

The Museum of Mobile
Exit Survey of Visitors
2004 Annual Report

CBER Research Report #59

Prepared by

Helena Cowan & Semoon Chang
Center for Business & Economic Research
Mitchell College of Business
University of South Alabama

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**The Museum of Mobile
2004 Summary
Total Surveys: 349**

1. Primary Residential States	Total	Percentage
Alabama	75	21.55
Florida	28	8.05
Mississippi	24	6.90
Louisiana	23	6.61
California	22	6.32
Georgia	22	6.32
Texas	15	4.31
Pennsylvania	9	2.59
Illinois	7	2.01
Tennessee	7	2.01
Michigan	6	1.72
Missouri	6	1.72
New York	6	1.72
North Carolina	6	1.72
Ohio	6	1.72
Arkansas	5	1.44
Kentucky	5	1.44
Oregon	5	1.44
South Carolina	5	1.44
Arizona	4	1.15
Colorado	4	1.15
Kansas	4	1.15
Indiana	4	1.15
Virginia	4	1.15
Connecticut	3	0.86
Maryland	3	0.86
New Jersey	3	0.86
Alaska	2	0.57
Massachusetts	2	0.57
Utah	2	0.57
Washington	2	0.57
District of Columbia	1	0.29
Delaware	1	0.29
Indiana	1	0.29
Iowa	1	0.29
Minnesota	1	0.29
Nebraska	1	0.29
New Hampshire	1	0.29
New Mexico	1	0.29
West Virginia	1	0.29
Wisconsin	1	0.29
Belgium	1	0.29
Brazil	1	0.29
Canada	2	0.57
France	1	0.29
Germany	7	2.01
Japan	1	0.29
Puerto Rico	1	0.29
The Netherlands	2	0.57
United Kingdom	3	0.86
Total	348	100.00

2. Primary Reason for Trip to the Mobile area	Total	Percentage
visiting friends/relatives	83	23.99
vacation/pleasure trip	187	54.05
business trip	27	7.80
convention	36	10.40
tour group	13	3.76
Total	346	100.00

3. Number of People in Group	Total	Percentage
1	29	8.84
2	150	45.73
3	56	17.07
4	55	16.77
5	17	5.18
6	8	2.44
7	5	1.52
8	2	0.61
9	3	0.91
10	1	0.30
12	2	0.61
Total	328	100.00
Average Group Size	2.93	

4. Length of Stay in Mobile	Total	Percentage
day-trip only	100	28.82
1 night	50	14.41
2 nights	49	14.12
3 or more nights	148	42.65
Total	347	100.00

5. Information Sources Used in Deciding to Visit Mobile	Total	Percentage
friends/relatives	135	30.07
travel agency	9	2.00
welcome center	62	13.81
billboards	11	2.45
brochures	60	13.36
magazine/newspaper	29	6.46
television/radio	16	3.56
internet/web site	58	12.92
other	69	15.37
Total	449	100.00

6. Attractions Visited or Planned to Visit	Total	Percentage
Bellingrath Gardens & Home	125	12.79
Bragg-Mitchell Mansion	27	2.76
Conde-Charlotte Museum House	73	7.47
Cruise ships	17	1.74
Dauphin Island Estuarium & Sea Lab	69	7.06
Fort Conde Museum & Welcome Center	205	20.98
Fort Gaines	47	4.81
Gulf Coast Exploreum & IMAX	70	7.16
Mobile Greyhound Park	11	1.13
Museum of Art	88	9.01
Oakleigh Period House Museum Complex	36	3.68
Richard-DAR House Museum	15	1.54
USS Alabama Battleship Memorial Park	156	15.97
Wildland expeditions	12	1.23
Other attractions/festivals/special events	26	2.66
Total	977	100.00

7. Ranking of Overall Visit to The Museum of Mobile	Total	Percentage
1	0	0.00
2	0	0.00
3	8	3.79
4	50	23.70
5	153	72.51
Total	211	100.00
Average Ranking	4.69	

The Museum of Mobile
Visitors' Comments
2004

April-June

- Interesting to learn something about the history of Mobile
- You really need to open the St. Francis Street Methodist Church with the Tiffany stained glass windows. I would love to see it—and I'm sure it would be a big tourist attraction—Thanks!
- Very Fine Museum
- Very Interesting—Thanks!
- I really enjoyed the Gulf Exhibit
- Employees very helpful
- Wonderful place to visit
- Very educational and extremely interesting
- It is a must to see overall history of Mobile – Very explanatory. MODA was great and drivers very helpful.
- Museum very interesting and informative
- Enjoyed
- Beautiful and informative! Thank you!
- Great museum and adaptive sense of building
- You have a helpful staff and it was a pleasure to visit
- Very good
- People here in Mobile have been exceedingly nice to me. This is a beautiful building
- Thanks for your friendly people!
- Try to expand Civil War exhibits
- Better transportation to outlying areas
- Excellent Exhibition—Well displayed. (Air conditioning working overtime—Little cool!!)
- Enjoyed out tour in Museum .We did a lot of reading of old history.
- Good food, Very friendly people
- Enjoyed trip very much. People in Mobile seem very nice. Really enjoyed the MODA shuttle bus.
- There should be information in other languages
- Great tour!
- Very well thought out—Thanks ☺
- Very informative
- Everyone is very friendly and helpful
- You have progressed since our last visit in 1978
- Great place
- Extremely informative
- Where are all of the exhibits that were in the old museum on Gov't St.??
- Very helpful people—friendly
- The “Old Way New Days” exhibit was exceptional!
- The new museum is really wonderful

- Beautiful city, wonderful Museum, very nice people
- Very nice
- Very friendly attractive city
- Lovely city—warm friendly people, great seafood
- More dress up clothes
- This is the beautiful presentation of the history of Mobile. We have a new vision of the area and respect for such a lovely city. Keep promoting it—it has so much to offer and many more need to discover it!
- Above expectations—where are all the Mardi Gras gowns?
- A lot more than expected!
- The African American quilt exhibit was excellent—I appreciated the explanations, the modern art comparisons and the African textiles.
- I'll tell my husband that I saw the baseball that Hank Aaron beat Babe Ruth's record. He's a baseball fan!!
- People are extra special nice, friendly, & helpful
- Wonderful to learn all the true historical events and value of Mobile, AL
- Very interesting—too much to absorb in one visit, like all museums.
- This is one of the most beautiful museums we have ever seen. Thank you
- Very friendly people, lovely city
- We are continuous travelers. Two years ago we visited the Museum while waiting for a parade. The Museum closed early and we only had 30 minutes here. We traveled specifically to Mobile to see the rest of the Museum which we consider one of the best we have been to in more than 100,000 miles of touring by RV.
- Create overall direction throughout Museum—continuous line to insure viewing entire exhibit 1st & 2nd floor.
- Enjoy visit.
- Great! Enjoyed the visit.
- We have had a great visit. Everyone was eager to assist & give directions, etc.
- Very informative. Great history of the city and growth. Quilt exhibit very nice.
- Very impressive
- Great!!
- Great! Your museum has the look and feel of NYC museums.
- We are really enjoying our visit and the citizens of Mobile are very friendly!
- A rich history!
- This is our 2nd visit...we saw things we don't remember from our 1st visit.
- Beautiful city and wonderful people.
- Great Museum—Great for kiddies & adults.
- Wonderful motorcycle exhibit and dollhouses very educational. Thanks
- Nice
- People are so nice
- Visit MOM due to presentation on T.V.
- Beautiful city—well kept
- So glad Mobile is preserving its old buildings
- We all thoroughly enjoyed all the exhibits although we drove from Gulf Shores specifically for the Motorcycle exhibit. The staff is the friendliest I have encountered recently!

- The people are great & friendly!
- This is a wonderful museum
- Both the Conde Museum & the Museum of Mobile are well maintained. For a historian, I appreciated the large amount of information that the museums provided.
- Staff very friendly.
- We really have enjoyed it
- Mobile is a very nice city!
- Exhibits are interesting and informative, just wish more could be shown
- The Museum is very interesting, very educational.
- Very nice
- Everybody here is very helpful and friendly. The exhibits were great!
- Friendly folks!
- Outstanding museum—thoroughly enjoyed it
- It was GREAT!!
- Charming museum
- A fine history and “tour” through the years—well done
- Wonderful—exhibits are exceptionally creative and enjoyable. Thanks! Great job!!
- Very enjoyable, well done museum
- We have really enjoyed the people down here.
- We love the charm and character of this city.
- Great
- The houses are very detailed and the people of Ala. are very friendly
- Good exhibit
- Great museum; bring back downtown
- Very nice artifact collection & displays
- Very enjoyable
- Very educational and enjoyable
- Very nice and pleasant place, you have a very beautiful city and need very little change.
- Enjoyed it very much
- Enjoyed the Museum. It is above average in quality.
- Great service and friendly.
- We are enjoying the beautiful city of Mobile. People we have met have been very polite and enjoyable. We are very impressed with Mobile.
- Excellent displays
- Very well done. Gives one an appreciation of who and what built Mobile and this country.
- Very pleasant and charming
- Very enjoyable and informative

July-September

- It was wonderful. I loved the miniature houses (my favorite part)
- Very nice
- Not as pleasurable as the last visit. The motorcycle exhibit was great!
- Excellent display of history and modern day Mobile
- Excellent. Nice people.
- Renovations & Displays very tastefully perfected
- Complete Museum
- The Black History Museum was full of history and artifacts. –National African American Archives & Museum
- Very interesting and enjoyable
- Great! We've learned a lot! Thanks!
- Enjoyed visiting museums
- Nice place!
- We loved your museum, Enjoyed our stay.
- Lovely city and people.
- I thoroughly enjoyed the museum.
- Wonderful and informative museum
- It was super!
- Excellent exhibition!
- The employees were very nice and helpful. We'll be back.
- Nice museum
- Great exhibits
- Nice place to visit
- We enjoyed the museum, it was very educational
- Great motorcycles!
- Great museum, interesting and creative exhibits.
- Enjoyed the museum a lot, The workers were very kind and pleasant
- The Museum of Mobile was great.
- Really enjoyed the exhibits at Museum of Mobile. Employees were friendly and helpful!
- Great people!
- ☺!
- We really enjoyed the museum. We loved the motorcycle exhibit. Mobile is a beautiful city.
- Very interesting info on Mobile. Lived here 40+ years and never visited here.
- Enjoyed historical districts esp./Enjoyed Gulf Shores/Scenic 98 through Point Clear and Fairhope
- Well laid out, interesting
- Great place and very friendly and helpful employees
- It has been a nice experience
- More girl costumes in the "Try-it-on" section
- Too little time
- Good
- Lovely city—friendly and helpful staff
- Very well organized

- Your personnel were friendly and helpful
- All very good and educational
- Wanted to know more about the founding and the naming of Mobile. Also about the creator of the doll houses.
- We enjoyed the Motorcycle exhibit
- Wonderful! History of Mobile portrayed in an excellent manner.
- You have a BEAUTIFUL museum! As a Canadian, I found much of the information very new and interesting. Top notch displays—super videos—a gorgeous building and extremely welcoming staff. BRAVO!
- The children’s “Discovery” section was terrific! The rest of the museum was beautifully displayed and so very clean!
- Staff nice and courteous—informative
- Nice museum and friendly staff
- I thought the exhibits were very interesting. My husband loved the motorcycle exhibit. Wonderful service and very welcoming from all staff =)
- Thought the museum was really well set out and is really informative
- Great!
- Enjoyable
- Very impressive museum
- Need a welcome center/info at airport
- Loved the dress up clothes!! Thank you.
- Friendly staff
- Need free trolley to be available on Saturday
- Great place to visit
- The people are extremely friendly. Great exhibits
- I liked it very much!!
- Enjoyed it, Love the downtown.
- We had a great time
- Wonderful interior and exhibit. We came for motorcycles and dollhouse. Great gift shop
- It is quite lovely building. Promote more!
- You had a great exhibit of Mobile past. The children enjoyed the motorcycle exhibit. The museum was very informative. Thank you.

October-December

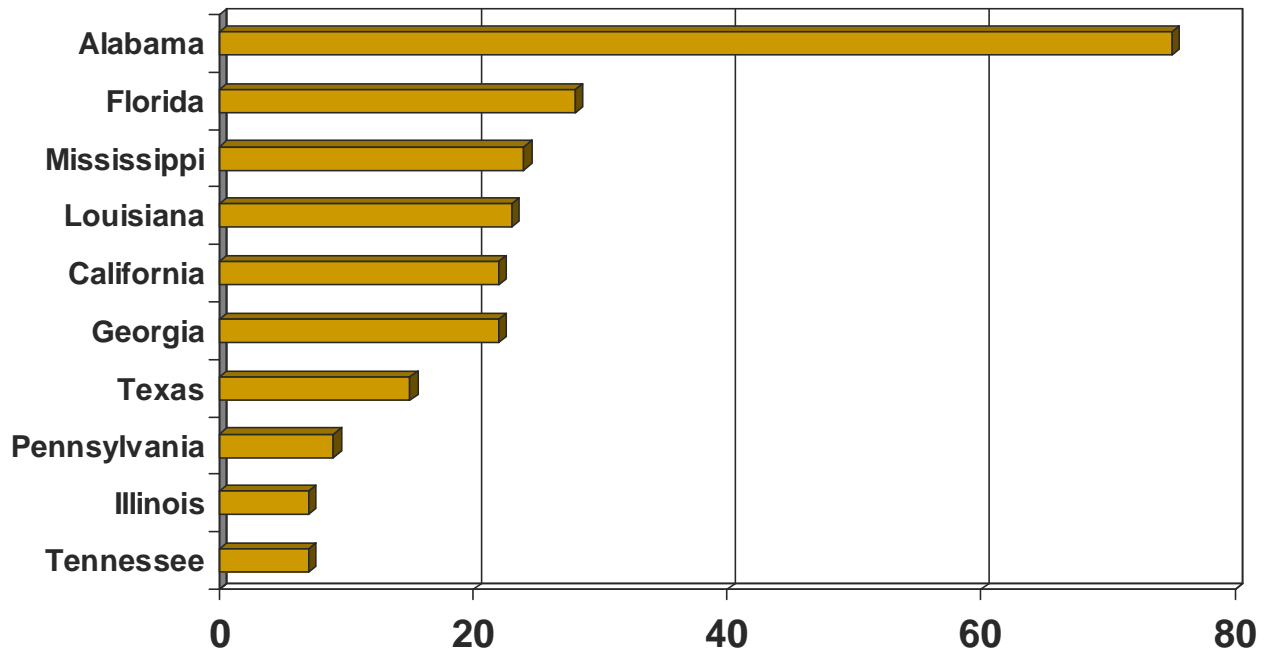
- Most pictures need more or any descriptions.
- Everything so well displayed
- It was great, thank you! Very interesting history.
- Your staff was so friendly! The woman in the Gift Shop sold me on the whole city—I enjoyed the Museum – Beautiful architecture & well-displayed exhibits.
- Well done!
- Great people
- Would like to see more info sheets in area Hotels for sites/History. Thank you.
- Everyone—including Security Guard was very helpful.
- Your people make you feel very welcome. Thanks
- We enjoyed touring the Museum. It is very lovely. Everyone was extremely friendly. We have not met an unkind person during our stay.
- Wonderful museum and city to visit
- Very interesting. Wish I had more time to visit.
- The history is great
- Very nice building
- Very enjoyable
- Very nice Museum, great employees
- Beautiful—very interesting
- Beautiful city—very helpful staff at the Welcome Ctr.
- Very well done—Also very nice people
- I teach 4th grade Alabama History so I really wanted to visit this museum.
- Very interesting =)
- Very interesting, informative – Plan to return
- Very interesting, Enjoyed very much. Thanks very much for preserving your history
- Great history!!!
- Lovely, clean & fun!!! Cleanest bathrooms I have ever been in. My daughter was thrilled to see the pink water in the bowl.
- Excellent information. A lot of history so many people do not know of.
- Enjoyable and educating staff very friendly and helpful
- Well done
- Very interesting—Good exhibit



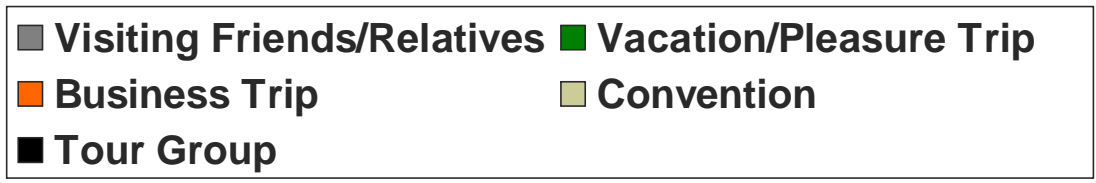
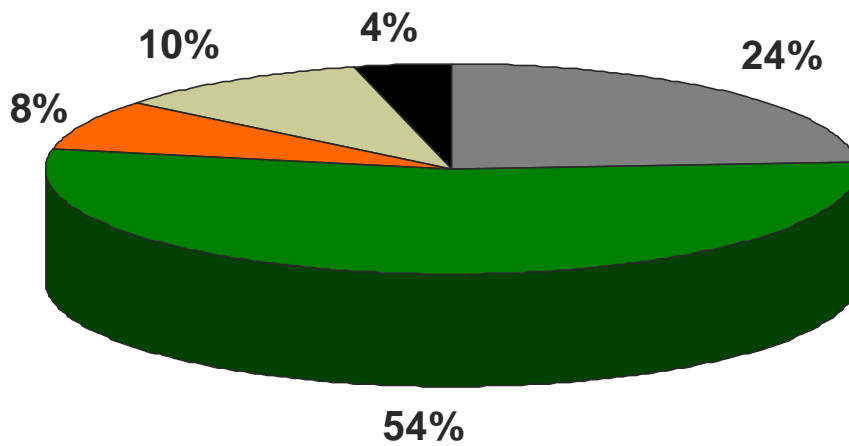
The Museum of Mobile

2004 PowerPoint presentation

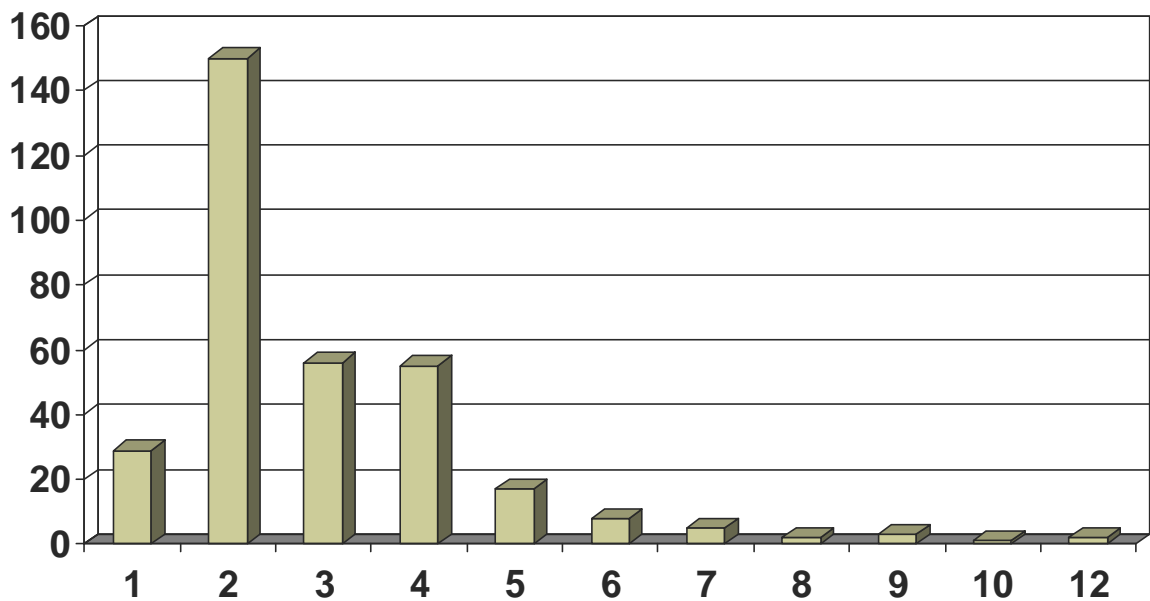
[Top Ten Residential States]



[Reason for Visiting Mobile]

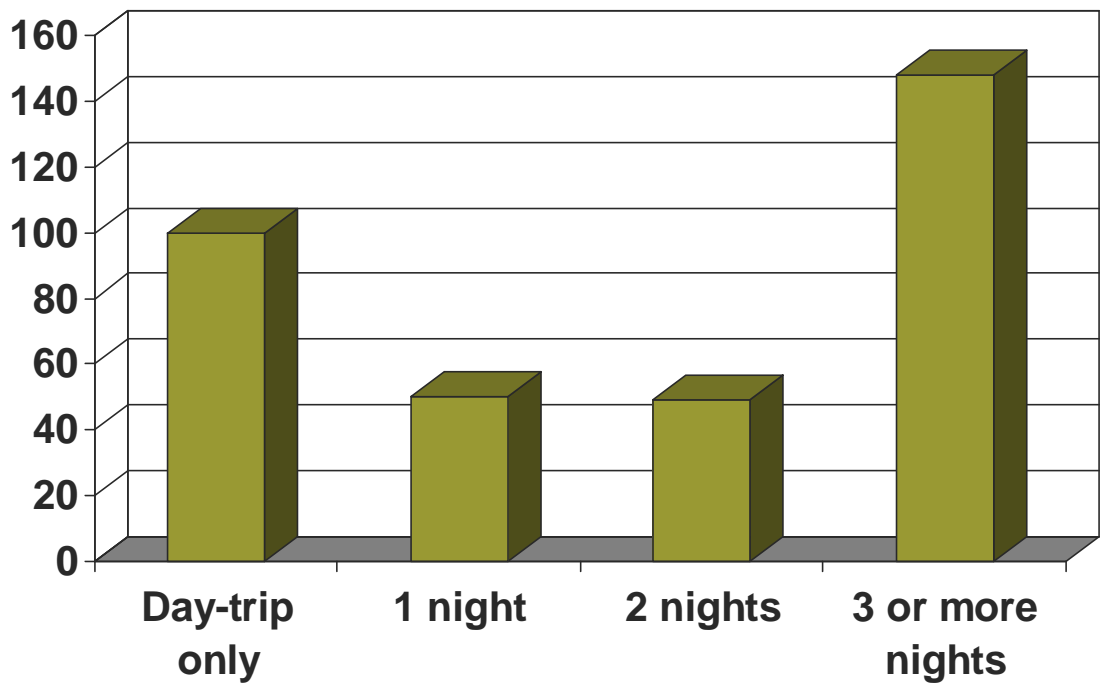


[Number of People in Group]

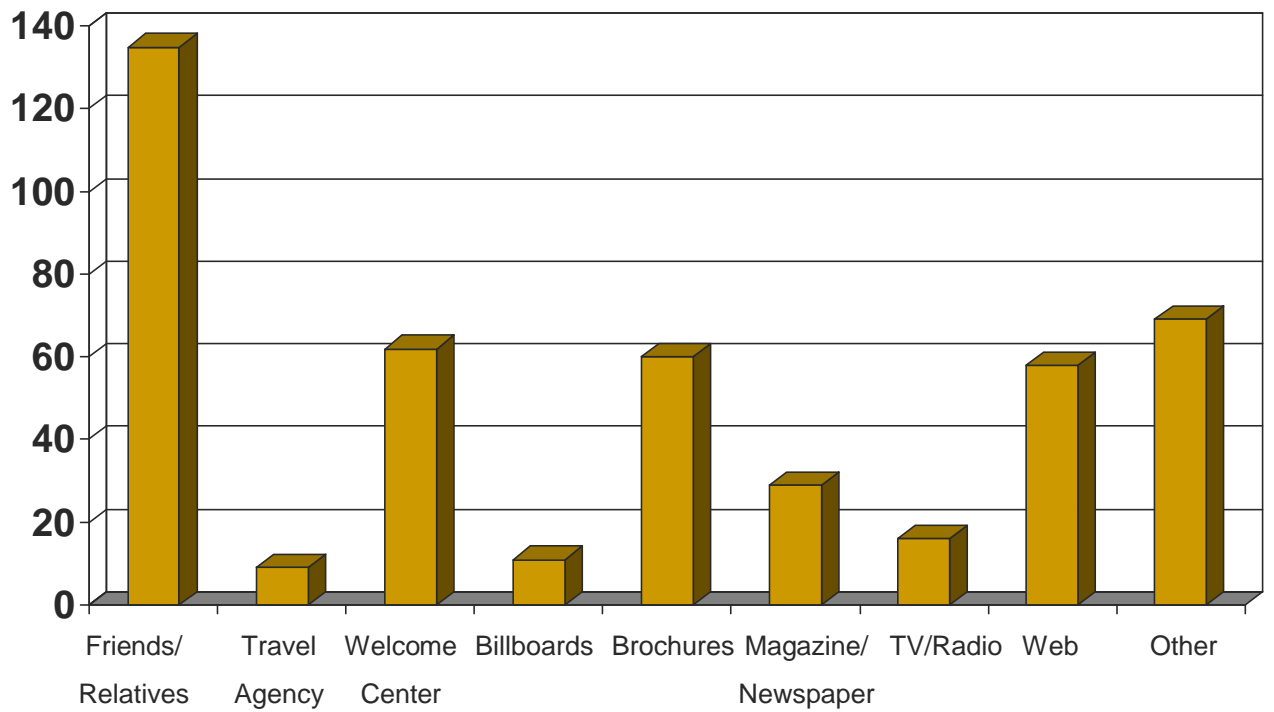


Average Group Size: 2.93

[Length of Stay in Mobile]



[Information Sources Used]



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

Bellingrath Gardens & Home	125
Bragg-Mitchell Mansion	27
Conde-Charlotte Museum House	73
Cruise ships	17
Dauphin Island Estuarium & Sea Lab	69
Fort Conde Museum & Welcome Center	205
Fort Gaines	47
Gulf Coast Exploreum & IMAX	70

Mobile Greyhound Park	11
Mobile Museum of Art	88
Oakleigh Period House Museum Complex	36
Richard-DAR House Museum	15
USS Alabama Battleship Memorial Park	156
Wildland Expeditions	12
Other attractions/ festivals/special events	26
TOTAL	977

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

The following are responses from **83** visitors **visiting friends/relatives**

Length of Stay in Mobile	Total	Percentage
day-trip only	11	13.25
1 night	8	9.64
2 nights	12	14.46
3 or more nights	52	62.65
Total	83	100.00

Information Sources Used in Deciding to Visit Mobile	Total	Percentage
friends/relatives	75	75.76
travel agency	0	0.00
welcome center	6	6.06
billboards	1	1.01
brochures	4	4.04
magazine/newspaper	2	2.02
television/radio	2	2.02
internet/web site	7	7.07
other	2	2.02
Total	99	100.00

Attractions Visited or Planned to Visit	Total	Percentage
Bellingrath Gardens & Home	34	14.41
Bragg-Mitchell Mansion	10	4.24
Conde-Charlotte Museum House	14	5.93
Cruise ships	4	1.69
Dauphin Island Estuarium & Sea Lab	26	11.02
Fort Conde Museum & Welcome Center	38	16.10
Fort Gaines	12	5.08
Gulf Coast Exploreum & IMAX	15	6.36
Mobile Greyhound Park	1	0.42
Museum of Art	24	10.17
Oakleigh Period House Museum Complex	13	5.51
Richard-DAR House Museum	6	2.54
USS Alabama Battleship Memorial Park	30	12.71
Wildland expeditions	3	1.27
Other attractions/festivals/special events	6	2.54
Total	236	100.00

The following are responses from 187 visitors on a **vacation/pleasure trip**

Length of Stay in Mobile	Total	Percentage
day-trip only	75	40.32
1 night	34	18.28
2 nights	30	16.13
3 or more nights	47	25.27
Total	186	100.00

Information Sources Used in Deciding to Visit Mobile	Total	Percentage
friends/relatives	58	21.56
travel agency	6	2.23
welcome center	45	16.73
billboards	9	3.35
brochures	43	15.99
magazine/newspaper	25	9.29
television/radio	12	4.46
internet/web site	43	15.99
other	28	10.41
Total	269	100.00

Attractions Visited or Planned to Visit	Total	Percentage
Bellingrath Gardens & Home	64	12.17
Bragg-Mitchell Mansion	16	3.04
Conde-Charlotte Museum House	47	8.94
Cruise ships	5	0.95
Dauphin Island Estuarium & Sea Lab	31	5.89
Fort Conde Museum & Welcome Center	112	21.29
Fort Gaines	29	5.51
Gulf Coast Exploreum & IMAX	40	7.60
Mobile Greyhound Park	6	1.14
Museum of Art	47	8.94
Oakleigh Period House Museum Complex	20	3.80
Richard-DAR House Museum	6	1.14
USS Alabama Battleship Memorial Park	80	15.21
Wildland expeditions	8	1.52
Other attractions/festivals/special events	15	2.85
Total	526	100.00

The following are responses from 27 visitors on a **business trip**

Length of Stay in Mobile	Total	Percentage
day-trip only	3	11.11
1 night	5	18.52
2 nights	5	18.52
3 or more nights	14	51.85
Total	27	100.00

Information Sources Used in Deciding to Visit Mobile	Total	Percentage
friends/relatives	2	5.71
travel agency	2	5.71
welcome center	5	14.29
billboards	1	2.86
brochures	6	17.14
magazine/newspaper	2	5.71
television/radio	1	2.86
internet/web site	5	14.29
other	11	31.43
Total	35	100.00

Attractions Visited or Planned to Visit	Total	Percentage
Bellingrath Gardens & Home	6	7.50
Bragg-Mitchell Mansion	1	1.25
Conde-Charlotte Museum House	3	3.75
Cruise ships	1	1.25
Dauphin Island Estuarium & Sea Lab	6	7.50
Fort Conde Museum & Welcome Center	18	22.50
Fort Gaines	2	2.50
Gulf Coast Exploreum & IMAX	9	11.25
Mobile Greyhound Park	1	1.25
Museum of Art	8	10.00
Oakleigh Period House Museum Complex	3	3.75
Richard-DAR House Museum	1	1.25
USS Alabama Battleship Memorial Park	18	22.50
Wildland expeditions	1	1.25
Other attractions/festivals/special events	2	2.50
Total	80	100.00

The following are responses from **36** visitors in Mobile for a **convention**

Length of Stay in Mobile	Total	Percentage
day-trip only	0	0.00
1 night	0	0.00
2 nights	1	2.78
3 or more nights	35	97.22
Total	36	100.00

Information Sources Used in Deciding to Visit Mobile	Total	Percentage
friends/relatives	0	0.00
travel agency	0	0.00
welcome center	1	3.13
billboards	0	0.00
brochures	5	15.63
magazine/newspaper	0	0.00
television/radio	0	0.00
internet/web site	2	6.25
other	24	75.00
Total	32	100.00

Attractions Visited or Planned to Visit	Total	Percentage
Bellingrath Gardens & Home	14	13.73
Bragg-Mitchell Mansion	0	0.00
Conde-Charlotte Museum House	7	6.86
Cruise ships	4	3.92
Dauphin Island Estuarium & Sea Lab	6	5.88
Fort Conde Museum & Welcome Center	25	24.51
Fort Gaines	4	3.92
Gulf Coast Exploreum & IMAX	6	5.88
Mobile Greyhound Park	1	0.98
Museum of Art	7	6.86
Oakleigh Period House Museum Complex	0	0.00
Richard-DAR House Museum	2	1.96
USS Alabama Battleship Memorial Park	23	22.55
Wildland expeditions	0	0.00
Other attractions/festivals/special events	3	2.94
Total	102	100.00

The following are responses from **13** visitors visiting Mobile with a **tour group**

Length of Stay in Mobile	Total	Percentage
day-trip only	9	69.23
1 night	2	15.38
2 nights	1	7.69
3 or more nights	1	7.69
Total	13	100.00

Information Sources Used in Deciding to Visit Mobile	Total	Percentage
friends/relatives	0	0.00
travel agency	1	7.14
welcome center	3	21.43
billboards	0	0.00
brochures	3	21.43
magazine/newspaper	0	0.00
television/radio	0	0.00
internet/web site	2	14.29
other	5	35.71
Total	14	100.00

Attractions Visited or Planned to Visit	Total	Percentage
Bellingrath Gardens & Home	5	20.00
Bragg-Mitchell Mansion	0	0.00
Conde-Charlotte Museum House	1	4.00
Cruise ships	2	8.00
Dauphin Island Estuarium & Sea Lab	0	0.00
Fort Conde Museum & Welcome Center	10	40.00
Fort Gaines	0	0.00
Gulf Coast Exploreum & IMAX	0	0.00
Mobile Greyhound Park	1	4.00
Museum of Art	2	8.00
Oakleigh Period House Museum Complex	0	0.00
Richard-DAR House Museum	0	0.00
USS Alabama Battleship Memorial Park	3	12.00
Wildland expeditions	0	0.00
Other attractions/festivals/special events	1	4.00
Total	25	100.00

The Museum of Mobile
Cross tables: Length of Stay in Mobile
2004

The following are responses from **100 day-trip only** visitors

Primary Reason for Trip to the Mobile area	Total	Percentage
visiting friends/relatives	11	11.22
vacation/pleasure trip	75	76.53
business trip	3	3.06
convention	0	0.00
tour group	9	9.18
Total	98	100.00

Information Sources Used in Deciding to Visit Mobile	Total	Percentage
friends/relatives	26	22.03
travel agency	0	0.00
welcome center	20	16.95
billboards	4	3.39
brochures	17	14.41
magazine/newspaper	13	11.02
television/radio	12	10.17
internet/web site	14	11.86
other	12	10.17
Total	118	100.00

Attractions Visited or Planned to Visit	Total	Percentage
Bellingrath Gardens & Home	29	14.29
Bragg-Mitchell Mansion	5	2.46
Conde-Charlotte Museum House	17	8.37
Cruise ships	3	1.48
Dauphin Island Estuarium & Sea Lab	10	4.93
Fort Conde Museum & Welcome Center	51	25.12
Fort Gaines	8	3.94
Gulf Coast Exploreum & IMAX	16	7.88
Mobile Greyhound Park	2	0.99
Mobile Museum of Art	24	11.82
Oakleigh Period House Museum Complex	6	2.96
Richard-DAR House Museum	4	1.97
USS Alabama Battleship Memorial Park	23	11.33
Wildland expeditions	1	0.49
Other attractions/festivals/special events	4	1.97
Total	203	100.00

The following are responses from **50** visitors staying **1 night**

Primary Reason for Trip to the Mobile area	Total	Percentage
visiting friends/relatives	8	16.33
vacation/pleasure trip	34	69.39
business trip	5	10.20
convention	0	0.00
tour group	2	4.08
Total	49	100.00

Information Sources Used in Deciding to Visit Mobile	Total	Percentage
friends/relatives	14	23.33
travel agency	2	3.33
welcome center	10	16.67
billboards	1	1.67
brochures	10	16.67
magazine/newspaper	2	3.33
television/radio	1	1.67
internet/web site	11	18.33
other	9	15.00
Total	60	100.00

Attractions Visited or Planned to Visit	Total	Percentage
Bellingrath Gardens & Home	8	8.60
Bragg-Mitchell Mansion	0	0.00
Conde-Charlotte Museum House	9	9.68
Cruise ships	3	3.23
Dauphin Island Estuarium & Sea Lab	4	4.30
Fort Conde Museum & Welcome Center	28	30.11
Fort Gaines	4	4.30
Gulf Coast Exploreum & IMAX	6	6.45
Mobile Greyhound Park	0	0.00
Mobile Museum of Art	6	6.45
Oakleigh Period House Museum Complex	1	1.08
Richard-DAR House Museum	0	0.00
USS Alabama Battleship Memorial Park	16	17.20
Wildland expeditions	2	2.15
Other attractions/festivals/special events	6	6.45
Total	93	100.00

The following are responses from **49** visitors staying **2 nights**

Primary Reason for Trip to the Mobile area	Total	Percentage
visiting friends/relatives	12	24.49
vacation/pleasure trip	30	61.22
business trip	5	10.20
convention	1	2.04
tour group	1	2.04
Total	49	100.00

Information Sources Used in Deciding to Visit Mobile	Total	Percentage
friends/relatives	21	29.58
travel agency	4	5.63
welcome center	11	15.49
billboards	2	2.82
brochures	13	18.31
magazine/newspaper	3	4.23
television/radio	2	2.82
internet/web site	10	14.08
other	5	7.04
Total	71	100.00

Attractions Visited or Planned to Visit	Total	Percentage
Bellingrath Gardens & Home	20	12.50
Bragg-Mitchell Mansion	6	3.75
Conde-Charlotte Museum House	8	5.00
Cruise ships	1	0.63
Dauphin Island Estuarium & Sea Lab	8	5.00
Fort Conde Museum & Welcome Center	30	18.75
Fort Gaines	7	4.38
Gulf Coast Exploreum & IMAX	17	10.63
Mobile Greyhound Park	5	3.13
Mobile Museum of Art	16	10.00
Oakleigh Period House Museum Complex	5	3.13
Richard-DAR House Museum	2	1.25
USS Alabama Battleship Memorial Park	28	17.50
Wildland expeditions	3	1.88
Other attractions/festivals/special events	4	2.50
Total	160	100.00

The following are responses from 148 visitors staying **3 or more nights**

Primary Reason for Trip to the Mobile area	Total	Percentage
visiting friends/relatives	52	34.90
vacation/pleasure trip	47	31.54
business trip	14	9.40
convention	35	23.49
tour group	1	0.67
Total	149	100.00

Information Sources Used in Deciding to Visit Mobile	Total	Percentage
friends/relatives	74	37.19
travel agency	3	1.51
welcome center	20	10.05
billboards	4	2.01
brochures	20	10.05
magazine/newspaper	11	5.53
television/radio	1	0.50
internet/web site	23	11.56
other	43	21.61
Total	199	100.00

Attractions Visited or Planned to Visit	Total	Percentage
Bellingrath Gardens & Home	68	13.08
Bragg-Mitchell Mansion	16	3.08
Conde-Charlotte Museum House	39	7.50
Cruise ships	10	1.92
Dauphin Island Estuarium & Sea Lab	47	9.04
Fort Conde Museum & Welcome Center	95	18.27
Fort Gaines	28	5.38
Gulf Coast Exploreum & IMAX	31	5.96
Mobile Greyhound Park	4	0.77
Mobile Museum of Art	42	8.08
Oakleigh Period House Museum Complex	24	4.62
Richard-DAR House Museum	9	1.73
USS Alabama Battleship Memorial Park	89	17.12
Wildland expeditions	6	1.15
Other attractions/festivals/special events	12	2.31
Total	520	100.00