

Bellingrath Gardens & Home
Exit Survey of Visitors
2004 Annual Report

CBER Research Report #55

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**Bellingrath Gardens & Home
2004 Summary
Total Surveys: 52**

1. Primary Residential States	Total	Percentage
Florida	10	19.61
Alabama	8	15.69
Louisiana	7	13.73
Georgia	4	7.84
Mississippi	4	7.84
Texas	4	7.84
California	3	5.88
Michigan	2	3.92
New Jersey	2	3.92
Illinois	1	1.96
Kentucky	1	1.96
New York	1	1.96
Pennsylvania	1	1.96
Tennessee	1	1.96
Washington	1	1.96
Scotland	1	1.96
Total	51	100.00

2. Primary Reason for Trip to the Mobile area	Total	Percentage
visiting friends/relatives	11	21.15
vacation/pleasure trip	36	69.23
business trip	0	0.00
convention	3	5.77
tour group	2	3.85
Total	52	100.00

3. Number of People in Group	Total	Percentage
1	0	0.00
2	32	62.75
3	3	5.88
4	14	27.45
5	1	1.96
7	1	1.96
Total	51	100.00
Average Group Size	2.77	

4. Length of Stay in Mobile	Total	Percentage
day-trip only	13	25.49
1 night	11	21.57
2 nights	8	15.69
3 or more nights	19	37.25
Total	51	100.00

5. Information Sources Used in Deciding to Visit Mobile	Total	Percentage
friends/relatives	24	36.36
travel agency	5	7.58
welcome center	3	4.55
billboards	10	15.15
brochures	8	12.12
magazine/newspaper	3	4.55
television/radio	1	1.52
internet/web site	4	6.06
other	8	12.12
Total	66	100.00

6. Attractions Visited or Planned to Visit	Total	Percentage
Bragg-Mitchell Mansion	2	2.74
Conde-Charlotte Museum House	7	9.59
Cruise ships	2	2.74
Dauphin Island Estuarium & Sea Lab	7	9.59
Fort Conde Museum & Welcome Center	6	8.22
Fort Gaines	8	10.96
Gulf Coast Exploreum & IMAX	1	1.37
Mobile Greyhound Park	4	5.48
Museum of Art	2	2.74
Museum of Mobile	8	10.96
Oakleigh Period House Museum Complex	3	4.11
Richard-DAR House Museum	3	4.11
USS Alabama Battleship Memorial Park	16	21.92
Wildland expeditions	2	2.74
Other attractions/festivals/special events	2	2.74
Total	73	100.00

7. Ranking of Overall Visit to Bellingrath Gardens	Total	Percentage
1	0	0.00
2	0	0.00
3	4	16.67
4	4	16.67
5	16	66.67
Total	24	100.00
Average Ranking	4.50	

Bellingrath Gardens & Home
Visitors' Comments
2004

April-June

- The Gardens are beautiful
- Would have liked to have seen more of the house, upstairs as well. It is beautiful!
- Would like to have spent more time visiting the home/additional floor(s)/architecture.
- Superior tourguide- House-
- The gardens are wonderful! (second visit)
- The food (soup & salad & iced tea) was very good and the employees were kind and helpful.
- I have been in Mobile two weeks visiting family and this is my second trip here. I love it! The grounds are kept beautifully; Staff is very friendly and good food along with great gift shop. All make it a favorite place!
- Friendly people; clean
- Beautiful garden—Wish the plants had more botanical labels. House tour & tour guide were lovely—Guide very knowledgeable—Would like to have seen greenhouses where plants are propagated.
- Gorgeous!

July-September

- Cashier was very helpful

October-December

- Great weather and very nice, helpful people
- For idiots like myself some of the trees (more than now) should have labels.
- Great Southern Hospitality
- Wanted to see the Oriental Gardens

I really enjoyed the gardens and plan to return for the Christmas Lights

Bellingrath Gardens & Home
Cross tables: Primary Reason for Trip to the Mobile area
2004

The following are responses from **11** visitors **visiting friends/relatives**

Length of Stay in Mobile	Total	Percentage
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day-trip only	2	20.00
1 night	0	0.00
2 nights	0	0.00
3 or more nights	8	80.00
Total	10	100.00

Information Sources Used in Deciding to Visit Mobile	Total	Percentage
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friends/relatives	8	72.73
travel agency	0	0.00
welcome center	1	9.09
billboards	0	0.00
brochures	0	0.00
magazine/newspaper	0	0.00
television/radio	0	0.00
internet/web site	0	0.00
other	2	18.18
Total	11	100.00

Attractions Visited or Planned to Visit	Total	Percentage
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Bragg-Mitchell Mansion	1	3.13
Conde-Charlotte Museum House	4	12.50
Cruise ships	1	3.13
Dauphin Island Estuarium & Sea Lab	2	6.25
Fort Conde Museum & Welcome Center	4	12.50
Fort Gaines	2	6.25
Gulf Coast Exploreum & IMAX	1	3.13
Mobile Greyhound Park	2	6.25
Museum of Art	2	6.25
Museum of Mobile	4	12.50
Oakleigh Period House Museum Complex	1	3.13
Richard-DAR House Museum	1	3.13
USS Alabama Battleship Memorial Park	5	15.63
Wildland expeditions	2	6.25
Other attractions/festivals/special events	0	0.00
Total	32	100.00

The following are responses from **36** visitors on a **vacation/pleasure trip**

Length of Stay in Mobile	Total	Percentage
day-trip only	11	30.56
1 night	10	27.78
2 nights	7	19.44
3 or more nights	8	22.22
Total	36	100.00

Information Sources Used in Deciding to Visit Mobile	Total	Percentage
friends/relatives	15	30.00
travel agency	4	8.00
welcome center	2	4.00
billboards	10	20.00
brochures	8	16.00
magazine/newspaper	3	6.00
television/radio	1	2.00
internet/web site	4	8.00
other	3	6.00
Total	50	100.00

Attractions Visited or Planned to Visit	Total	Percentage
Bragg-Mitchell Mansion	1	2.56
Conde-Charlotte Museum House	3	7.69
Cruise ships	1	2.56
Dauphin Island Estuarium & Sea Lab	5	12.82
Fort Conde Museum & Welcome Center	2	5.13
Fort Gaines	6	15.38
Gulf Coast Exploreum & IMAX	0	0.00
Mobile Greyhound Park	1	2.56
Museum of Art	0	0.00
Museum of Mobile	4	10.26
Oakleigh Period House Museum Complex	2	5.13
Richard-DAR House Museum	2	5.13
USS Alabama Battleship Memorial Park	10	25.64
Wildland expeditions	0	0.00
Other attractions/festivals/special events	2	5.13
Total	39	100.00

The following are responses from 3 visitors in Mobile for a **convention**

Length of Stay in Mobile	Total	Percentage
day-trip only	0	0.00
1 night	0	0.00
2 nights	0	0.00
3 or more nights	3	100.00
Total	3	100.00

Information Sources Used in Deciding to Visit Mobile	Total	Percentage
friends/relatives	0	0.00
travel agency	0	0.00
welcome center	0	0.00
billboards	0	0.00
brochures	0	0.00
magazine/newspaper	0	0.00
television/radio	0	0.00
internet/web site	0	0.00
ASA convention	3	100.00
Total	3	100.00

Attractions Visited or Planned to Visit	Total	Percentage
Bragg-Mitchell Mansion	0	0.00
Conde-Charlotte Museum House	0	0.00
Cruise ships	0	0.00
Dauphin Island Estuarium & Sea Lab	0	0.00
Fort Conde Museum & Welcome Center	0	0.00
Fort Gaines	0	0.00
Gulf Coast Exploreum & IMAX	0	0.00
Mobile Greyhound Park	0	0.00
Museum of Art	0	0.00
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
New Orleans	3	100.00
Total	3	100.00

The following are responses from 2 visitors visiting Mobile with a **tour group**

Length of Stay in Mobile	Total	Percentage
day-trip only	0	0.00
1 night	1	50.00
2 nights	1	50.00
3 or more nights	0	0.00
Total	2	100.00

Information Sources Used in Deciding to Visit Mobile	Total	Percentage
friends/relatives	1	50.00
travel agency	1	50.00
welcome center	0	0.00
billboards	0	0.00
brochures	0	0.00
magazine/newspaper	0	0.00
television/radio	0	0.00
internet/web site	0	0.00
other	0	0.00
Total	2	100.00

Attractions Visited or Planned to Visit	Total	Percentage
Bragg-Mitchell Mansion	0	0.00
Conde-Charlotte Museum House	0	0.00
Cruise ships	0	0.00
Dauphin Island Estuarium & Sea Lab	0	0.00
Fort Conde Museum & Welcome Center	0	0.00
Fort Gaines	0	0.00
Gulf Coast Exploreum & IMAX	0	0.00
Mobile Greyhound Park	1	50.00
Museum of Art	0	0.00
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	1	50.00
Wildland expeditions	0	0.00
Other attractions/festivals/special events	0	0.00
Total	2	100.00

Bellingrath Gardens & Home
Cross tables: Length of Stay in Mobile
2004

The following are responses from **13 day-trip only** visitors

Primary Reason for Trip to the Mobile area	Total	Percentage
visiting friends/relatives	2	15.38
vacation/pleasure trip	11	84.62
business trip	0	0.00
convention	0	0.00
tour group	0	0.00
Total	13	100.00

Information Sources Used in Deciding to Visit Mobile	Total	Percentage
friends/relatives	4	20.00
travel agency	1	5.00
welcome center	0	0.00
billboards	4	20.00
brochures	3	15.00
magazine/newspaper	1	5.00
television/radio	1	5.00
internet/web site	3	15.00
other	3	15.00
Total	20	100.00

Attractions Visited or Planned to Visit	Total	Percentage
Bragg-Mitchell Mansion	0	0.00
Conde-Charlotte Museum House	0	0.00
Cruise ships	1	16.67
Dauphin Island Estuarium & Sea Lab	1	16.67
Fort Conde Museum & Welcome Center	0	0.00
Fort Gaines	1	16.67
Gulf Coast Exploreum & IMAX	0	0.00
Mobile Greyhound Park	0	0.00
Museum of Art	0	0.00
Museum of Mobile	0	0.00
Oakleigh Period House Museum Complex	0	0.00
Richard-DAR House Museum	2	33.33
USS Alabama Battleship Memorial Park	1	16.67
Wildland expeditions	0	0.00
Other attractions/festivals/special events	0	0.00
Total	6	100.00

The following are responses from 11 visitors staying **1 night**

Primary Reason for Trip to the Mobile area	Total	Percentage
visiting friends/relatives	0	0.00
vacation/pleasure trip	10	90.91
business trip	0	0.00
convention	0	0.00
tour group	1	9.09
Total	11	100.00

Information Sources Used in Deciding to Visit Mobile	Total	Percentage
friends/relatives	5	29.41
travel agency	3	17.65
welcome center	1	5.88
billboards	4	23.53
brochures	3	17.65
magazine/newspaper	0	0.00
television/radio	0	0.00
internet/web site	1	5.88
other	0	0.00
Total	17	100.00

Attractions Visited or Planned to Visit	Total	Percentage
Bragg-Mitchell Mansion	0	0.00
Conde-Charlotte Museum House	0	0.00
Cruise ships	1	16.67
Dauphin Island Estuarium & Sea Lab	1	16.67
Fort Conde Museum & Welcome Center	0	0.00
Fort Gaines	0	0.00
Gulf Coast Exploreum & IMAX	0	0.00
Mobile Greyhound Park	0	0.00
Museum of Art	0	0.00
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	4	66.67
Wildland expeditions	0	0.00
Other attractions/festivals/special events	0	0.00
Total	6	100.00

The following are responses from 8 visitors staying **2 nights**

Primary Reason for Trip to the Mobile area	Total	Percentage
visiting friends/relatives	0	0.00
vacation/pleasure trip	7	87.50
business trip	0	0.00
convention	0	0.00
tour group	1	12.50
Total	8	100.00

Information Sources Used in Deciding to Visit Mobile	Total	Percentage
friends/relatives	3	33.33
travel agency	1	11.11
welcome center	1	11.11
billboards	1	11.11
brochures	1	11.11
magazine/newspaper	2	22.22
television/radio	0	0.00
internet/web site	0	0.00
other	0	0.00
Total	9	100.00

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

The following are responses from 19 visitors staying **3 or more nights**

Primary Reason for Trip to the Mobile area	Total	Percentage
visiting friends/relatives	8	42.11
vacation/pleasure trip	8	42.11
business trip	0	0.00
convention	3	15.79
tour group	0	0.00
Total	19	100.00

Information Sources Used in Deciding to Visit Mobile	Total	Percentage
friends/relatives	12	63.16
travel agency	0	0.00
welcome center	0	0.00
billboards	1	5.26
brochures	1	5.26
magazine/newspaper	0	0.00
television/radio	0	0.00
internet/web site	0	0.00
other	5	26.32
Total	19	100.00

Attractions Visited or Planned to Visit	Total	Percentage
Bragg-Mitchell Mansion	1	2.27
Conde-Charlotte Museum House	6	13.64
Cruise ships	0	0.00
Dauphin Island Estuarium & Sea Lab	4	9.09
Fort Conde Museum & Welcome Center	4	9.09
Fort Gaines	6	13.64
Gulf Coast Exploreum & IMAX	1	2.27
Mobile Greyhound Park	2	4.55
Museum of Art	2	4.55
Museum of Mobile	6	13.64
Oakleigh Period House Museum Complex	2	4.55
Richard-DAR House Museum	1	2.27
USS Alabama Battleship Memorial Park	7	15.91
Wildland expeditions	2	4.55
Other attractions/festivals/special events	0	0.00
Total	44	100.00