Museum of Mobile	0	0.00
Oakleigh Period House Museum Complex	0	0.00
Richard-DAR House Museum	0	0.00
USS Alabama Battleship Memorial Park	0	0.00
Wildland expeditions	0	0.00
Total	5	100.00

Responses from 9 visitors on a business trip

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	0	0.00
1 night	2	22.22
2 nights	2	22.22
3 or more nights	5	55.56
Total	9	100.00

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

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	6	46.15
Dauphin Island Estuarium & Sea Lab	3	23.08
Bellingrath Gardens and Home	1	7.69
Fort Conde Museum & Welcome Center	1	7.69
Fort Gaines	1	7.69
Other attractions/festivals/special events	1	7.69
Bragg-Mitchell Mansion	0	0.00
Conde-Charlotte Museum House	0	0.00
Cruise ships	0	0.00
Mobile Greyhound Park	0	0.00
Mobile Museum of Art	0	0.00
The Museum of Mobile	0	0.00
Oakleigh Period House Museum Complex	0	0.00
Richard-DAR House Museum	0	0.00
Wildland expeditions	0	0.00
Total	13	100.00

Responses from 8 visitors in Mobile for a convention

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

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

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	7	28.00
The Museum of Mobile	5	20.00
Bellingrath Gardens and Home	4	16.00
Other attractions/festivals/special events	3	12.00
Fort Conde Museum & Welcome Center	2	8.00
Oakleigh Period House Museum Complex	2	8.00
Dauphin Island Estuarium & Sea Lab	1	4.00
Mobile Museum of Art	1	4.00
Bragg-Mitchell Mansion	0	0.00
Conde-Charlotte Museum House	0	0.00
Cruise ships	0	0.00
Fort Gaines	0	0.00
Mobile Greyhound Park	0	0.00
Richard-DAR House Museum	0	0.00
Wildland expeditions	0	0.00
Total	25	100.00

SECTION 5.

CROSS TABLES, BY LENGTH OF STAY

Responses from 93 visitors on a day-trip only

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	59	64.13
visiting friends/relatives	21	22.83
tour group	12	13.04
business trip	0	0.00
convention	0	0.00
Total	92	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	45	34.88
internet/web site	27	20.93
billboards	13	10.08
other	13	10.08
magazine/newspaper	10	7.75
brochures	8	6.20
television/radio	7	5.43
welcome center	5	3.88
travel agency	1	0.78
Total	129	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	23	27.06
Bellingrath Gardens and Home	15	17.65
Dauphin Island Estuarium & Sea Lab	9	10.59
Other attractions/festivals/special events	8	9.41
Fort Gaines	6	7.06
The Museum of Mobile	6	7.06
Fort Conde Museum & Welcome Center	5	5.88
Mobile Museum of Art	4	4.71
Cruise ships	3	3.53
Wildland expeditions	3	3.53
Bragg-Mitchell Mansion	1	1.18
Conde-Charlotte Museum House	1	1.18
Mobile Greyhound Park	1	1.18
Oakleigh Period House Museum Complex	0	0.00
Richard-DAR House Museum	0	0.00
Total	85	100.00

Responses from 14 visitors staying one night

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	8	57.14
visiting friends/relatives	4	28.57
business trip	2	14.29
convention	0	0.00
tour group	0	0.00
Total	14	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	9	40.91
internet/web site	5	22.73
magazine/newspaper	3	13.64
brochures	2	9.09
other	2	9.09
welcome center	1	4.55
travel agency	0	0.00
billboards	0	0.00
television/radio	0	0.00
Total	22	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	6	46.15
Fort Conde Museum & Welcome Center	2	15.38
Other attractions/festivals/special events	2	15.38
Cruise ships	1	7.69
Mobile Museum of Art	1	7.69
Wildland expeditions	1	7.69
Bellingrath Gardens and Home	0	0.00
Bragg-Mitchell Mansion	0	0.00
Conde-Charlotte Museum House	0	0.00
Dauphin Island Estuarium & Sea Lab	0	0.00
Fort Gaines	0	0.00
Mobile Greyhound Park	0	0.00
The Museum of Mobile	0	0.00
Oakleigh Period House Museum Complex	0	0.00
Richard-DAR House Museum	0	0.00
Total	13	100.00

Responses from 20 visitors staying two nights

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	11	55.00
visiting friends/relatives	7	35.00
business trip	2	10.00
convention	0	0.00
tour group	0	0.00
Total	20	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
internet/web site	12	33.33
friends/relatives	10	27.78
brochures	5	13.89
billboards	3	8.33
magazine/newspaper	2	5.56
other	2	5.56
welcome center	1	2.78
television/radio	1	2.78
travel agency	0	0.00
Total	36	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	14	36.84
Dauphin Island Estuarium & Sea Lab	8	21.05
Fort Conde Museum & Welcome Center	4	10.53
Bellingrath Gardens and Home	2	5.26
Fort Gaines	2	5.26
The Museum of Mobile	2	5.26
Other attractions/festivals/special events	2	5.26
Bragg-Mitchell Mansion	1	2.63
Conde-Charlotte Museum House	1	2.63
Mobile Museum of Art	1	2.63
Oakleigh Period House Museum Complex	1	2.63
Cruise ships	0	0.00
Mobile Greyhound Park	0	0.00
Richard-DAR House Museum	0	0.00
Wildland expeditions	0	0.00
Total	38	100.00

Responses from 57 visitors staying three or more nights

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
visiting friends/relatives	28	49.12
vacation/pleasure trip	16	28.07
convention	8	14.04
business trip	5	8.77
tour group	0	0.00
Total	57	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	40	54.79
internet/web site	13	17.81
brochures	8	10.96
other	7	9.59
travel agency	2	2.74
welcome center	2	2.74
billboards	1	1.37
magazine/newspaper	0	0.00
television/radio	0	0.00
Total	73	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	33	23.24
Bellingrath Gardens and Home	18	12.68
Dauphin Island Estuarium & Sea Lab	18	12.68
The Museum of Mobile	15	10.56
Fort Conde Museum & Welcome Center	11	7.75
Other attractions/festivals/special events	11	7.75
Mobile Museum of Art	10	7.04
Fort Gaines	9	6.34
Wildland expeditions	5	3.52
Bragg-Mitchell Mansion	4	2.82
Oakleigh Period House Museum Complex	4	2.82
Conde-Charlotte Museum House	3	2.11
Mobile Greyhound Park	1	0.70
Cruise ships	0	0.00
Richard-DAR House Museum	0	0.00
Total	142	100.00