

**Exit Survey of Visitors to Local  
Attractions: 2<sup>nd</sup> Quarter 2004 to  
2<sup>nd</sup> Quarter 2006, Cumulative**

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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 1,559 Exit Visitor Surveys collected at the five key Mobile area attractions from the second quarter of 2004 to the second quarter of 2006. 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

1. Of all 1,559 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 in the parentheses are percentages of total visitors:

- Alabama, excluding Mobile & Baldwin Counties (16.36 percent)
- Florida (12.89 percent)
- Mississippi (11.03 percent)
- Louisiana (8.27 percent)
- Georgia (5.84 percent)
- California (3.85 percent)
- Texas (3.46 percent)
- Missouri (3.08 percent)
- Tennessee (2.76 percent)
- Michigan (2.31 percent)
- Illinois (2.18 percent)
- Ohio (2.12 percent)

The most frequently given countries of origin outside of the United States include Canada (0.58 percent), Germany (0.51 percent), England (0.38 percent), France (0.26 percent), Japan (0.19 percent), and the United Kingdom (0.19 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 (10.39 percent)
- Atlanta-Sandy Springs-Marietta, GA (6.36 percent)
- New Orleans-Metairie-Kenner, LA (5.94 percent)
- Birmingham-Hoover, AL (5.73 percent)
- Pascagoula, MS (5.62 percent)
- Gulfport-Biloxi, MS (4.77 percent)
- Baton Rouge, LA. (2.97 percent)
- Huntsville, AL (2.97 percent)
- Los Angeles-Long Beach-Santa Ana, CA (2.23 percent)

Fort Walton Beach-Crestview-Destin, FL (2.12 percent)  
Tuscaloosa, AL (2.01 percent)  
Chicago-Naperville-Joliet, IL-IN-WI (2.01 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 (7.42 percent)  
Jackson County, MS (4.88 percent)  
Harrison County, MS (4.45 percent)  
Santa Rosa County, FL (2.97 percent)  
Jefferson County, AL (2.97 percent)  
Madison County, AL (2.55 percent)  
Orleans Parish, LA (2.12 percent)  
Okaloosa County, FL (2.12 percent)  
Los Angeles County, CA (2.12 percent)  
Tuscaloosa County, AL (1.91 percent)  
Lee County, AL (1.91 percent)  
East Baton Rouge Parish, LA (1.80 percent)

#### Sources of Information for Trip to Mobile

4. Of all 1,559 surveys collected at all attractions for the cumulative year, the sources from which visitors to Mobile obtained their information are, in order:

Friends and/or relatives (31.21 percent)  
Internet/web sites (15.77 percent)  
Brochures (11.55 percent)  
Welcome center (9.44 percent)  
Magazines and/or newspapers (7.53 percent)  
Billboards (4.22 percent)  
Televisions and/or radios (3.02 percent)  
Travel agencies (1.97 percent)  
Others (15.29 percent)

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

5. Of the 857 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 (23.76 percent)  
Internet/web sites (19.49 percent)  
Brochures (13.85 percent)  
Welcome centers (11.37 percent)  
Magazines and/or newspapers (9.32 percent)  
Billboards (4.79 percent)  
Televisions and/or radios (2.82 percent)  
Travel agencies (2.22 percent)  
Others (12.39 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

6. Of the 371 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 (59.66 percent)  
Internet/web sites (8.92 percent)  
Welcome centers (8.70 percent)  
Magazines and/or newspapers (4.88 percent)  
Brochures (4.25 percent)  
Billboards (4.25 percent)  
Televisions and/or radios (2.97 percent)  
Travel agencies (0.21 percent)  
Others (6.16 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

7. Of the 129 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 (24.46 percent)  
Brochures (12.95 percent)  
Internet/web sites (10.07 percent)  
Travel agencies (7.19 percent)  
Welcome centers (3.60 percent)  
Magazines and/or newspapers (2.16 percent)  
Billboards (1.44 percent)  
Televisions and/or radios (1.44 percent)  
Others (36.69 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

8. Of the 103 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 (21.95 percent)
- Internet/web sites (16.26 percent)
- Brochures (11.38 percent)
- Welcome centers (8.94 percent)
- Magazines and/or newspapers (5.69 percent)
- Travel agencies (5.69 percent)
- Televisions and/or radios (3.25 percent)
- Billboards (3.25 percent)
- Others (23.58 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

9. Of the 59 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 (16.39 percent)
- Internet/web sites (11.48 percent)
- Friends and/or relatives (8.20 percent)
- Welcome centers (4.92 percent)
- Billboards (1.64 percent)
- Magazines and/or newspapers (1.64 percent)
- Televisions and/or radios (0.00 percent)
- Travel agencies (0.00 percent)
- Others (55.74 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

10. Of the 482 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 (26.29 percent)
- Internet/web sites (18.06 percent)
- Brochures (12.42 percent)
- Welcome centers (10.00 percent)

Magazines and/or newspapers (8.39 percent)  
Billboards (6.45 percent)  
Televisions and/or radios (4.68 percent)  
Travel agencies (1.13 percent)  
Others (12.58 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

11. Of the 179 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 (23.89 percent)  
Internet/web sites (20.80 percent)  
Brochures (13.72 percent)  
Welcome centers (10.62 percent)  
Magazines and/or newspapers (4.87 percent)  
Billboards (4.87 percent)  
Travel agencies (3.54 percent)  
Televisions and/or radios (2.21 percent)  
Others (15.49 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

12. Of the 251 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 (28.94 percent)  
Internet/web sites (19.48 percent)  
Brochures (14.61 percent)  
Welcome centers (8.88 percent)  
Magazines and/or newspapers (8.02 percent)  
Travel agencies (4.01 percent)  
Billboards (3.44 percent)  
Televisions and/or radios (2.58 percent)  
Others (10.03 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

13. Of the 609 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 (38.31 percent)  
Internet/web sites (12.64 percent)  
Brochures (9.10 percent)  
Welcome centers (8.60 percent)  
Magazines and/or newspapers (6.70 percent)  
Billboards (3.16 percent)  
Televisions and/or radios (1.64 percent)  
Travel agencies (1.52 percent)  
Others (18.33 percent)

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

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## Preface

This study is based on the responses of 1,559 Exit Visitor Surveys collected at five Mobile area attractions from the second quarter of 2004 to the second quarter of 2006.

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 2006 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 2006. 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 two-year time frame covered in this report, Bellingrath Gardens collected 118 surveys, the Estuarium collected 203, the Exploreum 292, the Mobile Museum of Art 306, and the Museum of Mobile 641. (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 1,559.

**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 1,559 surveys collected at all attractions for the cumulative year, the most frequently given responses to where the visitor primarily resides are Alabama (255), Florida (201), Mississippi (172), Louisiana (129), Georgia (91), California (60), Texas (54), Missouri (48), Tennessee (43), Michigan (36), and Illinois (34). The most frequently given countries of origin outside of the United States include Canada (9), Germany (8), England (6), France (4), Japan (3), and the United Kingdom (3).

Of the 118 visitor surveys collected at Bellingrath Gardens and Home, the top residential states are Florida (22), Mississippi (20), Louisiana (9), Georgia (8), Alabama (7), Michigan (7), Texas (5), California (4), Illinois (4), New Jersey (3), and Pennsylvania (3).

Of the 203 visitor surveys collected at The Estuarium at the Dauphin Island Sea Lab, the top residential states are Alabama (34), Georgia (14), Indiana (14), Missouri (14), Louisiana (11), Tennessee (11), Illinois (10), Texas (10), Florida (9), and Mississippi (8). The Estuarium also collected two (2) surveys of visitors from the United Kingdom.

Of the 292 visitor surveys collected at the Gulf Coast Exploreum Science Center, the top residential states are Florida (63), Alabama (58), Mississippi (58), Louisiana (22), Georgia (12), California (10), Missouri (9), Ohio (7), Texas (6), New York (5), and Tennessee (5). The Exploreum also collected one (1) survey from a visitor from Germany and one (1) from Canada.

Of the 306 visitor surveys collected at the Mobile Museum of Art, the top residential states are Florida (45), Alabama (33), Louisiana (33), Mississippi (32), Georgia (14), California (13), New York (11), Missouri (10), Pennsylvania (9), Texas (9), and New Jersey (7). Other countries of origin given in these surveys are France (3), Canada (2), Japan (2), Austria (1), China (1), Denmark (1), and Venezuela (1).

Of the 641 visitor surveys collected at The Museum of Mobile, the top residential states are Alabama (123), Florida (62), Louisiana (54), Mississippi (54), Georgia (43), California (31), Texas (24), Ohio (18), Tennessee (16), and Illinois (14). Other countries of origin given in these surveys are Germany (7), Canada (6), England (5), The Netherlands (2), United Kingdom (2), Belgium (1), Brazil (1), France (1), Japan (1), and Puerto Rico (1).

TABLE 1-1. Primary residential states/countries

	All		Bellingrath		Estuarium		Exploream		Mus. of Art		Mus. of Mobile	
	Total	Percentage	Total	Percentage	Total	Percentage	Total	Percentage	Total	Percentage	Total	Percentage
Alabama	255	16.36	7	5.93	34	16.75	58	19.86	33	10.78	123	19.19
Florida	201	12.89	22	18.64	9	4.43	63	21.58	45	14.71	62	9.67
Mississippi	172	11.03	20	16.95	8	3.94	58	19.86	32	10.46	54	8.42
Louisiana	129	8.27	9	7.63	11	5.42	22	7.53	33	10.78	54	8.42
Georgia	91	5.84	8	6.78	14	6.90	12	4.11	14	4.58	43	6.71
California	60	3.85	4	3.39	2	0.99	10	3.42	13	4.25	31	4.84
Texas	54	3.46	5	4.24	10	4.93	6	2.05	9	2.94	24	3.74
Missouri	48	3.08	3	2.54	14	6.90	9	3.08	10	3.27	12	1.87
Tennessee	43	2.76	3	2.54	11	5.42	5	1.71	8	2.61	16	2.50
Michigan	36	2.31	7	5.93	6	2.96	2	0.68	9	2.94	12	1.87
Illinois	34	2.18	4	3.39	10	4.93	3	1.03	3	0.98	14	2.18
Ohio	33	2.12	1	0.85	2	0.99	7	2.40	4	1.31	19	2.96
New York	31	1.99	2	1.69	1	0.49	5	1.71	12	3.92	11	1.72
Pennsylvania	31	1.99	3	2.54	1	0.49	3	1.03	9	2.94	15	2.34
Indiana	24	1.54	0	0.00	14	6.90	3	1.03	1	0.33	6	0.94
Arkansas	22	1.41	1	0.85	7	3.45	2	0.68	3	0.98	9	1.40
New Jersey	20	1.28	3	2.54	3	1.48	1	0.34	7	2.29	6	0.94
Kentucky	20	1.28	1	0.85	8	3.94	2	0.68	2	0.65	7	1.09
Minnesota	21	1.35	2	1.69	7	3.45	1	0.34	5	1.63	6	0.94
North Carolina	18	1.15	0	0.00	0	0.00	2	0.68	4	1.31	12	1.87
Wisconsin	16	1.03	1	0.85	4	1.97	3	1.03	1	0.33	7	1.09
South Carolina	14	0.90	0	0.00	1	0.49	1	0.34	5	1.63	7	1.09
Colorado	13	0.83	3	2.54	3	1.48	0	0.00	1	0.33	6	0.94
Oklahoma	14	0.90	2	1.69	4	1.97	0	0.00	4	1.31	4	0.62
Arizona	10	0.64	0	0.00	1	0.49	1	0.34	2	0.65	6	0.94
Kansas	9	0.58	1	0.85	1	0.49	0	0.00	2	0.65	5	0.78
Iowa	9	0.58	0	0.00	2	0.99	1	0.34	2	0.65	4	0.62
Virginia	10	0.64	0	0.00	0	0.00	1	0.34	2	0.65	7	1.09
Washington	8	0.51	2	1.69	2	0.99	0	0.00	2	0.65	2	0.31
Maryland	7	0.45	0	0.00	1	0.49	1	0.34	3	0.98	3	0.47
Connecticut	6	0.38	0	0.00	0	0.00	1	0.34	1	0.33	4	0.62
Oregon	6	0.38	0	0.00	0	0.00	0	0.00	1	0.33	5	0.78
Utah	6	0.38	0	0.00	0	0.00	1	0.34	3	0.98	2	0.31
Massachusetts	5	0.32	0	0.00	1	0.49	1	0.34	1	0.33	2	0.31
New Mexico	5	0.32	0	0.00	2	0.99	0	0.00	1	0.33	2	0.31
Nebraska	4	0.26	0	0.00	0	0.00	1	0.34	2	0.65	1	0.16
Nevada	4	0.26	1	0.85	1	0.49	0	0.00	1	0.33	1	0.16
Montana	4	0.26	2	1.69	1	0.49	0	0.00	0	0.00	1	0.16
Alaska	3	0.19	0	0.00	1	0.49	0	0.00	0	0.00	2	0.31
South Dakota	3	0.19	0	0.00	2	0.99	0	0.00	0	0.00	1	0.16
Rhode Island	3	0.19	0	0.00	0	0.00	0	0.00	3	0.98	0	0.00
Delaware	2	0.13	0	0.00	1	0.49	0	0.00	0	0.00	1	0.16
District of Columbia	2	0.13	0	0.00	0	0.00	0	0.00	1	0.33	1	0.16
New Hampshire	2	0.13	0	0.00	0	0.00	1	0.34	0	0.00	1	0.16
West Virginia	2	0.13	0	0.00	0	0.00	1	0.34	0	0.00	1	0.16
Vermont	2	0.13	0	0.00	1	0.49	1	0.34	0	0.00	0	0.00
Idaho	2	0.13	0	0.00	0	0.00	0	0.00	0	0.00	2	0.31
Hawaii	1	0.06	0	0.00	0	0.00	1	0.34	0	0.00	0	0.00
North Dakota	1	0.06	0	0.00	0	0.00	0	0.00	1	0.33	0	0.00
Canada	9	0.58	0	0.00	0	0.00	1	0.34	2	0.65	6	0.94
Germany	8	0.51	0	0.00	0	0.00	1	0.34	0	0.00	7	1.09
England	6	0.38	0	0.00	1	0.49	0	0.00	0	0.00	5	0.78
France	4	0.26	0	0.00	0	0.00	0	0.00	3	0.98	1	0.16
Japan	3	0.19	0	0.00	0	0.00	0	0.00	2	0.65	1	0.16
United Kingdom	3	0.19	0	0.00	1	0.49	0	0.00	0	0.00	2	0.31
The Netherlands	3	0.19	0	0.00	0	0.00	0	0.00	1	0.33	2	0.31
Austria	1	0.06	0	0.00	0	0.00	0	0.00	1	0.33	0	0.00
Belgium	1	0.06	0	0.00	0	0.00	0	0.00	0	0.00	1	0.16
Brazil	1	0.06	0	0.00	0	0.00	0	0.00	0	0.00	1	0.16
China	1	0.06	0	0.00	0	0.00	0	0.00	1	0.33	0	0.00
Puerto Rico	1	0.06	0	0.00	0	0.00	0	0.00	0	0.00	1	0.16
Scotland	1	0.06	1	0.85	0	0.00	0	0.00	0	0.00	0	0.00
Venezuela	1	0.06	0	0.00	0	0.00	0	0.00	1	0.33	0	0.00
Total	1,559	100.00	118	100.00	203	100.00	292	100.00	306	100.00	641	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 1,559 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: 857 visitors were on a vacation or pleasure trip, 371 were visiting friends and/or relatives, 125 were with a tour group, 103 were on a business trip, and 59 visitors were in Mobile for a convention.

Of the 118 visitor surveys collected at Bellingrath Gardens and Home, 72 visitors were on a vacation or pleasure trip, 26 were visiting friends and/or relatives, 6 were on a business trip, 6 were in Mobile for a convention, and 4 visitors were with a tour group.

Of the 203 visitor surveys collected at The Estuarium at the Dauphin Island Sea Lab, 133 visitors were on a vacation or pleasure trip, 30 were visiting friends and/or relatives, 27 were with a tour group, 12 were on a business trip, and no (0) visitors were visiting Mobile for a convention.

Of the 292 visitor surveys collected at the Gulf Coast Exploreum Science Center, 141 visitors were on a vacation or pleasure trip, 81 were visiting friends and/or relatives, 36 were with a tour group, 19 were on a business trip, and 12 visitors were in Mobile for a convention.

Of the 306 visitor surveys collected at the Mobile Museum of Art, 147 visitors were on a vacation or pleasure trip, 92 were visiting friends and/or relatives, 28 were on a business trip, 2 were in Mobile for a convention, and 2 visitors were with a tour group.

Of the 641 visitor surveys collected at The Museum of Mobile, 364 visitors were on a vacation or pleasure trip, 142 were visiting friends and/or relatives, 56 were with a tour group, 38 were on a business trip, and 39 visitors were in Mobile for a convention.

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	857	56.42	72	63.16	133	66.83	141	48.79	147	52.88	364	56.96
visiting friends/relatives	371	24.42	26	22.81	30	15.08	81	28.03	92	33.09	142	22.22
tour group	129	8.49	4	3.51	24	12.06	36	12.46	9	3.24	56	8.76
business trip	103	6.78	6	5.26	12	6.03	19	6.57	28	10.07	38	5.95
convention	59	3.88	6	5.26	0	0.00	12	4.15	2	0.72	39	6.10
Total	1,519	100.00	114	100.00	199	100.00	289	100.00	278	100.00	639	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 1,559 surveys are between 1 and 12, with 2 being the most given response. There were 563 surveys with a given group of 2 people, 257 with a group of 4, 219 with a group of 3, 104 with a group of 5, 96 with a group of 1, 77 with a group of 6, 35 with a group of 7, 19 with a group of 8, 19 with a group of 9, 12 with a group of 12, 11 with a group of 10, and 6 surveys with a group of 11. The average group size was 9 people.

Of the 118 visitor surveys collected at Bellingrath Gardens and Home, the most frequently given group size was 2 people. There were 48 surveys with a given group of 2, 29 with a group of 4, 10 with a group of 5, 9 with a group of 6, 6 with a group of 3, and 4 surveys with a group of 9. The average group size was 5 people.

Of the 203 visitor surveys collected at The Estuarium at the Dauphin Island Sea Lab, the most frequently given group size was 2 people. There were 40 surveys with a given group of 2, 34 with a group of 3, 29 with a group of 4, 23 with a group of 5, 21 with a group of 6, 10 with a group of 7, 7 with a group of 8, 7 with a group of 12, and 5 surveys with a group of 9. The average group size was 12 people.

Of the 292 visitor surveys collected at the Gulf Coast Exploreum Science Center, the most frequently given group size was 4 people. There were 69 surveys with a given group of 4 people, 47 with a group of 3, 41 with a group of 2, 33 with a group of 5, 25 with a group of 6, 13 with a group of 7, 7 with a group of 1, 7 with a group of 8, and 6 surveys with a group of 80+. The average group size was 17 people.

Of the 306 visitor surveys collected at the Mobile Museum of Art, the most frequently given group size was 2 people. There were 153 surveys with a given group of 2 people, 45 with a group of 3, 43 with a group of 1, 36 with a group of 4, 9 with a group of 5, 7 with a group of 6, 1 with a group of 7, and 1 survey with a group of 8. The average group size was 4 people.

Of the 641 visitor surveys collected at The Museum of Mobile, the most frequently given group size was 2 people. There were 281 surveys with a given group of 2 people, 94 with a group of 4, 87 with a group of 3, 41 with a group of 1, 29 with a group of 5, 15 with a group of 6, 8 with a group of 10, 7 with a group of 7, 6 with a group of 9, and 4 surveys with a group of 12. 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 6 people.

TABLE 1-3. Number of people in group

	All		Bellingrath		Estuarium		Exploreum		Mus. of Art		Mus. of Mobile	
	Total	Percentage	Total	Percentage	Total	Percentage	Total	Percentage	Total	Percentage	Total	Percentage
1	96	6.33	1	0.87	4	1.96	7	2.55	43	14.10	41	6.63
2	563	37.14	48	41.74	40	19.61	41	14.96	153	50.16	281	45.47
3	219	14.45	6	5.22	34	16.67	47	17.15	45	14.75	87	14.08
4	257	16.95	29	25.22	29	14.22	69	25.18	36	11.80	94	15.21
5	104	6.86	10	8.70	23	11.27	33	12.04	9	2.95	29	4.69
6	77	5.08	9	7.83	21	10.29	25	9.12	7	2.30	15	2.43
7	35	2.31	4	3.48	10	4.90	13	4.74	1	0.33	7	1.13
8	19	1.25	0	0.00	7	3.43	7	2.55	1	0.33	4	0.65
9	19	1.25	4	3.48	5	2.45	3	1.09	1	0.33	6	0.97
10	11	0.73	0	0.00	2	0.98	1	0.36	0	0.00	8	1.29
11	6	0.40	0	0.00	2	0.98	3	1.09	0	0.00	1	0.16
12	12	0.79	0	0.00	7	3.43	1	0.36	0	0.00	4	0.65
15	4	0.26	0	0.00	2	0.98	1	0.36	1	0.33	0	0.00
16	3	0.20	1	0.87	0	0.00	1	0.36	0	0.00	1	0.16
17	3	0.20	0	0.00	0	0.00	2	0.73	0	0.00	1	0.16
18	2	0.13	0	0.00	2	0.98	0	0.00	0	0.00	0	0.00
20	1	0.07	0	0.00	0	0.00	0	0.00	0	0.00	1	0.16
21	2	0.13	0	0.00	2	0.98	0	0.00	0	0.00	0	0.00
22	2	0.13	0	0.00	1	0.49	0	0.00	0	0.00	1	0.16
23	2	0.13	0	0.00	2	0.98	0	0.00	0	0.00	0	0.00
25	11	0.73	2	1.74	3	1.47	0	0.00	6	1.97	0	0.00
26	3	0.20	0	0.00	0	0.00	0	0.00	2	0.66	1	0.16
27	1	0.07	0	0.00	0	0.00	0	0.00	0	0.00	1	0.16
28	3	0.20	0	0.00	0	0.00	1	0.36	0	0.00	2	0.32
29	6	0.40	1	0.87	1	0.49	0	0.00	0	0.00	4	0.65
30	4	0.26	0	0.00	1	0.49	2	0.73	0	0.00	1	0.16
31	1	0.07	0	0.00	0	0.00	0	0.00	0	0.00	1	0.16
33	3	0.20	0	0.00	2	0.98	0	0.00	0	0.00	1	0.16
34	1	0.07	0	0.00	1	0.49	0	0.00	0	0.00	0	0.00
36	5	0.33	0	0.00	0	0.00	1	0.36	0	0.00	4	0.65
38	3	0.20	0	0.00	0	0.00	1	0.36	0	0.00	2	0.32
40	7	0.46	0	0.00	0	0.00	4	1.46	0	0.00	3	0.49
43	1	0.07	0	0.00	0	0.00	0	0.00	0	0.00	1	0.16
45	1	0.07	0	0.00	0	0.00	1	0.36	0	0.00	0	0.00
46	1	0.07	0	0.00	0	0.00	1	0.36	0	0.00	0	0.00
50	4	0.26	0	0.00	0	0.00	1	0.36	0	0.00	3	0.49
53	8	0.53	0	0.00	0	0.00	1	0.36	0	0.00	7	1.13
61	3	0.20	0	0.00	0	0.00	1	0.36	0	0.00	2	0.32
62	1	0.07	0	0.00	0	0.00	0	0.00	0	0.00	1	0.16
63	2	0.13	0	0.00	0	0.00	0	0.00	0	0.00	2	0.32
65	1	0.07	0	0.00	0	0.00	0	0.00	0	0.00	1	0.16
70	1	0.07	0	0.00	1	0.49	0	0.00	0	0.00	0	0.00
72	1	0.07	0	0.00	1	0.49	0	0.00	0	0.00	0	0.00
80+	7	0.46	0	0.00	1	0.49	6	2.19	0	0.00	0	0.00
Total	1,516	100.00	115	100.00	204	100.00	274	100.00	305	100.00	618	100.00
Group Size	8.57		4.61		11.61		17.42		3.52		5.70	

### 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 1,559 surveys collected at all attractions for the cumulative year, the number of responses to each length of stay in Mobile is as follows: 609 visitors were staying in Mobile for 3 or more nights, 482 were in Mobile on a day-trip only, 251 were staying for 2 nights, and 179 visitors were staying in Mobile for 1 night.

Of the 118 visitor surveys collected at Bellingrath Gardens and Home, 41 visitors were staying in Mobile for 3 or more nights, 38 were in Mobile on a day-trip only, 19 were staying for 1 night, and 17 visitors were staying for 2 nights.

Of the 203 visitor surveys collected at The Estuarium at the Dauphin Island Sea Lab, 123 visitors were staying in Mobile for 3 or more nights, 52 were in Mobile on a day-trip only, 22 were staying for 2 nights, and 12 visitors were staying for 1 night.

Of the 292 visitor surveys collected at the Gulf Coast Exploreum Science Center, 149 visitors were in Mobile on a day-trip only, 86 were staying for 3 or more nights, 31 were staying for 2 nights, and 17 visitors were staying for 1 night.

Of the 306 visitor surveys collected at the Mobile Museum of Art, 112 visitors were staying in Mobile for 3 or more nights, 86 were in Mobile on a day-trip only, 59 were staying in Mobile for 2 nights, and 18 visitors were staying for 1 night.

Of the 641 visitor surveys collected at The Museum of Mobile, 247 visitors were staying in Mobile for 3 or more nights, 157 were in Mobile on a day-trip only, 122 were staying in Mobile for 2 nights, and 113 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	482	31.69	38	33.04	52	24.88	149	52.65	86	31.27	157	24.57
1 night	179	11.77	19	16.52	12	5.74	17	6.01	18	6.55	113	17.68
2 nights	251	16.50	17	14.78	22	10.53	31	10.95	59	21.45	122	19.09
3 or more nights	609	40.04	41	35.65	123	58.85	86	30.39	112	40.73	247	38.65
Total	1,521	100.00	115	100.00	209	100.00	283	100.00	275	100.00	639	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 1,559 surveys collected at all attractions for the cumulative year, the number of responses to each source of information is as follows: 651 visitors used friends and/or relatives as an information source, 329 used the internet/web sites, 319 used other sources not given in the list, 241 used brochures, 197 used a welcome center, 157 used a magazine and/or newspaper, 88 used billboards, 63 used television and/or radio, and 41 visitors used a travel agency.

Of the 118 visitor surveys collected at Bellingrath Gardens and Home, 66 visitors used friends and/or relatives, 22 used other sources, 15 used brochures, 12 used billboards, 11 used a welcome center, 10 used the internet/web sites, 9 used a magazine and/or newspaper, 5 used a travel agency, and 1 visitor used television and/or radio.

Of the 203 visitor surveys collected at The Estuarium at the Dauphin Island Sea Lab, 104 visitors used friends and/or relatives, 59 used the internet/web sites, 47 used brochures, 42 used other sources, 20 used a welcome center, 11 used a travel agency, 11 used a magazine and/or newspaper, 6 used television and/or radio, and 5 visitors used billboards.

Of the 292 visitor surveys collected at the Gulf Coast Exploreum Science Center, 136 visitors used friends and/or relatives, 71 used the internet/web sites, 52 used other sources, 41 used brochures, 27 used a welcome center, 22 used billboards, 18 used a magazine and/or newspaper, 18 used television and/or radio, and 3 visitors used a travel agency.

Of the 306 visitor surveys collected at the Mobile Museum of Art, 99 visitors used friends and/or relatives, 63 used other sources, 46 used a magazine and/or newspaper, 39 used the internet/web sites, 37 used brochures, 32 used a welcome center, 8 used billboards, 7 used television and/or radio, and 5 visitors used a travel agency.

Of the 641 visitor surveys collected at The Museum of Mobile, 246 visitors used friends and/or relatives, 150 used the internet/web sites, 140 used other sources, 107 used a welcome center, 101 used brochures, 73 used a magazine and/or newspaper, 42 used billboards, 31 used television and/or radio, and 17 visitors used a travel agency.

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

	All		Bellingrath		Estuarium		Exploreum		Mus. of Art		Mus. of Mobile	
	Total	Percentage	Total	Percentage	Total	Percentage	Total	Percentage	Total	Percentage	Total	Percentage
friends/relatives	651	31.21	66	43.71	104	34.10	136	35.05	99	29.46	246	27.12
internet/web site	329	15.77	10	6.62	59	19.34	71	18.30	39	11.61	150	16.54
other	319	15.29	22	14.57	42	13.77	52	13.40	63	18.75	140	15.44
brochures	241	11.55	15	9.93	47	15.41	41	10.57	37	11.01	101	11.14
welcome center	197	9.44	11	7.28	20	6.56	27	6.96	32	9.52	107	11.80
magazine/newspaper	157	7.53	9	5.96	11	3.61	18	4.64	46	13.69	73	8.05
billboards	88	4.22	12	7.95	5	1.64	22	5.67	8	2.38	42	4.63
television/radio	63	3.02	1	0.66	6	1.97	18	4.64	7	2.08	31	3.42
travel agency	41	1.97	5	3.31	11	3.61	3	0.77	5	1.49	17	1.87
Total	2,086	100.00	151	100.00	305	100.00	388	100.00	336	100.00	907	100.00

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 1,559 surveys collected at all attractions for the cumulative year, the number of responses to each attraction is as follows: 477 visitors visited or planned to visit the USS Alabama Battleship Memorial Park during their stay, 470 visited Fort Conde Museum & Welcome Center, 427 visited Bellingrath Gardens & Home, 325 visited Gulf Coast Exploreum & IMAX, 215 visited Dauphin Island Estuarium & Sea Lab, 213 visited Fort Gaines, 211 visited the Mobile Museum of Art, 177 visited Conde-Charlotte Museum House, 172 visited other attractions/festivals/special events, 129 visited The Museum of Mobile, 93 visited Oakleigh Period House Museum Complex, 73 visited Bragg-Mitchell Mansion, 51 visited the Cruise ships, 50 visited Wildland expeditions, 42 visited Mobile Greyhound Park, and 38 visitors visited Richard-DAR House Museum.

Of the 118 visitor surveys collected at Bellingrath Gardens and Home, 27 visitors visited or planned to visit the USS Alabama, 23 visited the Estuarium/Sea Lab, 15 visited Fort Gaines, 14 visited Fort Conde, 14 visited Conde-Charlotte, 9 visited The Museum of Mobile, 8 visited Oakleigh, 8 visited Bragg-Mitchell, 7 visited the Mobile Museum of Art, 6 visited the Exploreum/IMAX, 4 visited Mobile Greyhound Park, 3 visited Richard-DAR, 3 visited the Cruise ships, 3 visited Wildland, and 2 visitors visited other attractions.

Of the 203 visitor surveys collected at The Estuarium at the Dauphin Island Sea Lab, 95 visitors visited or planned to visit Fort Gaines, 69 visited the USS Alabama, 67 visited Bellingrath Gardens, 34 visited the Exploreum/IMAX, 23 visited Fort Conde, 19 visited The Museum of Mobile, 16 visited other attractions, 14 visited the Mobile Museum of Art, 12 visited Wildland, 10 visited the Cruise ships, 8 visited Conde-Charlotte, 7 visited Bragg-Mitchell, 6 visited Oakleigh, 6 visited Mobile Greyhound Park, and 3 visitors visited Richard-DAR.

Of the 292 visitor surveys collected at the Gulf Coast Exploreum Science Center, 113 visitors visited or planned to visit the USS Alabama, 61 visited Bellingrath Gardens, 61 visited the Estuarium/Sea Lab, 59 visited Fort Conde, 45 visited other attractions, 44 visited The Museum of Mobile, 28 visited the Mobile Museum of Art, 26 visited Conde-Charlotte, 22 visited Fort Gaines, 15 visited Wildland, 14 visited Mobile Greyhound Park, 11 visited Bragg-Mitchell, 10 visited the Cruise ships, 9 visited Oakleigh, and 4 visitors visited Richard-DAR.

Of the 306 visitor surveys collected at the Mobile Museum of Art, 76 visitors visited or planned to visit Bellingrath Gardens, 57 visited The Museum of Mobile, 49 visited the USS Alabama, 43 visited other attractions, 27 visited the Estuarium/Sea Lab, 21 visited Fort Conde, 20 visited the Exploreum/IMAX, 19 visited Fort Gaines, 10 visited Oakleigh, 8

visited Conde-Charlotte, 5 visited Richard-DAR, 5 visited Bragg-Mitchell, 3 visited the Cruise ships, 4 visited Wildland, and 2 visitors visited Mobile Greyhound Park.

Of the 641 visitor surveys collected at The Museum of Mobile, 353 visitors visited or planned to visit Fort Conde, 265 visited the Exploreum/IMAX, 226 visited the USS Alabama, 223 visited Bellingrath Gardens, 162 visited the Mobile Museum of Art, 121 visited Conde-Charlotte, 104 visited the Estuarium/Sea Lab, 62 visited Fort Gaines, 61 visited other attractions, 60 visited Oakleigh, 42 visited Bragg-Mitchell, 25 visited the Cruise ships, 23 visited Richard-DAR, 16 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	477	15.08	27	17.88	69	17.74	113	21.65	49	14.04	226	12.85
Fort Conde Museum/Welcome Ctr.	470	14.86	14	9.27	23	5.91	59	11.30	21	6.02	353	20.07
Bellingrath Gardens & Home	427	13.50	n.a.	n.a.	67	17.22	61	11.69	76	21.78	223	12.68
Gulf Coast Exploreum & IMAX	325	10.28	6	3.97	34	8.74	n.a.	n.a.	20	5.73	265	15.07
Dauphin Island Estuarium/Sea Lab	215	6.80	23	15.23	n.a.	n.a.	61	11.69	27	7.74	104	5.91
Fort Gaines	213	6.73	15	9.93	95	24.42	22	4.21	19	5.44	62	3.52
Mobile Museum of Art	211	6.67	7	4.64	14	3.60	28	5.36	n.a.	n.a.	162	9.21
Conde-Charlotte Museum House	177	5.60	14	9.27	8	2.06	26	4.98	8	2.29	121	6.88
Other attractions/festivals/events	172	5.44	7	4.64	16	4.11	45	8.62	43	12.32	61	3.47
The Museum of Mobile	129	4.08	9	5.96	19	4.88	44	8.43	57	16.33	n.a.	n.a.
Oakleigh Period House Museum	93	2.94	8	5.30	6	1.54	9	1.72	10	2.87	60	3.41
Bragg-Mitchell Mansion	73	2.31	8	5.30	7	1.80	11	2.11	5	1.43	42	2.39
Cruise ships	51	1.61	3	1.99	10	2.57	10	1.92	3	0.86	25	1.42
Wildland expeditions	50	1.58	3	1.99	12	3.08	15	2.87	4	1.15	16	0.91
Mobile Greyhound Park	42	1.33	4	2.65	6	1.54	14	2.68	2	0.57	16	0.91
Richard-DAR House Museum	38	1.20	3	1.99	3	0.77	4	0.77	5	1.43	23	1.31
<b>Total</b>	<b>3,163</b>	<b>100.00</b>	<b>151</b>	<b>100.00</b>	<b>389</b>	<b>100.00</b>	<b>522</b>	<b>100.00</b>	<b>349</b>	<b>100.00</b>	<b>1,759</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, and Dauphin Island.

**SECTION 2.**

**MOBILE AREA ATTRACTIONS CROSS TABLES BY STATE**

### Responses from 255 visitors from Alabama

In this cross table, all responses from the 255 surveys from visitors from Alabama (not including Mobile and Baldwin Counties) are separated from the total 1,559 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 (136). Forty-four (44) visitors were visiting friends/relatives, 27 were with a tour group, 22 were on a business trip, and 13 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 (79). Sixty-seven (67) visitors were in Mobile for 2 nights, 66 were on a day-trip only, and 34 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 (107). Sixty-two (62) visitors used the internet/web sites, 50 used other sources, 41 used brochures, 28 used a magazine and/or newspaper, 25 used a welcome center, 12 used television and/or radio, 10 used billboards, and 7 visitors used a travel agency.

The most frequently given response to attractions visited or planned to visit was the USS Alabama (84). Eighty-one (81) visitors visited the Explorem/IMAX, 81 visited Fort Conde, 65 visited Bellingrath Gardens, 45 visited the Estuarium/Sea Lab, 39 visited the Mobile Museum of Art, 34 visited Fort Gaines, 24 visited Conde-Charlotte, 22 visited other attractions, 18 visited The Museum of Mobile, 12 visited Oakleigh, 10 visited Bragg-Mitchell, 7 visited Wildland, 6 visited Mobile Greyhound Park, 5 visited the Cruise ships, and 3 visitors visited Richard-DAR.

TABLE 2-1. Responses from 255 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	136	56.20
visiting friends/relatives	44	18.18
tour group	27	11.16
business trip	22	9.09
convention	13	5.37
Total	242	100.00

  

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	66	26.83
1 night	34	13.82
2 nights	67	27.24
3 or more nights	79	32.11
Total	246	100.00

  

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	107	31.29
internet/web site	62	18.13
other	50	14.62
brochures	41	11.99
magazine/newspaper	28	8.19
welcome center	25	7.31
television/radio	12	3.51
billboards	10	2.92
travel agency	7	2.05
Total	342	100.00

  

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	84	15.67
Gulf Coast Exploreum & IMAX	81	15.11
Fort Conde Museum & Welcome Center	81	15.11
Bellingrath Gardens & Home	65	12.13
Dauphin Island Estuarium & Sea Lab	45	8.40
Mobile Museum of Art	39	7.28
Fort Gaines	34	6.34
Conde-Charlotte Museum House	24	4.48
Other attractions/festivals/special events	22	4.10
The Museum of Mobile	18	3.36
Oakleigh Period House Museum Complex	12	2.24
Bragg-Mitchell Mansion	10	1.87
Wildland expeditions	7	1.31
Mobile Greyhound Park	6	1.12
Cruise ships	5	0.93
Richard-DAR House Museum	3	0.56
Total	536	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 201 visitors from Florida

In this cross table, all responses from the 201 surveys from visitors from Florida are separated from the total 1,559 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 (135). Twenty-nine (29) visitors were visiting friends/relatives, 9 were with a tour group, 9 were on a business trip, and 7 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 (96). Fifty-four (54) visitors were staying in Mobile for 3 or more nights, 23 were staying for 2 nights, and 20 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 (70). Forty-seven (47) visitors used the internet/web sites, 36 used other sources, 32 used brochures, 26 used a welcome center, 18 used a magazine and/or newspaper, 14 used billboards, 9 used television and/or radio, and 5 visitors used a travel agency.

The most frequently given response to attractions visited or planned to visit was the USS Alabama (50). Forty-eight (48) visitors visited Bellingrath Gardens, 38 visited Fort Conde, 36 visited the Exploreum/IMAX, 26 visited the Mobile Museum of Art, 21 visited other attractions, 20 visited the Estuarium/Sea Lab, 17 visited Conde-Charlotte, 17 visited The Museum of Mobile, 13 visited Fort Gaines, 10 visited Oakleigh, 9 visited Bragg-Mitchell, 7 visited Richard-DAR, 6 visited Wildland, 3 visited the Cruise ships, and 2 visitor visited Mobile Greyhound Park.

TABLE 2-2. Responses from 201 visitors from Florida

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	135	69.23
visiting friends/relatives	29	14.87
tour group	15	7.69
business trip	9	4.62
convention	7	3.59
Total	195	100.00

  

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	96	49.74
1 night	20	10.36
2 nights	23	11.92
3 or more nights	54	27.98
Total	193	100.00

  

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	70	27.24
internet/web site	47	18.29
other	36	14.01
brochures	32	12.45
welcome center	26	10.12
magazine/newspaper	18	7.00
billboards	14	5.45
television/radio	9	3.50
travel agency	5	1.95
Total	257	100.00

  

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	50	15.48
Bellingrath Gardens & Home	48	14.86
Fort Conde Museum & Welcome Center	38	11.76
Gulf Coast Exploreum & IMAX	36	11.15
Mobile Museum of Art	26	8.05
Other attractions/festivals/special events	21	6.50
Dauphin Island Estuarium & Sea Lab	20	6.19
Conde-Charlotte Museum House	17	5.26
The Museum of Mobile	17	5.26
Fort Gaines	13	4.02
Oakleigh Period House Museum Complex	10	3.10
Bragg-Mitchell Mansion	9	2.79
Richard-DAR House Museum	7	2.17
Wildland expeditions	6	1.86
Cruise ships	3	0.93
Mobile Greyhound Park	2	0.62
Total	323	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 172 visitors from Mississippi

In this cross table, all responses from the 172 surveys from visitors from Mississippi are separated from the total 1,559 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 (107). Twenty-four (24) visitors were visiting friends/relatives, 19 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 (95). Twenty (20) visitors were staying in Mobile for 1 night, 19 were staying for 2 nights, and 19 visitors were staying in Mobile for 3 or more nights.

The most frequently given response to the information sources used in deciding to visit Mobile was friends and/or relatives (66). Thirty-five (35) visitors used the internet/web sites, 28 used other sources, 21 used a welcome center, 19 used a magazine and/or newspaper, 18 used brochures, 17 used billboards, 11 used television and/or radio, and 3 visitors used a travel agency.

The most frequently given response to attractions visited or planned to visit was Fort Conde (37). Thirty-three (35) visitors visited the Exploreum/IMAX, 35 visited Bellingrath Gardens, 34 visited the USS Alabama, 21 visited the Estuarium/Sea Lab, 17 visited Conde-Charlotte, 16 visited The Museum of Mobile, 16 visited the Mobile Museum of Art, 15 visited Fort Gaines, 14 visited other attractions, 7 visited Mobile Greyhound Park, 5 visited Oakleigh, 4 visited the Cruise ships, 4 visited Bragg-Mitchell, 3 visited Wildland, and no (0) visitors visited Richard-DAR.

TABLE 2-3. Responses from 172 visitors from Mississippi

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	107	69.48
visiting friends/relatives	24	15.58
tour group	19	12.34
business trip	4	2.60
convention	0	0.00
Total	154	100.00
<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	95	62.09
1 night	20	13.07
2 nights	19	12.42
3 or more nights	19	12.42
Total	153	100.00
<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	66	30.28
internet/web site	35	16.06
other	28	12.84
welcome center	21	9.63
magazine/newspaper	19	8.72
brochures	18	8.26
billboards	17	7.80
television/radio	11	5.05
travel agency	3	1.38
Total	218	100.00
<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Conde Museum & Welcome Center	37	14.07
Gulf Coast Exploreum & IMAX	35	13.31
Bellingrath Gardens & Home	35	13.31
USS Alabama Battleship Memorial Park	34	12.93
Dauphin Island Estuarium & Sea Lab	21	7.98
Conde-Charlotte Museum House	17	6.46
The Museum of Mobile	16	6.08
Mobile Museum of Art	16	6.08
Fort Gaines	15	5.70
Other attractions/festivals/special events	14	5.32
Mobile Greyhound Park	7	2.66
Oakleigh Period House Museum Complex	5	1.90
Cruise ships	4	1.52
Bragg-Mitchell Mansion	4	1.52
Wildland expeditions	3	1.14
Richard-DAR House Museum	0	0.00
Total	263	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 129 visitors from Louisiana

In this cross table, all responses from the 129 surveys from visitors from Louisiana are separated from the total 1,559 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 (88). Twenty-nine (29) visitors were visiting friends/relatives, 5 were with a tour group, 4 were on a business trip, 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 day-trip only (42). Thirty-one (31) visitors were staying in Mobile for 3 or more nights, 28 were staying for 1 night, and 24 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 (54). Thirty-four (34) visitors used the internet/web sites, 19 used brochures, 18 used a welcome center, 15 used other sources, 15 used a magazine and/or newspaper, 13 used billboards, 8 used television and/or radio, and one (1) visitor used a travel agency.

The most frequently given responses to attractions visited or planned to visit was Fort Conde (34). Thirty (30) visitors visited the Exploreum/IMAX, 28 visited Bellingrath Gardens, 27 visited the USS Alabama, 21 visited the Mobile Museum of Art, 14 visited other attractions, 12 visited the Estuarium/Sea Lab, 12 visited Fort Gaines, 11 visited The Museum of Mobile, 10 visited Conde-Charlotte, 7 visited Oakleigh, 5 visited Bragg-Mitchell, 4 visited Mobile Greyhound Park, 4 visited Richard-DAR, 2 visited Wildland, and 1 visitor visited the Cruise Ships.

TABLE 2-4. Responses from 129 visitors from Louisiana

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	88	68.22
visiting friends/relatives	29	22.48
tour group	5	3.88
business trip	4	3.10
convention	3	2.33
Total	129	100.00
<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	42	33.60
1 night	28	22.40
2 nights	24	19.20
3 or more nights	31	24.80
Total	125	100.00
<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	54	30.51
internet/web site	34	19.21
brochures	19	10.73
welcome center	18	10.17
other	15	8.47
magazine/newspaper	15	8.47
billboards	13	7.34
television/radio	8	4.52
travel agency	1	0.56
Total	177	100.00
<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Conde Museum & Welcome Center	34	15.32
Gulf Coast Exploreum & IMAX	30	13.51
Bellingrath Gardens & Home	28	12.61
USS Alabama Battleship Memorial Park	27	12.16
Mobile Museum of Art	21	9.46
Other attractions/festivals/special events	14	6.31
Dauphin Island Estuarium & Sea Lab	12	5.41
Fort Gaines	12	5.41
The Museum of Mobile	11	4.95
Conde-Charlotte Museum House	10	4.50
Oakleigh Period House Museum Complex	7	3.15
Bragg-Mitchell Mansion	5	2.25
Mobile Greyhound Park	4	1.80
Richard-DAR House Museum	4	1.80
Wildland expeditions	2	0.90
Cruise ships	1	0.45
Total	222	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 91 visitors from Georgia

In this cross table, all responses from the 91 surveys from visitors from Georgia are separated from the total 1,559 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 (50). Twenty-three (23) visitors were visiting friends/relatives, 9 were on a business trip, 3 were in Mobile for a convention, and 3 visitors were with a tour group.

The most frequently given response to the length of the visitor's stay in Mobile was 3 or more nights (40). Twenty-three (23) visitors were in Mobile on a day-trip only, 14 were staying for 2 nights, and 10 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 (40). Twenty-one (21) visitors used the internet/web sites, 15 used other sources, 14 used brochures, 11 used a magazine and/or newspaper, 10 used a welcome center, 6 used billboards, 5 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 was Fort Conde (28). Twenty-seven (27) visitors visited the USS Alabama, 22 visited Bellingrath Gardens, 20 visited the Exploreum/IMAX, 14 visited the Estuarium/Sea Lab, 13 visited Fort Gaines, 9 visited Conde-Charlotte, 8 visited the Mobile Museum of Art, 7 visited other attractions, 4 visited the Cruise ships, 4 visited Wildland, 3 visited Oakleigh, 3 visited The Museum of Mobile, 2 visited Mobile Greyhound Park, 2 visited Richard-DAR, and 1 visitor visited Bragg-Mitchell.

TABLE 2-5. Responses from 91 visitors from Georgia

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	50	56.82
visiting friends/relatives	23	26.14
business trip	9	10.23
convention	3	3.41
tour group	3	3.41
Total	88	100.00
<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	23	26.44
1 night	10	11.49
2 nights	14	16.09
3 or more nights	40	45.98
Total	87	100.00
<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	40	32.79
internet/web site	21	17.21
other	15	12.30
brochures	14	11.48
magazine/newspaper	11	9.02
welcome center	10	8.20
billboards	6	4.92
television/radio	5	4.10
travel agency	0	0.00
Total	122	100.00
<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Conde Museum & Welcome Center	28	16.77
USS Alabama Battleship Memorial Park	27	16.17
Bellingrath Gardens & Home	22	13.17
Gulf Coast Exploreum & IMAX	20	11.98
Dauphin Island Estuarium & Sea Lab	14	8.38
Fort Gaines	13	7.78
Conde-Charlotte Museum House	9	5.39
Mobile Museum of Art	8	4.79
Other attractions/festivals/special events	7	4.19
Cruise ships	4	2.40
Wildland expeditions	4	2.40
Oakleigh Period House Museum Complex	3	1.80
The Museum of Mobile	3	1.80
Mobile Greyhound Park	2	1.20
Richard-DAR House Museum	2	1.20
Bragg-Mitchell Mansion	1	0.60
Total	167	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 60 visitors from California

In this cross table, all responses from the 60 surveys from visitors from California are separated from the total 1,559 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 to visit friends and/or relatives (27). Twenty-one (21) visitors were on a vacation/pleasure trip, 6 were on a business trip, 4 were in Mobile for a convention, and 3 visitors were with a tour group.

The most frequently given response to the length of the visitor's stay in Mobile was 3 or more nights (28). Fifteen (15) visitors were in Mobile on a day-trip only, 9 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 (28). Twelve (12) visitors used other sources, 10 used brochures, 9 used the internet/web sites, 7 used a welcome center, 6 used billboards, 3 used a travel agency, 2 used a magazine and/or newspaper, and 2 visitors used television and/or radio.

The most frequently given response to attractions visited or planned to visit was Fort Conde (25) and the USS Alabama (24). Twenty-four (24) visitors visited Bellingrath Gardens, 15 visited the Mobile Museum of Art, 12 visited Conde-Charlotte, 11 visited the Estuarium/Sea Lab, 10 visited the Exploreum/IMAX, 6 visited the Cruise ships, 6 visited Oakleigh, 6 visited The Museum of Mobile, 5 visited Fort Gaines, 5 visited other attractions, 4 visited Bragg-Mitchell, 4 visited Richard-DAR, 2 visited Mobile Greyhound Park, and no (0) visitors visited Wildland.

TABLE 2-6. Responses from 60 visitors from California

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
visiting friends/relatives	27	44.26
vacation/pleasure trip	21	34.43
business trip	6	9.84
tour group	4	6.56
convention	3	4.92
Total	61	100.00
<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	15	26.32
1 night	5	8.77
2 nights	9	15.79
3 or more nights	28	49.12
Total	57	100.00
<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	28	35.44
other	12	15.19
brochures	10	12.66
internet/web site	9	11.39
welcome center	7	8.86
billboards	6	7.59
travel agency	3	3.80
magazine/newspaper	2	2.53
television/radio	2	2.53
Total	79	100.00
<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Conde Museum & Welcome Center	25	15.72
USS Alabama Battleship Memorial Park	24	15.09
Bellingrath Gardens & Home	24	15.09
Mobile Museum of Art	15	9.43
Conde-Charlotte Museum House	12	7.55
Dauphin Island Estuarium & Sea Lab	11	6.92
Gulf Coast Exploreum & IMAX	10	6.29
Cruise ships	6	3.77
Oakleigh Period House Museum Complex	6	3.77
The Museum of Mobile	6	3.77
Fort Gaines	5	3.14
Other attractions/festivals/special events	5	3.14
Bragg-Mitchell Mansion	4	2.52
Richard-DAR House Museum	4	2.52
Mobile Greyhound Park	2	1.26
Wildland expeditions	0	0.00
Total	159	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 54 visitors from Texas

In this cross table, all responses from the 54 surveys from visitors from Texas are separated from the total 1,559 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 (26). Twenty (20) visitors were visiting friends and/or relatives, 4 were on a business trip, 2 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 (30). Eleven (11) visitors were staying in Mobile for 2 nights, 9 were on a day-trip only, and 4 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 (23). Thirteen (13) visitors used other sources, 10 used brochures, 5 used the internet/web sites, 4 used a magazine and/or newspaper, 4 used a welcome center, 1 used a travel agency, and no (0) visitors used billboards or television and/or radio.

The most frequently given response to attractions visited or planned to visit was the USS Alabama (19). Eighteen (18) visitors visited Fort Conde, 11 visited Fort Gaines, 11 visited Bellingrath Gardens, 9 visited the Estuarium/Sea Lab, 8 visited other attractions, 8 visited Conde-Charlotte, 6 visited the Exploreum/IMAX, 6 visited the Mobile Museum of Art, 2 visited Mobile Greyhound Park, 2 visited Oakleigh, 2 visited The Museum of Mobile, 2 visited Bragg-Mitchell, 2 visited Wildland, 1 visited the Cruise ships, and no (0) visitors visited Richard-DAR.

TABLE 2-7. Responses from 54 visitors from Texas

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	26	49.06
visiting friends/relatives	20	37.74
business trip	4	7.55
tour group	2	3.77
convention	1	1.89
Total	53	100.00

  

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	9	16.67
1 night	4	7.41
2 nights	11	20.37
3 or more nights	30	55.56
Total	54	100.00

  

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	23	38.33
other	13	21.67
brochures	10	16.67
internet/web site	5	8.33
magazine/newspaper	4	6.67
welcome center	4	6.67
travel agency	1	1.67
billboards	0	0.00
television/radio	0	0.00
Total	60	100.00

  

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	19	17.76
Fort Conde Museum & Welcome Center	18	16.82
Fort Gaines	11	10.28
Bellingrath Gardens & Home	11	10.28
Dauphin Island Estuarium & Sea Lab	9	8.41
Other attractions/festivals/special events	8	7.48
Conde-Charlotte Museum House	8	7.48
Gulf Coast Exploreum & IMAX	6	5.61
Mobile Museum of Art	6	5.61
Mobile Greyhound Park	2	1.87
Oakleigh Period House Museum Complex	2	1.87
The Museum of Mobile	2	1.87
Bragg-Mitchell Mansion	2	1.87
Wildland expeditions	2	1.87
Cruise ships	1	0.93
Richard-DAR House Museum	0	0.00
Total	107	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 48 visitors from Missouri

In this cross table, all responses from the 48 surveys from visitors from Missouri are separated from the total 1,559 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 (28). Twelve (12) 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 (25). Ten (10) visitors were in Mobile on a day-trip only, 6 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 (21). Twelve (12) visitors used the internet/web sites, 9 used other sources, 8 used brochures, 8 used a welcome center, 5 used a magazine and/or newspaper, 3 used billboards, 1 used a travel agency, and no (0) visitors used television and/or radio.

The most frequently given response to attractions visited or planned to visit was Fort Gaines (18). Sixteen (16) visitors visited the USS Alabama, 10 visited the Estuarium/Sea Lab, 9 visited Fort Conde, 9 visited Bellingrath Gardens, 8 visited the Exploreum/IMAX, 7 visited other attractions, 5 visited the Cruise ships, 4 visited Conde-Charlotte, 4 visited the Mobile Museum of Art, 3 visited The Museum of Mobile, 3 visited Bragg-Mitchell, 2 visited Oakleigh, 1 visited Wildland, 1 visited Mobile Greyhound Park, and no (0) visitors Richard-DAR.

TABLE 2-8. Responses from 48 visitors from Missouri

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	28	60.87
visiting friends/relatives	12	26.09
tour group	3	6.52
convention	2	4.35
business trip	1	2.17
Total	46	100.00
<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	10	21.74
1 night	5	10.87
2 nights	6	13.04
3 or more nights	25	54.35
Total	46	100.00
<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	21	31.34
internet/web site	12	17.91
other	9	13.43
brochures	8	11.94
welcome center	8	11.94
magazine/newspaper	5	7.46
billboards	3	4.49
travel agency	1	1.49
television/radio	0	0.00
Total	67	100.00
<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Gaines	18	18.00
USS Alabama Battleship Memorial Park	16	16.00
Dauphin Island Estuarium & Sea Lab	10	10.00
Fort Conde Museum & Welcome Center	9	9.00
Bellingrath Gardens & Home	9	9.00
Gulf Coast Exploreum & IMAX	8	8.00
Other attractions/festivals/special events	7	7.00
Cruise ships	5	5.00
Conde-Charlotte Museum House	4	4.00
Mobile Museum of Art	4	4.00
The Museum of Mobile	3	3.00
Bragg-Mitchell Mansion	3	3.00
Oakleigh Period House Museum Complex	2	2.00
Wildland expeditions	1	1.00
Mobile Greyhound Park	1	1.00
Richard-DAR House Museum	0	0.00
Total	100	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 43 visitors from Tennessee

In this cross table, all responses from the 43 surveys from visitors from Tennessee are separated from the total 1,559 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 (22). Three (3) visitors were visiting friends and/or relatives, 2 were on a business trip, 2 were in Mobile for a convention, and 2 visitors were in Mobile with a tour group.

The most frequently given response to the length of the visitor's stay in Mobile was 3 or more nights (15). Nine (9) visitors were in Mobile on a day-trip only, 4 were staying for 1 night, and 3 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 (12). Eight (8) visitors used friends and/or relatives, 7 used the internet/web sites, 5 used brochures, 3 used a magazine and/or newspaper, 3 used a welcome center, 1 used a travel agency, and no (0) visitors used billboards or television and/or radio.

The most frequently given response to attractions visited or planned to visit was Fort Conde (10). Nine (9) visitors visited Bellingrath Gardens, 9 visited the USS Alabama, 7 visited the Exploreum/IMAX, 4 visited Conde-Charlotte, 4 visited the Estuarium/Sea Lab, 4 visited Fort Gaines, 3 visited the Mobile Museum of Art, 2 visited the Cruise ships, 2 visited Oakleigh, 1 visited Wildland, 1 visited other attractions, and no (0) visitors visited Bragg-Mitchell, Mobile Greyhound Park, The Museum of Mobile, or Richard-DAR.

TABLE 2-9. Responses from 43 visitors from Tennessee

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	27	65.85
visiting friends/relatives	7	17.07
tour group	3	7.32
business trip	2	4.88
convention	2	4.88
Total	41	100.00
<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	15	36.59
1 night	4	9.76
2 nights	4	9.76
3 or more nights	18	43.90
Total	41	100.00
<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
other	15	27.27
friends/relatives	13	23.64
internet/web site	10	18.18
brochures	7	12.73
welcome center	4	7.27
magazine/newspaper	3	5.45
travel agency	1	1.82
billboards	1	1.82
television/radio	1	1.82
Total	55	100.00
<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Conde Museum & Welcome Center	11	16.42
Bellingrath Gardens & Home	10	14.93
USS Alabama Battleship Memorial Park	10	14.93
Gulf Coast Exploreum & IMAX	8	11.94
Fort Gaines	8	11.94
Dauphin Island Estuarium & Sea Lab	5	7.46
Conde-Charlotte Museum House	4	5.97
Mobile Museum of Art	3	4.48
Cruise ships	2	2.99
Oakleigh Period House Museum Complex	2	2.99
Other attractions/festivals/special events	2	2.99
Wildland expeditions	1	1.48
The Museum of Mobile	1	1.48
Bragg-Mitchell Mansion	0	0.00
Mobile Greyhound Park	0	0.00
Richard-DAR House Museum	0	0.00
Total	67	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 36 visitors from Michigan

In this cross table, all responses from the 36 surveys from visitors from Michigan are separated from the total 1,559 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 Illinois only.

The most frequently given response to the visitor's primary reason for visiting the Mobile area was vacation/pleasure trip (12). Six (6) visitors were visiting friends and/or relatives, 5 were with a tour group, 2 was 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 (12). Ten (10) visitors were in Mobile on a day-trip only, 4 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 (16). Nine (9) visitors used other sources, 7 used the internet/web sites, 5 used brochures, 5 used a magazine and/or newspaper, 2 used a welcome center, 1 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 (13). Eight (8) visitors visited Fort Conde, 6 visited Bellingrath Gardens, 6 visited other attractions, 6 visited the Exploreum/IMAX, 6 visited Fort Gaines, 5 visited Conde-Charlotte, 5 visited the Museum of Mobile, 4 visited the Estuarium/Sea Lab, 3 visited Oakleigh, 2 visited the Mobile Museum of Art, 2 visited Richard-DAR, 2 visited the Cruise ships, 1 visited Bragg-Mitchell, 1 visited Mobile Greyhound Park, and one (1) visitor visited Wildland.

TABLE 2-10. Responses from 36 visitors from Michigan

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	12	46.15
visiting friends/relatives	6	23.08
tour group	5	19.23
convention	2	7.69
business trip	1	3.85
Total	26	100.00
<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	10	34.48
1 night	3	10.34
2 nights	4	13.79
3 or more nights	12	41.38
Total	29	100.00
<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	16	35.56
other	9	20.00
internet/web site	7	15.56
brochures	5	11.11
magazine/newspaper	5	11.11
welcome center	2	4.44
billboards	1	2.22
television/radio	0	0.00
travel agency	0	0.00
Total	45	100.00
<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	13	18.31
Fort Conde Museum & Welcome Center	8	11.26
Bellingrath Gardens and Home	6	8.45
Other attractions/festivals/special events	6	8.45
Gulf Coast Exploreum & IMAX	6	8.45
Fort Gaines	6	8.45
Conde-Charlotte Museum House	5	7.04
The Museum of Mobile	5	7.04
Dauphin Island Estuarium & Sea Lab	4	5.63
Oakleigh Period House Museum Complex	3	4.23
Mobile Museum of Art	2	2.82
Richard-DAR House Museum	2	2.82
Cruise ships	2	2.82
Bragg-Mitchell Mansion	1	1.41
Mobile Greyhound Park	1	1.41
Wildland expeditions	1	1.41
Total	71	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 eleven 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, Louisiana, Mississippi, Georgia, California, Texas, Missouri, Tennessee, Michigan, and Illinois. Of the 943 visitors from the aforementioned states, 916 belong to a metropolitan statistical area in their residential state. The eight most popular residential MSAs of the 916 visitors are all within 350 miles of Mobile.

The MSA with the most visitors to Mobile was Pensacola-Ferry Pass-Brent, FL (98). Sixty (60) visitors were from Atlanta-Sandy Springs-Marietta, GA; 56 were from New Orleans-Metairie-Kenner, LA; 54 were from Birmingham-Hoover, AL; 53 were from Pascagoula, MS; 45 were from Gulfport-Biloxi, MS; 28 were from Baton Rouge-Pierre, LA; and 28 visitors were from Huntsville, AL.

The most visitors came to Mobile from a MSA in Florida (192). One hundred seventy-five (175) visitors came from a MSA in Alabama, 121 from a MSA in Mississippi, 109 from a MSA in Louisiana, 84 from a MSA in Georgia, 57 from a MSA in California, 47 from a MSA in Texas, 45 from a MSA in Missouri, 38 from a MSA in Tennessee, 29 from a MSA in Illinois, and 19 visitors came from a MSA in Michigan.

There are 100 MSAs represented in the following table. The state with the most number of MSAs is Florida (18). Thirteen (13) MSAs are in California, 12 are in Georgia, 11 are in Texas, 11 are in Alabama, 8 are in Louisiana, 7 are in Tennessee, 6 are in Missouri, 5 are in Illinois, 5 are in Michigan, and 4 MSAs are in Mississippi.

The county with the most visitors to Mobile was Escambia County, FL (70). Forty-six (46) visitors were from Jackson County, MS; 42 were from Harrison County, MS; 28 were from Santa Rosa County, FL; 28 were from Jefferson County, AL; 24 were from Madison County, AL; 20 were from Orleans Parish, LA; 20 were from Okaloosa County, FL; 20 were from Los Angeles County, CA; 18 were from Tuscaloosa County, AL; 18 were from Lee County, AL; and 17 visitors were from East Baton Rouge Parish, LA.

There are 229 counties represented in the following table. The state with the most number of counties is Georgia (31). Thirty (30) counties are in Alabama, 27 are in Florida, 24 are in Missouri, 20 are in California, 19 are in Texas, 19 are in Louisiana, 18 are in Tennessee, 16 are in Michigan, 14 are in Mississippi, and 11 counties are in Illinois.

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

Note: Excludes Mobile and Baldwin counties

	MSA	Total	Percentage	Counties	Total	Percentage
	Pensacola-Ferry Pass-Brent, FL	98	10.39	Escambia	70	7.42
				Santa Rosa	28	2.97
	Atlanta-Sandy Springs-Marietta, GA	60	6.36	Fulton	12	1.27
				Cobb	12	1.27
				DeKalb	7	0.74
				Gwinnett	7	0.74
				Cherokee	5	0.53
				Dawson	3	0.32
				Bartow	2	0.21
				Fayette	2	0.21
				Henry	2	0.21
				Walton	2	0.21
				Barrow	1	0.11
				Douglas	1	0.11
				Carroll	1	0.11
				Forsyth	1	0.11
				Paulding	1	0.11
				Haralson	1	0.11
	New Orleans-Metairie-Kenner, LA	56	5.94	Orleans	20	2.12
				St. Tammany	15	1.59
				Jefferson	15	1.59
				St. Bernard	3	0.32
				Plaquemines	1	0.11
				St. Charles	2	0.21
	Birmingham-Hoover, AL	54	5.73	Jefferson	28	2.97
				Shelby	11	1.17
				Chilton	7	0.74
				Blount	5	0.53
				Walker	2	0.21
				St. Clair	1	0.11
	Pascagoula, MS	53	5.62	Jackson	46	4.88
				George	7	0.74
	Gulfport-Biloxi, MS	45	4.77	Harrison	42	4.45
				Hancock	3	0.32
	Baton Rouge-Pierre, LA	28	2.97	East Baton Rouge	17	1.80
				Livingston	6	0.64
				Ascension	3	0.32
				St. Helena	1	0.11
				West Baton Rouge	1	0.11
	Huntsville, AL	28	2.97	Madison	24	2.55
				Limestone	4	0.42
	Los Angeles-Long Beach-Santa Ana, CA	21	2.23	Los Angeles	20	2.12
				Orange	1	0.11
	Fort Walton Beach-Crestview-Destin, FL	20	2.12	Okaloosa	20	2.12
	Tuscaloosa, AL	19	2.01	Tuscaloosa	18	1.91
				Hale	1	0.11
	Chicago-Naperville-Joliet, IL-IN-WI	19	2.01	Cook	11	1.17
				DuPage	3	0.32
				Will	2	0.21
				Kane	1	0.11
				Lake	1	0.11
				McHenry	1	0.11

Montgomery, AL	18	1.91	Montgomery	10	1.06
			Autauga	5	0.53
			Elmore	3	0.32
St. Louis-St. Charles-Farmington, MO-IL	18	1.91	St. Louis	4	0.42
			Jefferson	4	0.42
			St. Louis city	3	0.32
			St. Charles	3	0.32
			Lincoln	1	0.11
			Madison	1	0.11
			St. Clair	1	0.11
			Warren	1	0.11
Auburn-Opelika, AL	18	1.91	Lee	18	1.91
Kansas City-Overland Park-Kansas City, MO-KS	17	1.80	Clay	6	0.64
			Jackson	6	0.64
			Platte	2	0.21
			Lafayette	1	0.11
			Johnson	1	0.11
			Cass	1	0.11
Nashville-Davidson--Murfreesboro--Columbia, TN	15	1.59	Davidson	8	0.85
			Rutherford	3	0.32
			Sumner	3	0.32
			Dickson	1	0.11
Houston-Sugar Land-Baytown, TX	15	1.59	Harris	10	1.06
			Montgomery	2	0.21
			Brazoria	1	0.11
			Fort Bend	1	0.11
Dothan-Enterprise-Ozark, AL	15	1.59	Houston	10	1.06
			Geneva	3	0.32
			Coffee	2	0.21
			Waller	1	0.11
Detroit-Warren-Flint, MI	14	1.48	Wayne	6	0.64
			Oakland	3	0.32
			Macomb	2	0.21
			Genesee	1	0.11
			St. Clair	1	0.11
			Washtenaw	1	0.11
Jackson, MS	14	1.48	Hinds	9	0.95
			Rankin	2	0.21
			Simpson	2	0.21
			Copiah	1	0.11
Tallahassee, FL	11	1.17	Leon	8	0.85
			Wakulla	3	0.32
Tampa-St. Petersburg-Clearwater, FL	11	1.17	Pinellas	8	0.85
			Hillsborough	3	0.32
Miami-Fort Lauderdale-Miami Beach, FL	10	1.06	Palm Beach	4	0.42
			Miami-Dade	3	0.32
			Broward	3	0.32
Memphis, TN-MS-AR	10	1.06	Shelby	6	0.64
			Tate	2	0.21
			Fayette	1	0.11
			De Soto	1	0.11
Austin-Round Rock, TX	9	0.95	Travis	6	0.64
			Williamson	2	0.21
			Hays	1	0.11

Hattiesburg, MS	9	0.95	Forrest	5	0.53
			Lamar	4	0.42
Lafayette, LA	9	0.95	Lafayette	9	0.95
Dallas-Fort Worth-Arlington, TX	8	0.85	Tarrant	4	0.42
			Collin	2	0.21
			Dallas	2	0.21
Florence-Muscle Shoals, AL	8	0.85	Lauderdale	7	0.74
			Colbert	1	0.11
Decatur, AL	8	0.85	Morgan	6	0.64
			Lawrence	2	0.21
Orlando-The Villages, FL	8	0.85	Orange	6	0.64
			Seminole	2	0.21
Houma-Bayou Cane-Thibodaux, LA	7	0.74	Terrebonne	6	0.64
			Lafourche	1	0.11
Jacksonville, FL	7	0.74	Duval	3	0.32
			Nassau	2	0.21
			Clay	1	0.11
			St. Johns	1	0.11
San Diego-Carlsbad-San Marcos, CA	7	0.74	San Diego	7	0.74
Chattanooga, TN-GA	6	0.64	Hamilton	3	0.32
			Marion	2	0.21
			Walker	1	0.11
Springfield, MO	6	0.64	Greene	2	0.21
			Polk	2	0.21
			Christian	1	0.11
			Webster	1	0.11
San Antonio, TX	6	0.64	Bexar	5	0.53
			Comal	1	0.11
Sacramento--Arden-Arcade--Roseville, CA	6	0.64	Sacramento	4	0.42
			Nevada	1	0.11
			Placer	1	0.11
San Jose-Sunnyvale-Santa Clara, CA	6	0.64	Santa Clara	5	0.53
			San Benito	1	0.11
Columbus, GA-AL	5	0.53	Muscogee	4	0.42
			Russell	1	0.11
Knoxville, TN	5	0.53	Blount	2	0.21
			Knox	2	0.21
			Anderson	1	0.11
San Francisco-Oakland-Fremont, CA	5	0.53	Alameda	2	0.21
			San Francisco	2	0.21
			San Mateo	1	0.11
Springfield, IL	5	0.53	Sangamon	5	0.53
Gadsden, AL	4	0.42	Etowah	4	0.42
Gainesville, FL	4	0.42	Alachua	4	0.42
Cape Coral-Fort Myers, FL	4	0.42	Lee	4	0.42
Alexandria, LA	3	0.32	Rapides	3	0.32
Augusta-Richmond County, GA-SC	3	0.32	Richmond	2	0.21
			Burke	1	0.11
Champaign-Urbana, IL	3	0.32	Champaign	3	0.32
Deltona-Daytona Beach-Palm Coast, FL	3	0.32	Volusia	3	0.32
Lake Charles, LA	3	0.32	Calcasieu	3	0.32
Ocala, FL	3	0.32	Marion	3	0.32
Riverside-San Bernardino-Ontario, CA	3	0.32	Riverside	2	0.21
			San Bernardino	1	0.11
Port St. Lucie-Fort Pierce, FL	3	0.32	Martin	3	0.32

Anniston-Oxford, AL	3	0.32	Calhoun	3	0.32
Savannah, GA	3	0.32	Chatham	3	0.32
Macon, GA	3	0.32	Macon	2	0.21
			Jones	1	0.11
Amarillo, TX	2	0.21	Potter	2	0.21
Athens-Clarke County, GA	2	0.21	Clarke	1	0.11
			Oconee	1	0.11
Columbia, MO	2	0.21	Boone	1	0.11
			Howard	1	0.11
Brunswick, GA	2	0.21	Glynn	2	0.21
Albany, GA	2	0.21	Dougherty	2	0.21
Corpus Christi, TX	2	0.21	Nueces	2	0.21
*Traverse City, MI	2	0.21	Benzie	1	0.11
			Grand Traverse	1	0.11
Kalamazoo-Battle Creek, MI	2	0.21	Kalamazoo	1	0.11
			Van Buren	1	0.11
*McComb, MS	2	0.21	Amite	1	0.11
			Pike	1	0.11
Gainesville, GA	2	0.21	Hall	2	0.21
Monroe, LA	2	0.21	Ouachita	2	0.21
*Crossville, TN	2	0.21	Cumberland	2	0.21
*Iosco, MI	2	0.21	Iosco	2	0.21
*Polk, TX	2	0.21	Polk	2	0.21
Palm Bay-Melbourne-Titusville, FL	2	0.21	Brevard	2	0.21
Panama City-Lynn Haven, FL	2	0.21	Bay	2	0.21
San Luis Obispo-Paso Robles, CA	2	0.21	San Luis Obispo	2	0.21
Sarasota-Bradenton-Venice, FL	2	0.21	Sarasota	2	0.21
Bakersfield, CA	2	0.21	Kern	2	0.21
Lakeland-Winter Haven, FL	2	0.21	Polk	2	0.21
Bloomington-Normal, IL	1	0.11	McLean	1	0.11
*Centralia, IL	1	0.11	Marion	1	0.11
Brownsville-Harlingen, TX	1	0.11	Cameron	1	0.11
Chico, CA	1	0.11	Butte	1	0.11
Clarksville, TN-KY	1	0.11	Montgomery	1	0.11
*Smith, MS	1	0.11	Smith	1	0.11
*Tishomingo, MS	1	0.11	Tishomingo	1	0.11
Fresno, CA	1	0.11	Fresno	1	0.11
Jackson, TN	1	0.11	Madison	1	0.11
Jefferson City, MO	1	0.11	Osage	1	0.11
Joplin, MO	1	0.11	McDonald	1	0.11
*Mexico, MO	1	0.11	Audrain	1	0.11
*Miller, MO	1	0.11	Miller	1	0.11
Beaumont-Port Arthur, TX	1	0.11	Jefferson	1	0.11
Longview, TX	1	0.11	Gregg	1	0.11
Peoria-Canton, IL	1	0.11	Tazewell	1	0.11
Merced, CA	1	0.11	Merced	1	0.11
Modesto, CA	1	0.11	Stanislaus	1	0.11
Naples-Marco Island, FL	1	0.11	Collier	1	0.11
Punta Gorda, FL	1	0.11	Charlotte	1	0.11
Redding, CA	1	0.11	Shasta	1	0.11
Sherman-Denison, TX	1	0.11	Grayson	1	0.11
Johnson City-Kingsport-Bristol, TN	1	0.11	Sullivan	1	0.11
*Cookeville, TN	1	0.11	Jackson	1	0.11
*Morgan City, LA	1	0.11	St. Mary	1	0.11
Shreveport-Bossier City, LA	1	0.11	De Soto	1	0.11

Bryan-College Station, TX	1	0.11	Brazos	1	0.11
*Conecuh, AL	1	0.11	Conecuh	1	0.11
*Convington, AL	1	0.11	Convington	1	0.11
*Cullman, AL	1	0.11	Cullman	1	0.11
*Perry, AL	1	0.11	Perry	1	0.11
*Pickens, AL	1	0.11	Pickens	1	0.11
*Franklin, AL	1	0.11	Franklin	1	0.11
Dalton, GA	1	0.11	Whitfield	1	0.11
*Fitzgerald, GA	1	0.11	Ben Hill	1	0.11
Valdosta, GA	1	0.11	Brooks	1	0.11
Jackson, MI	1	0.11	Jackson	1	0.11
*Escanaba, MI	1	0.11	Delta	1	0.11
Muskegon-Norton Shores, MI	1	0.11	Muskegon	1	0.11
Lansing-East Lansing, MI	1	0.11	Eaton	1	0.11
*Arenac, MI	1	0.11	Arenac	1	0.11
Total	943	100.00		943	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 857 visitors on a vacation/pleasure trip

In this cross table, all responses are from the 857 out of 1,559 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 (319). Two hundred and thirty-nine (239) visitors were staying in Mobile for 3 or more nights, 156 were staying for 2 nights, and 115 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 (278). Two hundred and twenty-eight (228) visitors used the internet/web sites, 162 used brochures, 145 used other sources, 133 used a welcome center, 109 used a magazine and/or newspaper, 56 used billboards, 33 used television and/or radio, and 26 visitors used a travel agency.

The most frequently given response to attractions visited or planned to visit was Fort Conde (260). Two hundred and fifty-seven (257) visitors visited the USS Alabama, 209 visited Bellingrath Gardens, 208 visited the Exploreum/IMAX, 130 visited Fort Gaines, 113 visited the Mobile Museum of Art, 108 visited the Estuarium/Sea Lab, 104 visited Conde-Charlotte, 81 visited other attractions, 51 visited The Museum of Mobile, 41 visited Oakleigh, 36 visited Bragg-Mitchell, 33 visited Wildland, 25 visited the Cruise ships, 22 visited Mobile Greyhound Park, and 17 visitors visited Richard-DAR.

TABLE 4-1. Responses from 857 visitors on a vacation/pleasure trip

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	319	38.48
1 night	115	13.87
2 nights	156	18.82
3 or more nights	239	28.83
Total	829	100.00

  

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	278	23.76
internet/web site	228	19.49
brochures	162	13.85
other	145	12.39
welcome center	133	11.37
magazine/newspaper	109	9.32
billboards	56	4.79
television/radio	33	2.82
travel agency	26	2.22
Total	1170	100.00

  

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Conde Museum & Welcome Center	260	15.34
USS Alabama Battleship Memorial Park	257	15.16
Bellingrath Gardens & Home	209	12.33
Gulf Coast Exploreum & IMAX	208	12.27
Fort Gaines	130	7.67
Mobile Museum of Art	113	6.67
Dauphin Island Estuarium & Sea Lab	108	6.37
Conde-Charlotte Museum House	104	6.14
Other attractions/festivals/special events	81	4.78
The Museum of Mobile	51	3.01
Oakleigh Period House Museum Complex	41	2.42
Bragg-Mitchell Mansion	36	2.12
Wildland expeditions	33	1.95
Cruise ships	25	1.47
Mobile Greyhound Park	22	1.30
Richard-DAR House Museum	17	1.00
Total	1,695	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 371 visitors visiting friends/relatives

In this cross table, all responses are from the 371 out of 1,559 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 (192). Eighty-four (84) visitors were staying in Mobile on a day-trip only, 52 were in Mobile for two nights, and 22 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 (281). Forty-two (42) visitors used the internet/web sites, 41 used a welcome center, 29 used other sources, 23 used a magazine and/or newspaper, 20 used brochures, 20 used billboards, 14 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 Bellingrath Gardens (117). One hundred and eight (108) visitors visited the USS Alabama, 100 visited Fort Conde, 63 visited the Estuarium/Sea Lab, 55 visited the Mobile Museum of Art, 49 visited the Exploreum/IMAX, 46 visited Fort Gaines, 35 visited other attractions, 34 visited Conde-Charlotte, 32 visited The Museum of Mobile, 22 visited Bragg-Mitchell, 21 visited Oakleigh, 13 visited the Cruise ships, 12 visited Wildland, 10 visited Richard-DAR, and 6 visitors visited Mobile Greyhound Park.

TABLE 4-2. Responses from 371 visitors visiting friends/relatives

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	84	24.00
1 night	22	6.29
2 nights	52	14.86
3 or more nights	192	54.86
Total	350	100.00

  

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	281	59.66
internet/web site	42	8.92
welcome center	41	8.70
other	29	6.16
magazine/newspaper	23	4.88
brochures	20	4.25
billboards	20	4.25
television/radio	14	2.97
travel agency	1	0.21
Total	471	100.00

  

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Bellingrath Gardens & Home	117	16.18
USS Alabama Battleship Memorial Park	108	14.94
Fort Conde Museum & Welcome Center	100	13.83
Dauphin Island Estuarium & Sea Lab	63	8.71
Mobile Museum of Art	55	7.61
Gulf Coast Exploreum & IMAX	49	6.78
Fort Gaines	46	6.36
Other attractions/festivals/special events	35	4.84
Conde-Charlotte Museum House	34	4.70
The Museum of Mobile	32	4.43
Bragg-Mitchell Mansion	22	3.04
Oakleigh Period House Museum Complex	21	2.90
Cruise ships	13	1.80
Wildland expeditions	12	1.66
Richard-DAR House Museum	10	1.38
Mobile Greyhound Park	6	0.83
Total	723	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 129 visitors in a tour group

In this cross table, all responses are from the 129 out of 1,559 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 (55). Thirty-seven (37) visitors were staying in Mobile for 3 or more nights, 19 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 (51). Thirty-four (34) visitors used friends and/or relatives, 18 used brochures, 14 used the internet/web sites, 10 used a travel agency, 5 used a welcome center, 3 used a magazine and/or newspaper, 2 used billboards, and 2 visitors used television and/or radio.

The most frequently given response to attractions visited or planned to visit was Fort Conde (45). Thirty-five (35) visitors visited Bellingrath Gardens, 30 visited the Exploreum/IMAX, 24 visited the USS Alabama, 19 visited other attractions, 15 visited Conde-Charlotte, 13 visited Oakleigh, 12 visited the Mobile Museum of Art, 11 visited The Museum of Mobile, 9 visited the Estuarium/Sea Lab, 7 visited Fort Gaines, 3 visited Bragg-Mitchell, 3 visited Mobile Greyhound Park, 3 visited the Cruise ships, 2 visited Richard-DAR, and 2 visitors visited Wildland.

TABLE 4-3. Responses from 129 visitors in a tour group

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	55	44.00
1 night	19	15.20
2 nights	14	11.20
3 or more nights	37	29.60
Total	125	100.00

  

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
other	51	36.69
friends/relatives	34	24.46
brochures	18	12.95
internet/web site	14	10.07
travel agency	10	7.19
welcome center	5	3.60
magazine/newspaper	3	2.16
billboards	2	1.44
television/radio	2	1.44
Total	139	100.00

  

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Conde Museum & Welcome Center	45	19.31
Bellingrath Gardens & Home	35	15.02
Gulf Coast Exploreum & IMAX	30	12.88
USS Alabama Battleship Memorial Park	24	10.30
Other attractions/festivals/special events	19	8.15
Conde-Charlotte Museum House	15	6.44
Oakleigh Period House Museum Complex	13	5.58
Mobile Museum of Art	12	5.15
The Museum of Mobile	11	4.72
Dauphin Island Estuarium & Sea Lab	9	3.86
Fort Gaines	7	3.00
Bragg-Mitchell Mansion	3	1.29
Mobile Greyhound Park	3	1.29
Cruise ships	3	1.29
Richard-DAR House Museum	2	0.86
Wildland expeditions	2	0.86
Total	233	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 103 visitors on a business trip

In this cross table, all responses are from the 103 out of 1,559 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 (48). Eighteen (18) visitors were staying in Mobile for 2 nights, 17 were staying on a day-trip only, and 11 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 (29). Twenty-seven (27) visitors used friends and/or relatives, 16 used the internet/web site, 14 used brochures, 11 used a welcome center, 7 used a magazine and/or newspaper, 7 used a travel agency, 4 used television and/or radio, and 4 visitors used billboards.

The most frequently given response to attractions visited or planned to visit was the USS Alabama (41). Twenty-six (26) visitors visited Fort Conde, 18 visited Bellingrath Gardens, 13 visited the Exploreum/IMAX, 16 visited other attractions, 14 visited the Mobile Museum of Art, 10 visited The Museum of Mobile, 8 visited the Estuarium/Sea Lab, 8 visited Fort Gaines, 7 visited Conde-Charlotte, 6 visited Oakleigh, 4 visited Wildland, 3 visited the Cruise ships, 2 visited Richard-DAR, 2 visited Mobile Greyhound Park, and 1 visitor visited the Bragg-Mitchell Mansion.

TABLE 4-4. Responses from 103 visitors on a business trip

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	17	18.09
1 night	11	11.70
2 nights	18	19.15
3 or more nights	48	51.06
Total	94	100.00

  

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
other	29	23.58
friends/relatives	27	21.95
internet/web site	20	16.26
brochures	14	11.38
welcome center	11	8.94
magazine/newspaper	7	5.69
travel agency	7	5.69
television/radio	4	3.25
billboards	4	3.25
Total	123	100.00

  

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	41	22.78
Fort Conde Museum & Welcome Center	26	14.44
Bellingrath Gardens & Home	18	10.00
Other attractions/festivals/special events	16	8.89
Mobile Museum of Art	14	7.78
Gulf Coast Exploreum & IMAX	13	7.22
The Museum of Mobile	10	5.56
Dauphin Island Estuarium & Sea Lab	8	4.44
Fort Gaines	8	4.44
Conde-Charlotte Museum House	7	3.89
Oakleigh Period House Museum Complex	6	3.33
Wildland expeditions	4	2.22
Cruise ships	3	1.67
Richard-DAR House Museum	3	1.67
Mobile Greyhound Park	2	1.11
Bragg-Mitchell Mansion	1	0.56
Total	180	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 59 visitors in Mobile for a convention

In this cross table, all responses are from the 59 out of 1,559 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 (54). Three (3) visitors were staying in Mobile on a day-trip only, 1 was staying for 1 night, and 1 visitor was staying in Mobile for 2 nights.

The most frequently given response to the information sources used in deciding to visit Mobile was other sources (34). Nine (10) visitors used brochures, 7 used the internet/web sites, 5 used friends and/or relatives, 3 used a welcome center, 1 used billboards, 1 used a magazine and/or newspaper, 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 (35). Thirty-three (33) visitors visited Fort Conde, 19 visited Bellingrath Gardens, 11 visited Conde-Charlotte, 10 visited the Estuarium/Sea Lab, 10 visited the Museum of Art, 7 visited the Exploreum/IMAX, 7 visited The Museum of Mobile, 6 visited the Cruise ships, 6 visited other attractions, 5 visited Fort Gaines, 3 visited Richard-DAR, 3 visited Oakleigh, 2 visited Bragg-Mitchell, 1 visited Mobile Greyhound Park, and 1 visitor visited Wildland.

TABLE 4-5. Responses from 59 visitors in Mobile for a convention

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	3	5.08
1 night	1	1.69
2 nights	1	1.69
3 or more nights	54	91.53
Total	59	100.00

  

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
other	34	55.74
brochures	10	16.39
internet/web site	7	11.48
friends/relatives	5	8.20
welcome center	3	4.92
billboards	1	1.64
magazine/newspaper	1	1.64
television/radio	0	0.00
travel agency	0	0.00
Total	61	100.00

  

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	35	22.01
Fort Conde Museum & Welcome Center	33	20.75
Bellingrath Gardens & Home	19	11.95
Conde-Charlotte Museum House	11	6.92
Dauphin Island Estuarium & Sea Lab	10	6.29
Mobile Museum of Art	10	6.29
Gulf Coast Exploreum & IMAX	7	4.40
The Museum of Mobile	7	4.40
Cruise ships	6	3.77
Other attractions/festivals/special events	6	3.77
Fort Gaines	5	3.14
Richard-DAR House Museum	3	1.89
Oakleigh Period House Museum Complex	3	1.89
Bragg-Mitchell Mansion	2	1.26
Mobile Greyhound Park	1	0.63
Wildland expeditions	1	0.63
Total	159	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 482 visitors in Mobile on a day-trip

In this cross table, all responses are from the 482 out of 1,559 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 (325). Sixty-one (61) visitors said a tour group was their primary reason, 59 said visiting friends/relatives, 12 said business trip, and 3 visitors said convention.

The most frequently given response to the information sources used in deciding to visit Mobile was friends and/or relatives (163). One hundred and twelve (112) visitors used the internet/web sites, 78 used other sources, 77 used brochures, 62 used a welcome center, 52 used a magazine and/or newspaper, 40 used billboards, 29 used television and/or radio, and 7 visitors used a travel agency.

The most frequently given response to attractions visited or planned to visit was the USS Alabama (94). Ninety (90) visitors visited Fort Conde, 78 visited Bellingrath Gardens, 77 visited Exploreum/IMAX, 51 visited the Mobile Museum of Art, 42 visited Conde-Charlotte, 38 visited the Estuarium/Sea Lab, 36 visited other attractions, 28 visited Fort Gaines, 24 visited The Museum of Mobile, 12 visited Oakleigh, 10 visited Wildland, 9 visited Bragg-Mitchell, 8 visited Richard-DAR, 8 visited the Cruise ships, and 7 visitors visited Mobile Greyhound Park.

TABLE 5-1. Responses from 482 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	325	70.65
tour group	61	13.26
visiting friends/relatives	59	12.83
business trip	12	2.61
convention	3	0.65
Total	460	100.00
<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	163	26.29
internet/web site	112	18.06
other	78	12.58
brochures	77	12.42
welcome center	62	10.00
magazine/newspaper	52	8.39
billboards	40	6.45
television/radio	29	4.68
travel agency	7	1.13
Total	620	100.00
<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	94	18.15
Fort Conde Museum & Welcome Center	90	17.37
Bellingrath Gardens & Home	78	15.06
Gulf Coast Exploreum & IMAX	77	14.86
Mobile Museum of Art	51	9.85
Conde-Charlotte Museum House	42	8.11
Dauphin Island Estuarium & Sea Lab	38	7.34
Other attractions/festivals/special events	36	6.95
Fort Gaines	28	5.41
The Museum of Mobile	24	4.63
Oakleigh Period House Museum Complex	12	2.32
Wildland expeditions	10	1.93
Bragg-Mitchell Mansion	9	1.74
Richard-DAR House Museum	8	1.54
Cruise ships	8	1.54
Mobile Greyhound Park	7	1.35
Total	518	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 179 visitors staying in Mobile 1 night

In this cross table, all responses are from the 179 out of 1,559 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 (115). Twenty-three (23) visitors said visiting friends/relatives was their primary reason, 17 said tour group, 16 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 (54). Forty-seven (47) visitors used the internet/web sites, 35 used other sources, 31 used brochures, 24 used a welcome center, 11 used a magazine and/or newspaper, 11 used billboards, 8 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 (59). Fifty-two (52) visitors visited the Exploreum/IMAX, 37 visited Bellingrath Gardens, 35 visited the USS Alabama, 19 visited the Mobile Museum of Art, 18 visited Conde-Charlotte, 12 visited Fort Gaines, 12 visited the Estuarium/Sea Lab, 10 visited the Cruise ships, 10 visited other attractions, 6 visited The Museum of Mobile, 4 visited Mobile Greyhound Park, 4 visited Oakleigh, 3 visited Wildland, and no (0) visitors visited Bragg-Mitchell or Richard-DAR.

TABLE 5-2. Responses from 179 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	115	66.86
visiting friends/relatives	23	13.37
tour group	17	9.88
business trip	16	9.30
convention	1	0.58
Total	172	100.00
<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	54	23.89
internet/web site	47	20.80
other	35	15.49
brochures	31	13.72
welcome center	24	10.62
magazine/newspaper	11	4.87
billboards	11	4.87
travel agency	8	3.54
television/radio	5	2.21
Total	226	100.00
<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Conde Museum & Welcome Center	59	21.00
Gulf Coast Exploreum & IMAX	52	18.51
Bellingrath Gardens & Home	37	13.17
USS Alabama Battleship Memorial Park	35	12.46
Mobile Museum of Art	19	6.76
Conde-Charlotte Museum House	18	6.41
Fort Gaines	12	4.27
Dauphin Island Estuarium & Sea Lab	12	4.27
Cruise ships	10	3.56
Other attractions/festivals/special events	10	3.56
The Museum of Mobile	6	2.14
Mobile Greyhound Park	4	1.42
Oakleigh Period House Museum Complex	4	1.42
Wildland expeditions	3	1.07
Bragg-Mitchell Mansion	0	0.00
Richard-DAR House Museum	0	0.00
Total	281	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 251 visitors staying in Mobile 2 nights

In this cross table, all responses are from the 251 out of 1,559 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 (161). Fifty-six (56) visitors said visiting friends/relatives was their primary reason, 17 said business trip, 14 said tour group, and 2 visitors said convention.

The most frequently given response to the information sources used in deciding to visit Mobile was friends and/or relatives (101). Sixty-eight (68) visitors used the internet/web sites, 51 used brochures, 35 used other sources, 31 used a welcome center, 28 used a magazine and/or newspaper, 14 used a travel agency, 12 used billboards, and 9 visitors used television and/or radio.

The most frequently given response to attractions visited or planned to visit was the USS Alabama (93). Ninety (90) visitors visited Fort Conde, 73 visited the Exploreum/IMAX, 69 visited Bellingrath Gardens, 42 visited the Mobile Museum of Art, 36 visited the Estuarium/Sea Lab, 27 visited Fort Gaines, 25 visited other attractions, 24 visited The Museum of Mobile, 20 visited Conde-Charlotte, 18 visited Oakleigh, 12 visited Bragg-Mitchell, 7 visited Mobile Greyhound Park, 5 visited the Cruise ships, 5 visited Wildland, and 3 visitors visited Richard-DAR.

TABLE 5-3. Responses from 251 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	161	64.40
visiting friends/relatives	56	22.40
business trip	17	6.80
tour group	14	5.60
convention	2	0.80
Total	250	100.00

  

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	101	28.94
internet/web site	68	19.48
brochures	51	14.61
other	35	10.03
welcome center	31	8.88
magazine/newspaper	28	8.02
travel agency	14	4.01
billboards	12	3.44
television/radio	9	2.58
Total	349	100.00

  

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	93	16.94
Fort Conde Museum & Welcome Center	90	16.39
Gulf Coast Exploreum & IMAX	73	13.30
Bellingrath Gardens & Home	69	12.57
Mobile Museum of Art	42	7.65
Dauphin Island Estuarium & Sea Lab	36	6.56
Fort Gaines	27	4.92
Other attractions/festivals/special events	25	4.55
The Museum of Mobile	24	4.37
Conde-Charlotte Museum House	20	3.64
Oakleigh Period House Museum Complex	18	3.28
Bragg-Mitchell Mansion	12	2.19
Mobile Greyhound Park	7	1.28
Cruise ships	5	0.91
Wildland expeditions	5	0.91
Richard-DAR House Museum	3	0.55
Total	549	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 609 visitors staying in Mobile 3 or more nights

In this cross table, all responses are from the 609 out of 1,559 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 (240). Two hundred and nine (209) visitors said visiting friends/relatives was their primary reason, 54 said business trip, 53 said convention, and 33 visitors said tour group.

The most frequently given response to the information sources used in deciding to visit Mobile was friends and/or relatives (303). One hundred and forty-five (145) visitors used other sources, 100 used the internet/web sites, 72 used brochures, 68 used a welcome center, 53 used a magazine and/or newspaper, 25 used billboards, 13 used television and/or radio, and 12 visitors used a travel agency.

The most frequently given response to attractions visited or planned to visit was the USS Alabama (245). Two hundred and nineteen (219) visitors visited Fort Conde, 209 visited Bellingerath Gardens, 126 visited Fort Gaines, 112 visited the Estuarium/Sea Lab, 111 visited the Exploreum/IMAX, 88 visited the Mobile Museum of Art, 86 visited Conde-Charlotte, 79 visited other attractions, 52 visited Oakleigh, 50 visited The Museum of Mobile, 45 visited Bragg-Mitchell, 28 visited Wildland, 25 visited the Cruise ships, 22 visited Richard-DAR, and 14 visitors visited Mobile Greyhound Park.

TABLE 5-4. Responses from 609 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	240	40.75
visiting friends/relatives	209	35.48
business trip	54	9.17
convention	53	9.00
tour group	33	5.60
Total	589	100.00
<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	303	38.31
other	145	18.33
internet/web site	100	12.64
brochures	72	9.10
welcome center	68	8.60
magazine/newspaper	53	6.70
billboards	25	3.16
television/radio	13	1.64
travel agency	12	1.52
Total	791	100.00
<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	245	16.21
Fort Conde Museum & Welcome Center	219	14.49
Bellingrath Gardens & Home	209	13.83
Fort Gaines	126	8.34
Dauphin Island Estuarium & Sea Lab	112	7.41
Gulf Coast Exploreum & IMAX	111	7.35
Mobile Museum of Art	88	5.82
Conde-Charlotte Museum House	86	5.69
Other attractions/festivals/special events	79	5.23
Oakleigh Period House Museum Complex	52	3.44
The Museum of Mobile	50	3.31
Bragg-Mitchell Mansion	45	2.98
Wildland expeditions	28	1.85
Cruise ships	25	1.65
Richard-DAR House Museum	22	1.46
Mobile Greyhound Park	14	0.93
Total	1,511	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 6.**

**DEAD SEA SCROLLS EXHIBITION DATA SUMMARY  
(Prepared by Semoon Chang and Helena Cowan in 2005)**

### 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 the total for Alabama.

Of all 837 surveys collected at the Gulf Coast Exploreum Science Center during the first and second quarters of 2005, the most frequently given responses to where the visitor primarily resides are Alabama (210), Mississippi (153), Florida (140), Louisiana (132), Georgia (68), Tennessee (22), Texas (13), Virginia (8), California (7), Michigan (7), and Ohio (7). Other countries of origin given in these surveys are Germany (1) and Israel (1).

TABLE 6-1. Primary residential states/countries

	Total	Percentage
Alabama	210	25.27
Mississippi	153	18.41
Florida	140	16.85
Louisiana	132	15.88
Georgia	68	8.18
Tennessee	22	2.65
Texas	13	1.56
Virginia	8	0.96
California	7	0.84
Michigan	7	0.84
Ohio	7	0.84
Indiana	5	0.60
Missouri	5	0.60
Arkansas	4	0.48
Colorado	4	0.48
Illinois	4	0.48
Iowa	4	0.48
Oklahoma	4	0.48
Massachusetts	3	0.36
New Mexico	3	0.36
New York	3	0.36
Maryland	2	0.24
Minnesota	2	0.24
Pennsylvania	2	0.24
Wisconsin	2	0.24
Connecticut	1	0.12
Idaho	1	0.12
Kansas	1	0.12
Kentucky	1	0.12
Maine	1	0.12
Montana	1	0.12
North Carolina	1	0.12
Nebraska	1	0.12
New Jersey	1	0.12
Oregon	1	0.12
South Carolina	1	0.12
South Dakota	1	0.12
Utah	1	0.12
West Virginia	1	0.12
Wyoming	1	0.12
Germany	1	0.12
Israel	1	0.12
Total	831	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 837 surveys collected at the Gulf Coast Exploreum Science Center during the first and second quarters of 2005, the number of responses to each reason for the visitor's trip to the Mobile area is as follows: 403 visitors were on a vacation/pleasure trip, 314 were with a tour group, 91 were visiting friends and/or relatives, 17 were on a business trip, and 8 visitors were in Mobile for a convention.

TABLE 6-2. Primary reason for trip to the Mobile area

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	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	403	48.38
tour group	314	37.70
visiting friends/relatives	91	10.92
business trip	17	2.04
convention	8	0.96
Total	833	100.00

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### 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.

Of the 837 surveys, 21 group sizes had 10 or more responses each. There were 22 surveys with a given group of 1 person, 185 with a group of 2, 64 with a group of 3, 111 with a group of 4, 37 with a group of 5, 33 with a group of 6, 16 with a group of 7, 19 with a group of 8, 12 with a group of 9, 16 with a group of 10, 10 with a group of 13, 14 with a group of 15, 11 with a group of 18, 12 with a group of 20, 10 with a group of 23, 11 with a group of 25, 17 with a group of 30, 14 with a group of 40, 10 with a group of 42, 16 with a group of 45, and 18 with a group of 50. The average group size was 15 people.



TABLE 6-3. Number of people in group

	Total	Percentage
1	22	2.70
2	185	22.73
3	64	7.86
4	111	13.64
5	37	4.55
6	33	4.05
7	16	1.97
8	19	2.33
9	12	1.47
10	16	1.97
11	9	1.11
12	9	1.11
13	10	1.23
14	6	0.74
15	14	1.72
16	2	0.25
17	4	0.49
18	11	1.35
19	7	0.86
20	12	1.47
21	4	0.49
22	6	0.74
23	10	1.23
24	5	0.61
25	11	1.35
26	6	0.74
27	3	0.37
28	7	0.86
29	2	0.25
30	17	2.09
31	1	0.12
32	6	0.74
33	4	0.49
34	5	0.61
35	5	0.61
36	3	0.37
37	4	0.49
38	5	0.61
39	2	0.25
40	14	1.72
41	4	0.49
42	10	1.23
43	4	0.49
44	5	0.61
45	16	1.97
46	3	0.37
47	3	0.37
48	3	0.37
49	2	0.25
50	18	2.21
51	7	0.86
52	4	0.49
53	3	0.37
54	1	0.12
55	3	0.37
56	2	0.25
59	1	0.12
60	1	0.12
65	1	0.12
70	1	0.12
75	1	0.12
80	1	0.12
86	1	0.12
Total	814	100.00
Average Group Size	14.17	

### 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 the 837 surveys, the number of responses to each length of stay in Mobile is as follows: 465 visitors were staying in Mobile on a day-trip only, 164 were staying for 1 night, 110 were staying for 2 nights, and 92 visitors were staying in Mobile for 3 or more nights.

TABLE 6-4. Length of stay in Mobile

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	<u>Total</u>	<u>Percentage</u>
day-trip only	465	55.96
1 night	164	19.74
2 nights	110	13.24
3 or more nights	92	11.07
Total	831	100.00

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### 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 the 837 surveys, the number of responses to each source of information is as follows: 274 visitors used friends and/or relatives, 201 used a magazine and/or newspaper, 171 used the internet/web sites, 168 used other sources, 133 used television and/or radio, 84 used brochures, 47 used billboards, 33 used a travel agency, and 23 visitors used a welcome center.

TABLE 6-5. Information sources used in deciding to visit Mobile

	<u>Total</u>	<u>Percentage</u>
friends/relatives	274	24.16
magazine/newspaper	201	17.72
internet/web site	171	15.08
other	168	14.81
television/radio	133	11.73
brochures	84	7.41
billboards	47	4.14
travel agency	33	2.91
welcome center	23	2.03
Total	1,134	100.00

Note: Total exceeded number of surveys (837) because most respondents checked more than one source used.

### 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 Exploreum.

Of the 837 surveys, the number of responses to each attraction is as follows: 214 visitors visited or planned to visit Bellingrath Gardens, 116 visited the USS Alabama, 95 visited The Museum of Mobile, 85 visited Fort Conde, 56 visited the Mobile Museum of Art, 45 visited the Estuarium/Sea Lab, 30 visited Conde-Charlotte, 21 visited the Cruise ships, 20 visited other attractions, 19 visited Fort Gaines, 14 visited Oakleigh, 13 visited Richard-DAR, 8 visited Bragg-Mitchell, 8 visited Mobile Greyhound Park, and 5 visitors visited Wildland.

TABLE 6-6. Attractions visited or planned to visit

	<u>Total</u>	<u>Percentage</u>
Bellingrath Gardens & Home	214	28.57
USS Alabama Battleship Memorial Park	116	15.49
The Museum of Mobile	95	12.68
Fort Conde Museum & Welcome Center	85	11.35
Mobile Museum of Art	56	7.48
Dauphin Island Estuarium & Sea Lab	45	6.01
Conde-Charlotte Museum House	30	4.01
Cruise Ships	21	2.80
Other attractions/festivals/special events	20	2.67
Fort Gaines	19	2.54
Oakleigh Period House Museum Complex	14	1.87
Richard-DAR House Museum	13	1.74
Bragg-Mitchell Mansion	8	1.07
Mobile Greyhound Park	8	1.07
Wildland expeditions	5	0.67
Total	749	100.00

Note: Total was less than number of surveys (837) because many respondents probably visited Mobile strictly for the Dead Sea Scrolls Exhibit.