

Mobile Museum of Art  
Exit Survey of Visitors  
2004 Annual Report

CBER Research Report #58

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**Mobile Museum of Art  
2004 Summary  
Total Surveys: 229**

| <b>1. Primary Residential States</b> | <b>Total</b> | <b>Percentage</b> |
|--------------------------------------|--------------|-------------------|
| Alabama                              | 46           | 20.18             |
| Florida                              | 32           | 14.04             |
| Louisiana                            | 28           | 12.28             |
| Mississippi                          | 14           | 6.14              |
| Georgia                              | 10           | 4.39              |
| California                           | 9            | 3.95              |
| Pennsylvania                         | 9            | 3.95              |
| Texas                                | 8            | 3.51              |
| Missouri                             | 6            | 2.63              |
| New Jersey                           | 6            | 2.63              |
| New York                             | 6            | 2.63              |
| Michigan                             | 5            | 2.19              |
| Minnesota                            | 4            | 1.75              |
| South Carolina                       | 4            | 1.75              |
| Tennessee                            | 4            | 1.75              |
| Arkansas                             | 3            | 1.32              |
| North Carolina                       | 3            | 1.32              |
| Arizona                              | 2            | 0.88              |
| Kansas                               | 2            | 0.88              |
| Maryland                             | 2            | 0.88              |
| Oklahoma                             | 2            | 0.88              |
| Washington                           | 2            | 0.88              |
| Colorado                             | 1            | 0.44              |
| District of Columbia                 | 1            | 0.44              |
| Illinois                             | 1            | 0.44              |
| Iowa                                 | 1            | 0.44              |
| Kentucky                             | 1            | 0.44              |
| Massachusetts                        | 1            | 0.44              |
| Nebraska                             | 1            | 0.44              |
| Nevada                               | 1            | 0.44              |
| New Mexico                           | 1            | 0.44              |
| Ohio                                 | 1            | 0.44              |
| Virginia                             | 1            | 0.44              |
| Austria                              | 1            | 0.44              |
| Canada                               | 2            | 0.88              |
| China                                | 1            | 0.44              |
| France                               | 3            | 1.32              |
| Japan                                | 2            | 0.88              |
| Venezuela                            | 1            | 0.44              |
| <b>Total</b>                         | <b>228</b>   | <b>100.00</b>     |

| 2. Primary Reason for Trip to the Mobile area | Total      | Percentage    |
|---|------------|---------------|
| visiting friends/relatives                    | 75         | 33.48         |
| vacation/pleasure trip                        | 129        | 57.59         |
| business trip                                 | 17         | 7.59          |
| convention                                    | 2          | 0.89          |
| tour group                                    | 1          | 0.45          |
| <b>Total</b>                                  | <b>224</b> | <b>100.00</b> |

| 3. Number of People in Group | Total       | Percentage    |
|------------------------------|-------------|---------------|
| 1                            | 36          | 16.14         |
| 2                            | 107         | 47.98         |
| 3                            | 35          | 15.70         |
| 4                            | 27          | 12.11         |
| 5                            | 9           | 4.04          |
| 6                            | 6           | 2.69          |
| 7                            | 1           | 0.45          |
| 8                            | 1           | 0.45          |
| 9                            | 1           | 0.45          |
| <b>Total</b>                 | <b>223</b>  | <b>100.00</b> |
| <b>Average Group Size</b>    | <b>2.55</b> |               |

| 4. Length of Stay in Mobile | Total      | Percentage    |
|-----------------------------|------------|---------------|
| day-trip only               | 54         | 25.12         |
| 1 night                     | 11         | 5.12          |
| 2 nights                    | 53         | 24.65         |
| 3 or more nights            | 97         | 45.12         |
| <b>Total</b>                | <b>215</b> | <b>100.00</b> |

| 5. Information Sources Used in Deciding to Visit Mobile | Total      | Percentage    |
|---|------------|---------------|
| friends/relatives                                       | 76         | 32.90         |
| travel agency   | 4          | 1.73          |
| welcome center  | 24         | 10.39         |
| billboards  | 5          | 2.16          |
| brochures   | 26         | 11.26         |
| magazine/newspaper                                      | 41         | 17.75         |
| television/radio  | 1          | 0.43          |
| internet/web site                                       | 24         | 10.39         |
| other   | 30         | 12.99         |
| <b>Total</b>  | <b>231</b> | <b>100.00</b> |

| 6. Attractions Visited or Planned to Visit | Total      | Percentage    |
|--|------------|---------------|
| Bellingrath Gardens & Home                 | 51         | 24.40         |
| Bragg-Mitchell Mansion                     | 5          | 2.39          |
| Conde-Charlotte Museum House               | 3          | 1.44          |
| Cruise ships                               | 4          | 1.91          |
| Dauphin Island Estuarium & Sea Lab         | 17         | 8.13          |
| Fort Conde Museum & Welcome Center         | 11         | 5.26          |
| Fort Gaines                                | 14         | 6.70          |
| Gulf Coast Exploreum & IMAX                | 13         | 6.22          |
| Mobile Greyhound Park                      | 0          | 0.00          |
| Museum of Mobile                           | 29         | 13.88         |
| Oakleigh Period House Museum Complex       | 6          | 2.87          |
| Richard-DAR House Museum                   | 4          | 1.91          |
| USS Alabama Battleship Memorial Park       | 27         | 12.92         |
| Wildland expeditions                       | 3          | 1.44          |
| Other attractions/festivals/special events | 22         | 10.53         |
| <b>Total</b>                               | <b>209</b> | <b>100.00</b> |

| 7. Ranking of Overall Visit to Mobile Museum of Art | Total       | Percentage    |
|---|-------------|---------------|
| 1   | 0           | 0.00          |
| 2   | 0           | 0.00          |
| 3   | 3           | 3.16          |
| 4   | 4           | 4.21          |
| 5   | 88          | 92.63         |
| <b>Total</b>  | <b>95</b>   | <b>100.00</b> |
| <b>Average Ranking</b>                              | <b>4.90</b> |               |

Mobile Museum of Art  
Visitors' Comments  
2004

**April-June**

- People very friendly!
- Very interesting
- Not have enough signs
- Excellent museum, beautiful building
- A very worthwhile experience
- Just great!
- Loving Community- Courteous staff- Open to talk of their city and love of our visiting them.
- Amazing and beautiful!
- You have a beautiful facility here at the Mobile Museum of Art
- Quiet, interesting
- Mobile is a very very enjoyable place!
- Great
- Invited to tour Mobile Museum of Art by Norma Calder volunteer
- Filled in by Rubye. Customers "do not like to be annoyed with survey"
- Do not wish to fill out information via Rubye...comments at desk
- Had so much fun last year wanted to come back
- Read about Mobile Museum of Art in the Press and Business Journals. Memphis, TN

**October-December**

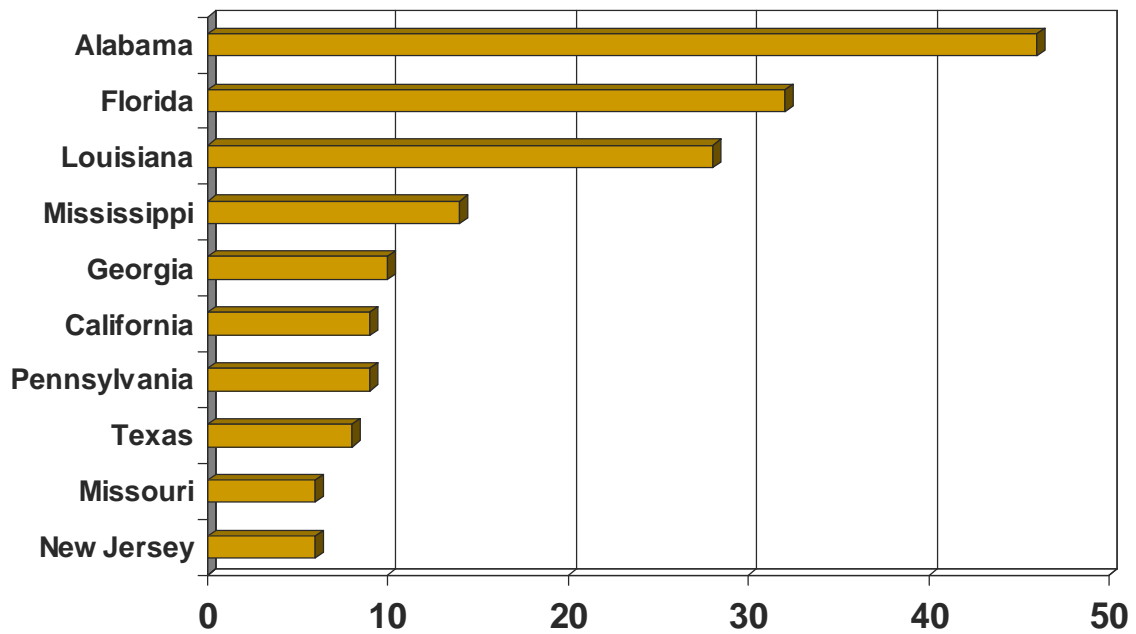
- Beautiful, powerful & lush. Great upgrade.
- Enjoyed the city; people have been wonderful.
- Always enjoy Mobile
- Renaissance Magazine
- I've enjoyed my past visits; they did a great job with the renovation. I would enjoy seeing more exhibits here in the future, especially some more modern art.
- Wonderful city; the people here are very hospitable. Truly enjoyed your museum. It is one of the best kept secrets in Mobile.
- Good



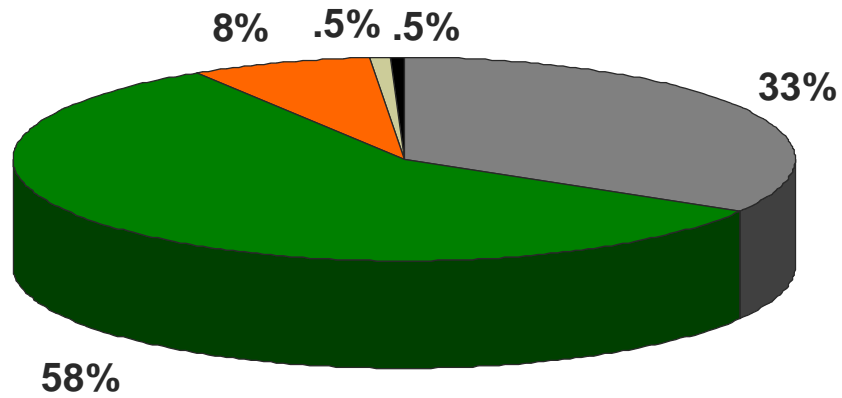
Mobile Museum of Art

2004 PowerPoint presentation

# Top Ten Residential States

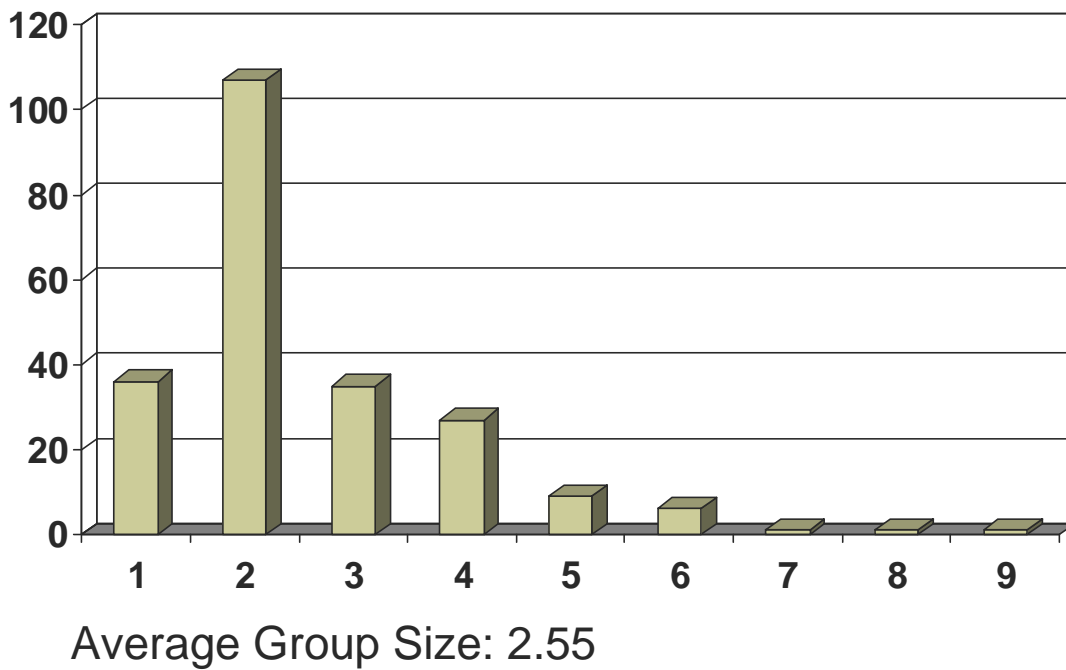


# [ Reason for Visiting Mobile ]

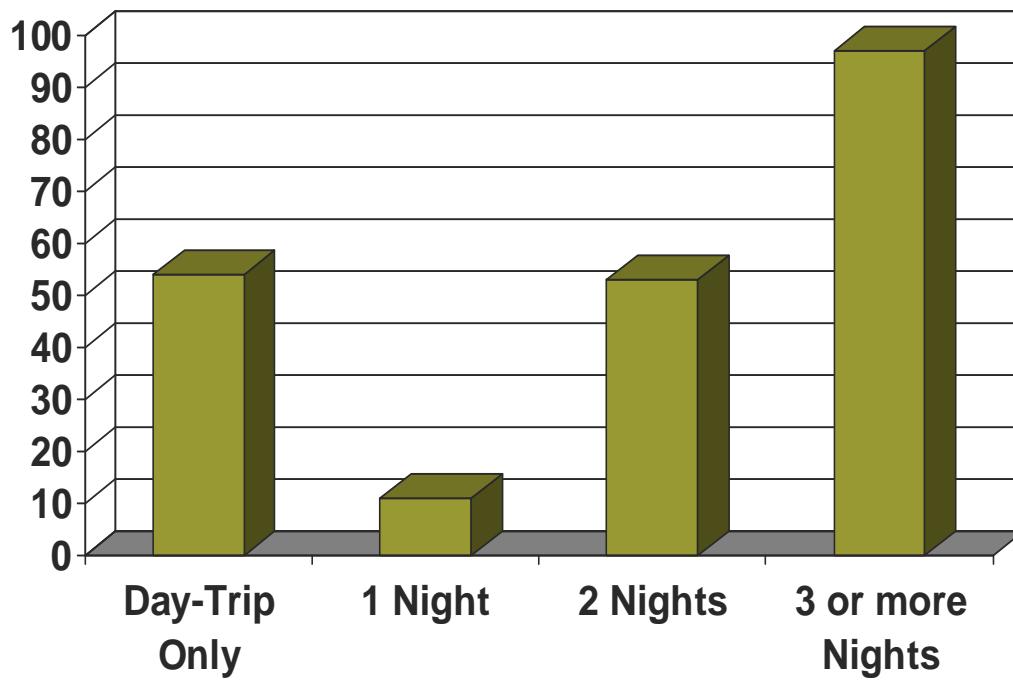


- Visiting Friends/Relatives
- Vacation/Pleasure Trip
- Business Trip
- Convention
- Tour Group

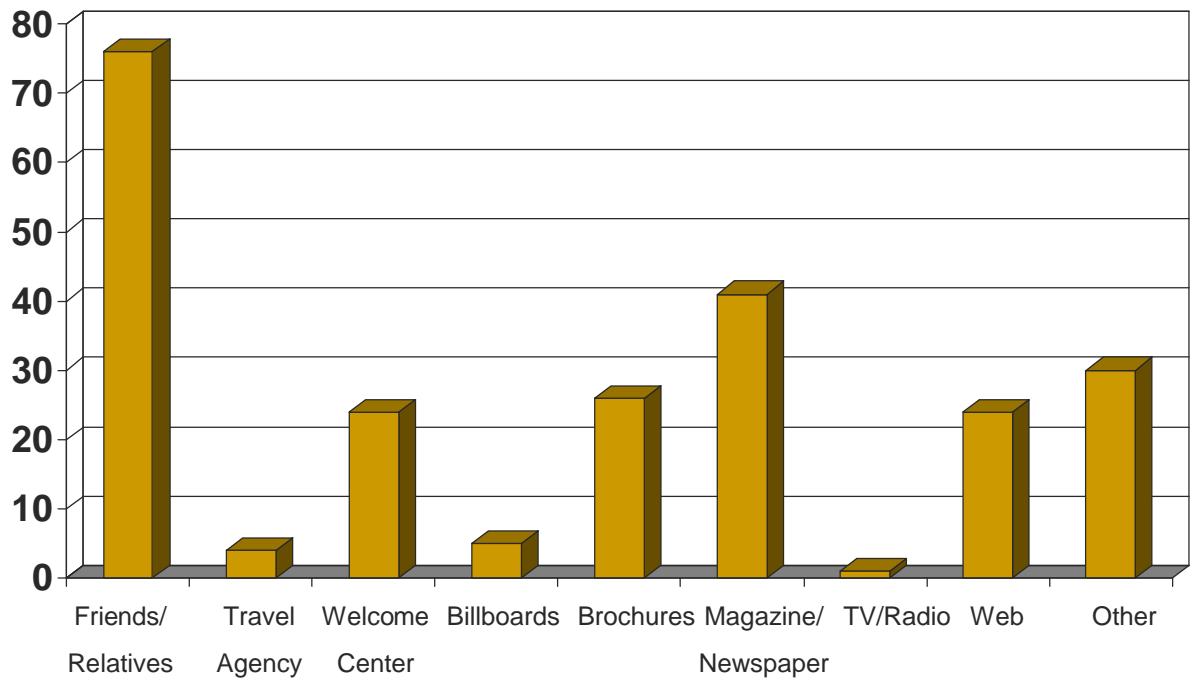
# [ Number of People in Group ]



# [ Length of Stay in Mobile ]



# [ Information Sources Used ]



## [ Other Attractions Visited or Planned to Visit by Museum of Art Visitors ]

|                                    |    |  |     |
|------------------------------------|----|--|-----|
| Bellingrath Gardens & Home         | 51 | Mobile Greyhound Park                          | 0   |
| Bragg-Mitchell Mansion             | 5  | Museum of Mobile                               | 29  |
| Conde-Charlotte Museum House       | 3  | Oakleigh Period House Museum Complex           | 6   |
| Cruise ships                       | 4  | Richard-DAR House Museum                       | 4   |
| Dauphin Island Estuarium & Sea Lab | 17 | USS Alabama Battleship Memorial Park           | 27  |
| Fort Conde Museum & Welcome Center | 11 | Wildland Expeditions                           | 3   |
| Fort Gaines                        | 14 | Other attractions/<br>festivals/special events | 22  |
| Gulf Coast Exploreum & IMAX        | 13 | TOTAL  | 209 |

**Mobile Museum of Art**  
**Cross tables: Primary Reason for Trip to the Mobile area**  
**2004**

The following are responses from 75 visitors **visiting friends/relatives**

| Length of Stay in Mobile | Total     | Percentage    |
|--------------------------|-----------|---------------|
| day-trip only            | 6         | 8.57          |
| 1 night                  | 4         | 5.71          |
| 2 nights                 | 13        | 18.57         |
| 3 or more nights         | 47        | 67.14         |
| <b>Total</b>             | <b>70</b> | <b>100.00</b> |

| Information Sources Used in Deciding to Visit Mobile | Total     | Percentage    |
|--|-----------|---------------|
| friends/relatives                                    | 53        | 64.63         |
| travel agency  | 0         | 0.00          |
| welcome center                                       | 3         | 3.66          |
| billboards   | 3         | 3.66          |
| brochures  | 4         | 4.88          |
| magazine/newspaper                                   | 9         | 10.98         |
| television/radio                                     | 0         | 0.00          |
| internet/web site                                    | 5         | 6.10          |
| other  | 5         | 6.10          |
| <b>Total</b>   | <b>82</b> | <b>100.00</b> |

| Attractions Visited or Planned to Visit    | Total     | Percentage    |
|--|-----------|---------------|
| Bellingrath Gardens & Home                 | 22        | 29.33         |
| Bragg-Mitchell Mansion                     | 3         | 4.00          |
| Conde-Charlotte Museum House               | 2         | 2.67          |
| Cruise ships                               | 3         | 4.00          |
| Dauphin Island Estuarium & Sea Lab         | 5         | 6.67          |
| Fort Conde Museum & Welcome Center         | 6         | 8.00          |
| Fort Gaines                                | 5         | 6.67          |
| Gulf Coast Exploreum & IMAX                | 3         | 4.00          |
| Mobile Greyhound Park                      | 0         | 0.00          |
| Museum of Mobile                           | 9         | 12.00         |
| Oakleigh Period House Museum Complex       | 2         | 2.67          |
| Richard-DAR House Museum                   | 1         | 1.33          |
| USS Alabama Battleship Memorial Park       | 7         | 9.33          |
| Wildland expeditions                       | 2         | 2.67          |
| Other attractions/festivals/special events | 5         | 6.67          |
| <b>Total</b>                               | <b>75</b> | <b>100.00</b> |

The following are responses from **129** visitors on a **vacation/pleasure trip**

| <b>Length of Stay in Mobile</b> | <b>Total</b> | <b>Percentage</b> |
|---------------------------------|--------------|-------------------|
| day-trip only                   | 41           | 33.61             |
| 1 night                         | 6            | 4.92              |
| 2 nights                        | 34           | 27.87             |
| 3 or more nights                | 41           | 33.61             |
| <b>Total</b>                    | <b>122</b>   | <b>100.00</b>     |

| <b>Information Sources Used in Deciding to Visit Mobile</b> | <b>Total</b> | <b>Percentage</b> |
|---|--------------|-------------------|
| friends/relatives   | 21           | 16.67             |
| travel agency   | 2            | 1.59              |
| welcome center  | 19           | 15.08             |
| billboards  | 1            | 0.79              |
| brochures   | 17           | 13.49             |
| magazine/newspaper  | 30           | 23.81             |
| television/radio  | 1            | 0.79              |
| internet/web site   | 17           | 13.49             |
| other   | 18           | 14.29             |
| <b>Total</b>  | <b>126</b>   | <b>100.00</b>     |

| <b>Attractions Visited or Planned to Visit</b> | <b>Total</b> | <b>Percentage</b> |
|--|--------------|-------------------|
| Bellingrath Gardens & Home                     | 23           | 21.90             |
| Bragg-Mitchell Mansion                         | 1            | 0.95              |
| Conde-Charlotte Museum House                   | 0            | 0.00              |
| Cruise ships                                   | 0            | 0.00              |
| Dauphin Island Estuarium & Sea Lab             | 11           | 10.48             |
| Fort Conde Museum & Welcome Center             | 3            | 2.86              |
| Fort Gaines                                    | 8            | 7.62              |
| Gulf Coast Exploreum & IMAX                    | 8            | 7.62              |
| Mobile Greyhound Park                          | 0            | 0.00              |
| Museum of Mobile                               | 15           | 14.29             |
| Oakleigh Period House Museum Complex           | 2            | 1.90              |
| Richard-DAR House Museum                       | 1            | 0.95              |
| USS Alabama Battleship Memorial Park           | 15           | 14.29             |
| Wildland expeditions                           | 1            | 0.95              |
| Other attractions/festivals/special events     | 17           | 16.19             |
| <b>Total</b>                                   | <b>105</b>   | <b>100.00</b>     |

The following are responses from 17 visitors on a **business trip**

| <b>Length of Stay in Mobile</b> | <b>Total</b> | <b>Percentage</b> |
|---------------------------------|--------------|-------------------|
| day-trip only                   | 3            | 20.00             |
| 1 night                         | 1            | 6.67              |
| 2 nights                        | 4            | 26.67             |
| 3 or more nights                | 7            | 46.67             |
| <b>Total</b>                    | <b>15</b>    | <b>100.00</b>     |

| <b>Information Sources Used in Deciding to Visit Mobile</b> | <b>Total</b> | <b>Percentage</b> |
|---|--------------|-------------------|
| friends/relatives   | 0            | 0.00              |
| travel agency   | 2            | 11.76             |
| welcome center  | 2            | 11.76             |
| billboards  | 1            | 5.88              |
| brochures   | 3            | 17.65             |
| magazine/newspaper  | 1            | 5.88              |
| television/radio  | 0            | 0.00              |
| internet/web site   | 1            | 5.88              |
| other   | 7            | 41.18             |
| <b>Total</b>  | <b>17</b>    | <b>100.00</b>     |

| <b>Attractions Visited or Planned to Visit</b> | <b>Total</b> | <b>Percentage</b> |
|--|--------------|-------------------|
| Bellingrath Gardens & Home                     | 5            | 22.73             |
| Bragg-Mitchell Mansion                         | 1            | 4.55              |
| Conde-Charlotte Museum House                   | 1            | 4.55              |
| Cruise ships                                   | 0            | 0.00              |
| Dauphin Island Estuarium & Sea Lab             | 1            | 4.55              |
| Fort Conde Museum & Welcome Center             | 1            | 4.55              |
| Fort Gaines                                    | 1            | 4.55              |
| Gulf Coast Exploreum & IMAX                    | 2            | 9.09              |
| Mobile Greyhound Park                          | 0            | 0.00              |
| Museum of Mobile                               | 4            | 18.18             |
| Oakleigh Period House Museum Complex           | 2            | 9.09              |
| Richard-DAR House Museum                       | 1            | 4.55              |
| USS Alabama Battleship Memorial Park           | 3            | 13.64             |
| Wildland expeditions                           | 0            | 0.00              |
| Other attractions/festivals/special events     | 0            | 0.00              |
| <b>Total</b>                                   | <b>22</b>    | <b>100.00</b>     |

The following are responses from 2 visitors in Mobile for a **convention**

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

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

| <b>Attractions Visited or Planned to Visit</b> | <b>Total</b> | <b>Percentage</b> |
|--|--------------|-------------------|
| Bellingrath Gardens & Home                     | 1            | 14.29             |
| Bragg-Mitchell Mansion                         | 0            | 0.00              |
| Conde-Charlotte Museum House                   | 0            | 0.00              |
| Cruise ships                                   | 1            | 14.29             |
| Dauphin Island Estuarium & Sea Lab             | 0            | 0.00              |
| Fort Conde Museum & Welcome Center             | 1            | 14.29             |
| Fort Gaines                                    | 0            | 0.00              |
| Gulf Coast Exploreum & IMAX                    | 0            | 0.00              |
| Mobile Greyhound Park                          | 0            | 0.00              |
| Museum of Mobile                               | 1            | 14.29             |
| Oakleigh Period House Museum Complex           | 0            | 0.00              |
| Richard-DAR House Museum                       | 1            | 14.29             |
| USS Alabama Battleship Memorial Park           | 2            | 28.57             |
| Wildland expeditions                           | 0            | 0.00              |
| Other attractions/festivals/special events     | 0            | 0.00              |
| <b>Total</b>                                   | <b>7</b>     | <b>100.00</b>     |

**Mobile Museum of Art**  
**Cross tables: Length of Stay in Mobile**  
**2004**

The following are responses from **54 day-trip only** visitors

| Primary Reason for Trip to the Mobile area | Total     | Percentage    |
|--|-----------|---------------|
| vacation/pleasure trip                     | 41        | 82.00         |
| visiting friends/relatives                 | 6         | 12.00         |
| tour group                                 | 3         | 6.00          |
| business trip                              | 0         | 0.00          |
| convention                                 | 0         | 0.00          |
| <b>Total</b>                               | <b>50</b> | <b>100.00</b> |

| Information Sources Used in Deciding to Visit Mobile | Total     | Percentage    |
|--|-----------|---------------|
| friends/relatives                                    | 11        | 20.75         |
| travel agency  | 1         | 1.89          |
| welcome center                                       | 4         | 7.55          |
| billboards   | 1         | 1.89          |
| brochures  | 4         | 7.55          |
| magazine/newspaper                                   | 11        | 20.75         |
| television/radio                                     | 1         | 1.89          |
| internet/web site                                    | 10        | 18.87         |
| other  | 10        | 18.87         |
| <b>Total</b>   | <b>53</b> | <b>100.00</b> |

| Attractions Visited or Planned to Visit    | Total     | Percentage    |
|--|-----------|---------------|
| Bellingrath Gardens & Home                 | 7         | 15.91         |
| Bragg-Mitchell Mansion                     | 1         | 2.27          |
| Conde-Charlotte Museum House               | 1         | 2.27          |
| Cruise ships                               | 0         | 0.00          |
| Dauphin Island Estuarium & Sea Lab         | 4         | 9.09          |
| Fort Conde Museum & Welcome Center         | 2         | 4.55          |
| Fort Gaines                                | 4         | 9.09          |
| Gulf Coast Exploreum & IMAX                | 5         | 11.36         |
| Mobile Greyhound Park                      | 0         | 0.00          |
| Mobile Museum of Art                       | 4         | 9.09          |
| Oakleigh Period House Museum Complex       | 1         | 2.27          |
| Richard-DAR House Museum                   | 1         | 2.27          |
| USS Alabama Battleship Memorial Park       | 5         | 11.36         |
| Wildland expeditions                       | 0         | 0.00          |
| Other attractions/festivals/special events | 9         | 20.45         |
| <b>Total</b>                               | <b>44</b> | <b>100.00</b> |

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

| Primary Reason for Trip to the Mobile area | Total     | Percentage    |
|--|-----------|---------------|
| visiting friends/relatives                 | 4         | 36.36         |
| vacation/pleasure trip                     | 6         | 54.55         |
| business trip                              | 1         | 9.09          |
| convention                                 | 0         | 0.00          |
| tour group                                 | 0         | 0.00          |
| <b>Total</b>                               | <b>11</b> | <b>100.00</b> |

| Information Sources Used in Deciding to Visit Mobile | Total     | Percentage    |
|--|-----------|---------------|
| friends/relatives                                    | 4         | 40.00         |
| travel agency  | 0         | 0.00          |
| welcome center                                       | 1         | 10.00         |
| billboards   | 0         | 0.00          |
| brochures  | 2         | 20.00         |
| magazine/newspaper                                   | 1         | 10.00         |
| television/radio                                     | 0         | 0.00          |
| internet/web site                                    | 1         | 10.00         |
| other  | 1         | 10.00         |
| <b>Total</b>   | <b>10</b> | <b>100.00</b> |

| Attractions Visited or Planned to Visit    | Total    | Percentage    |
|--|----------|---------------|
| Bellingrath Gardens & Home                 | 1        | 50.00         |
| Bragg-Mitchell Mansion                     | 0        | 0.00          |
| Conde-Charlotte Museum House               | 0        | 0.00          |
| Cruise ships                               | 0        | 0.00          |
| Dauphin Island Estuarium & Sea Lab         | 0        | 0.00          |
| Fort Conde Museum & Welcome Center         | 0        | 0.00          |
| Fort Gaines                                | 0        | 0.00          |
| Gulf Coast Exploreum & IMAX                | 0        | 0.00          |
| Mobile Greyhound Park                      | 0        | 0.00          |
| Mobile Museum of Art                       | 0        | 0.00          |
| Oakleigh Period House Museum Complex       | 0        | 0.00          |
| Richard-DAR House Museum                   | 0        | 0.00          |
| USS Alabama Battleship Memorial Park       | 1        | 50.00         |
| Wildland expeditions                       | 0        | 0.00          |
| Other attractions/festivals/special events | 0        | 0.00          |
| <b>Total</b>                               | <b>2</b> | <b>100.00</b> |

The following are responses from **53** visitors staying **2 nights**

| Primary Reason for Trip to the Mobile area | Total     | Percentage    |
|--|-----------|---------------|
| visiting friends/relatives                 | 13        | 25.00         |
| vacation/pleasure trip                     | 34        | 65.38         |
| business trip                              | 4         | 7.69          |
| convention                                 | 1         | 1.92          |
| tour group                                 | 0         | 0.00          |
| <b>Total</b>                               | <b>52</b> | <b>100.00</b> |

| Information Sources Used in Deciding to Visit Mobile | Total     | Percentage    |
|--|-----------|---------------|
| friends/relatives                                    | 18        | 32.73         |
| travel agency  | 1         | 1.82          |
| welcome center                                       | 4         | 7.27          |
| billboards   | 2         | 3.64          |
| brochures  | 9         | 16.36         |
| magazine/newspaper                                   | 10        | 18.18         |
| television/radio                                     | 0         | 0.00          |
| internet/web site                                    | 5         | 9.09          |
| other  | 6         | 10.91         |
| <b>Total</b>   | <b>55</b> | <b>100.00</b> |

| Attractions Visited or Planned to Visit    | Total     | Percentage    |
|--|-----------|---------------|
| Bellingrath Gardens & Home                 | 11        | 28.95         |
| Bragg-Mitchell Mansion                     | 0         | 0.00          |
| Conde-Charlotte Museum House               | 1         | 2.63          |
| Cruise ships                               | 0         | 0.00          |
| Dauphin Island Estuarium & Sea Lab         | 4         | 10.53         |
| Fort Conde Museum & Welcome Center         | 1         | 2.63          |
| Fort Gaines                                | 2         | 5.26          |
| Gulf Coast Exploreum & IMAX                | 0         | 0.00          |
| Mobile Greyhound Park                      | 0         | 0.00          |
| Mobile Museum of Art                       | 9         | 23.68         |
| Oakleigh Period House Museum Complex       | 1         | 2.63          |
| Richard-DAR House Museum                   | 0         | 0.00          |
| USS Alabama Battleship Memorial Park       | 7         | 18.42         |
| Wildland expeditions                       | 0         | 0.00          |
| Other attractions/festivals/special events | 2         | 5.26          |
| <b>Total</b>                               | <b>38</b> | <b>100.00</b> |

The following are responses from **97** visitors staying **3 or more nights**

| Primary Reason for Trip to the Mobile area | Total     | Percentage    |
|--|-----------|---------------|
| visiting friends/relatives                 | 47        | 48.45         |
| vacation/pleasure trip                     | 41        | 42.27         |
| business trip                              | 2         | 2.06          |
| convention                                 | 7         | 7.22          |
| tour group                                 | 0         | 0.00          |
| <b>Total</b>                               | <b>97</b> | <b>100.00</b> |

| Information Sources Used in Deciding to Visit Mobile | Total      | Percentage    |
|--|------------|---------------|
| friends/relatives                                    | 41         | 39.05         |
| travel agency  | 2          | 1.90          |
| welcome center                                       | 15         | 14.29         |
| billboards   | 2          | 1.90          |
| brochures  | 8          | 7.62          |
| magazine/newspaper                                   | 17         | 16.19         |
| television/radio                                     | 0          | 0.00          |
| internet/web site                                    | 8          | 7.62          |
| other  | 12         | 11.43         |
| <b>Total</b>   | <b>105</b> | <b>100.00</b> |

| Attractions Visited or Planned to Visit    | Total      | Percentage    |
|--|------------|---------------|
| Bellingrath Gardens & Home                 | 31         | 25.62         |
| Bragg-Mitchell Mansion                     | 4          | 3.31          |
| Conde-Charlotte Museum House               | 1          | 0.83          |
| Cruise ships                               | 4          | 3.31          |
| Dauphin Island Estuarium & Sea Lab         | 8          | 6.61          |
| Fort Conde Museum & Welcome Center         | 8          | 6.61          |
| Fort Gaines                                | 8          | 6.61          |
| Gulf Coast Exploreum & IMAX                | 7          | 5.79          |
| Mobile Greyhound Park                      | 0          | 0.00          |
| Mobile Museum of Art                       | 16         | 13.22         |
| Oakleigh Period House Museum Complex       | 4          | 3.31          |
| Richard-DAR House Museum                   | 3          | 2.48          |
| USS Alabama Battleship Memorial Park       | 13         | 10.74         |
| Wildland expeditions                       | 3          | 2.48          |
| Other attractions/festivals/special events | 11         | 9.09          |
| <b>Total</b>                               | <b>121</b> | <b>100.00</b> |