

**Exit Survey of Visitors to Local
Attractions: 2nd Quarter 2004 to
2nd Quarter, Cumulative**

CBER Research Report #62

Prepared by
Helena Cowan and Semoon Chang
Center for Business and Economic Research
Mitchell College of Business
University of South Alabama

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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 1,227 Exit Visitor Surveys collected at the five key Mobile area attractions from the second quarter of 2004 to the second quarter of 2005. 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 1,227 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 (16.64 percent)
- Florida (12.93 percent)
- Louisiana (9.31 percent)
- Mississippi (9.06 percent)
- Georgia (6.26 percent)
- California (4.12 percent)
- Texas (3.62 percent)
- Missouri (3.21 percent)
- Tennessee (2.64 percent)
- Illinois (2.31 percent)
- Ohio (2.31 percent)
- New York (1.98 percent)
- Pennsylvania (1.98 percent)

The most frequently given countries of origin outside of the United States include Canada (0.66 percent), Germany (0.66 percent), England (0.41 percent), France (0.33 percent), Japan (0.25 percent), and the United Kingdom (0.25 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 (10.75 percent)
- Atlanta-Sandy Springs-Marietta, GA (7.21 percent)
- New Orleans-Metairie-Kenner, LA (6.79 percent)
- Birmingham-Hoover, AL (6.22 percent)
- Pascagoula, MS (4.95 percent)
- Gulfport-Biloxi, MS (3.54 percent)
- Huntsville, AL (3.54 percent)
- Baton Rouge, LA. (3.11 percent)

Los Angeles-Long Beach-Santa Ana, CA (2.55 percent)
Chicago-Naperville-Joliet, IL-IN-WI (2.40 percent)
Kansas City, MO-KS (1.98 percent)
Montgomery, AL (1.98 percent)
Tuscaloosa, AL (1.98 percent)

Where They Came From: by County

3. The top counties that sent the largest number of visitors to Mobile are, in order:

Escambia County, FL (7.21 percent)
Jackson County, MS (4.53 percent)
Santa Rosa County, FL (3.54 percent);
Jefferson County, AL (3.39 percent);
Harrison County, MS (3.39 percent);
Madison County, AL (2.97 percent)
Orleans Parish, LA (2.55 percent)
Los Angeles County, CA (2.40 percent)
Tuscaloosa County, AL (1.98 percent);
St. Tammany Parish, LA (1.84 percent)
East Baton Rouge Parish, LA (1.84 percent)
Jefferson Parish, LA (1.70 percent)
Lee County, AL (1.70 percent)
Cook County, IL (1.56 percent)
Cobb County, GA (1.41 percent)
Fulton County, GA (1.41 percent)
Okaloosa County, FL (1.41 percent)

Sources of Information for Trip to Mobile

4. Of all 1,227 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 (40.10 percent)
Internet/web sites (21.76 percent)
Brochures (15.97 percent)
Welcome center (12.55 percent)
Magazines and/or newspapers (9.70 percent)
Billboards (4.97 percent)
Televisions and/or radios (3.26 percent)
Travel agencies (3.02 percent)
Others, such as work, business, school, church, book, Elderhostel, AAA, previous stay, passing through, word of mouth, etc. (19.23 percent)

Note that the percentage total exceeds 100% because respondents were allowed to check more than one answer to the question. It is highly likely that a large portion of the use of internet/websites has been prompted by the TV and radio commercials.

Sources of Information for Trip to Mobile – Vacation/Pleasure

5. Of the 717 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:

- Friends and/or relatives (30.26 percent)
- Internet/web sites (28.73 percent)
- Brochures (20.50 percent)
- Welcome centers (16.18 percent)
- Magazines and/or newspapers (13.11 percent)
- Billboards (6.28 percent)
- Televisions and/or radios (3.91 percent)
- Travel agencies (3.35 percent)
- Others (16.60 percent)

Note that the percentage total exceeds 100% because respondents were allowed to check more than one answer to the question.

Sources of Information for Trip to Mobile – Friends & Relatives

6. Of the 281 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:

- Friends and/or relatives (81.85 percent)
- Internet/web sites (9.25 percent)
- Brochures (4.98 percent)
- Welcome centers (7.83 percent)
- Magazines and/or newspapers (5.34 percent)
- Billboards (4.27 percent)
- Televisions and/or radios (3.20 percent)
- Travel agencies (0.36 percent)
- Others (5.34 percent)

Note that the percentage total exceeds 100% because respondents were allowed to check more than one answer to the question.

Sources of Information for Trip to Mobile – Group Tours

7. Of the 85 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 (23.53 percent)
- Internet/web sites (11.76 percent)
- Brochures (14.12 percent)

Welcome centers (4.71 percent)
Magazines and/or newspapers (3.53 percent)
Billboards (0.00 percent)
Televisions and/or radios (0.00 percent)
Travel agencies (8.24 percent)
Others (45.88 percent)

Note that the percentage total exceeds 100% because respondents were allowed to check more than one answer to the question.

Sources of Information for Trip to Mobile – Business Trip

8. Of the 75 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 (18.67 percent)
Internet/web sites (20.00 percent)
Brochures (16.00 percent)
Welcome centers (12.00 percent)
Magazines and/or newspapers (6.67 percent)
Billboards (4.00 percent)
Televisions and/or radios (4.00 percent)
Travel agencies (8.00 percent)
Others (37.33 percent)

Note that the percentage total exceeds 100% because respondents were allowed to check more than one answer to the question.

Sources of Information for Trip to Mobile – Conventions

9. Of the 54 visitors who came to Mobile for a convention, the most frequently given responses to the information sources used in deciding to visit Mobile were:

Friends and/or relatives (7.41 percent)
Internet/web sites (11.11 percent)
Brochures (16.67 percent)
Welcome centers (3.70 percent)
Magazines and/or newspapers (0.00 percent)
Billboards (1.85 percent)
Televisions and/or radios (0.00 percent)
Travel agencies (0.00 percent)
Others (59.26 percent)

Note that the percentage total may exceed 100% because respondents were allowed to check more than one answer to the question.

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Preface

This study is based on the responses of 1,227 Exit Visitor Surveys collected at five Mobile area attractions from the second quarter of 2004 to the second quarter of 2005.

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 third quarter of 2005 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 2005. 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 one-year time frame covered in this report, Bellingrath Gardens collected 53 surveys, the Estuarium collected 148, the Exploreum 218, The Museum of Mobile 599, and the Mobile Museum of Art 209. (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 1,227.

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 1,227 surveys collected at all attractions for the cumulative year, the most frequently given responses to where the visitor primarily resides are Alabama (202), Florida (157), Louisiana (113), Mississippi (110), Georgia (76), California (50), Texas (44), Missouri (39), Tennessee (32), Illinois (28), and Ohio (28). The most frequently given countries of origin outside of the United States include Canada (8), Germany (8), England (5), France (4), Japan (3), and the United Kingdom (3).

Of the 53 visitor surveys collected at Bellingrath Gardens and Home, the top residential states are Florida (10), Louisiana (8), Georgia (5), California (4), Mississippi (4), Texas (4), Alabama (2), Michigan (2), New Jersey (2), Pennsylvania (2), and Washington (2). Bellingrath also collected one (1) survey from a visitor from Scotland.

Of the 148 visitor surveys collected at The Estuarium at the Dauphin Island Sea Lab, the top residential states are Alabama (23), Indiana (14), Missouri (12), Georgia (11), Illinois (10), Louisiana (9), Mississippi (7), Florida (6), Tennessee (6), and Texas (6). The Estuarium also collected one (1) survey from a visitor from the United Kingdom.

Of the 218 visitor surveys collected at the Gulf Coast Exploreum Science Center, the top residential states are Florida (48), Alabama (41), Mississippi (35), Louisiana (16), Georgia (11), Missouri (9), California (8), Ohio (7), Texas (6), New York (5), and Tennessee (5). The Exploreum also collected one (1) survey from a visitor from Germany.

Of the 209 visitor surveys collected at the Mobile Museum of Art, the top residential states are Florida (32), Louisiana (28), Alabama (26), Mississippi (14), Georgia (10), California (9), Pennsylvania (9), Texas (8), Missouri (6), New Jersey (6), and New York (6). Other countries of origin given in these surveys are France (3), Canada (2), Japan (2), Austria (1), China (1), and Venezuela (1).

Of the 599 visitor surveys collected at The Museum of Mobile, the top residential states are Alabama (110), Florida (61), Louisiana (52), Mississippi (50), Georgia (39), California (29), Texas (20), 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	202	16.64	2	3.85	23	16.20	41	18.81	26	12.50	110	18.52
Florida	157	12.93	10	19.23	6	4.23	48	22.02	32	15.38	61	10.27
Louisiana	113	9.31	8	15.38	9	6.34	16	7.34	28	13.46	52	8.75
Mississippi	110	9.06	4	7.69	7	4.93	35	16.06	14	6.73	50	8.42
Georgia	76	6.26	5	9.62	11	7.75	11	5.05	10	4.81	39	6.57
California	50	4.12	4	7.69	0	0.00	8	3.67	9	4.33	29	4.88
Texas	44	3.62	4	7.69	6	4.23	6	2.75	8	3.85	20	3.37
Missouri	39	3.21	1	1.92	12	8.45	9	4.13	6	2.88	11	1.85
Tennessee	32	2.64	1	1.92	6	4.23	5	2.29	4	1.92	16	2.69
Illinois	28	2.31	1	1.92	10	7.04	2	0.92	1	0.48	14	2.36
Ohio	28	2.31	0	0.00	2	1.41	7	3.21	1	0.48	18	3.03
New York	24	1.98	1	1.92	1	0.70	5	2.29	6	2.88	11	1.85
Pennsylvania	24	1.98	2	3.85	0	0.00	1	0.46	9	4.33	12	2.02
Indiana	23	1.89	0	0.00	14	9.86	3	1.38	0	0.00	6	1.01
Michigan	23	1.89	2	3.85	2	1.41	2	0.92	5	2.40	12	2.02
Arkansas	19	1.57	1	1.92	4	2.82	2	0.92	3	1.44	9	1.52
New Jersey	17	1.40	2	3.85	3	2.11	0	0.00	6	2.88	6	1.01
Kentucky	16	1.32	1	1.92	5	3.52	2	0.92	1	0.48	7	1.18
North Carolina	15	1.24	0	0.00	0	0.00	2	0.92	3	1.44	10	1.68
Minnesota	13	1.07	0	0.00	3	2.11	1	0.46	4	1.92	5	0.84
Wisconsin	12	0.99	0	0.00	3	2.11	3	1.38	0	0.00	6	1.01
South Carolina	11	0.91	0	0.00	1	0.70	0	0.00	4	1.92	6	1.01
Colorado	9	0.74	0	0.00	2	1.41	0	0.00	1	0.48	6	1.01
Arizona	8	0.66	0	0.00	1	0.70	0	0.00	2	0.96	5	0.84
Kansas	8	0.66	0	0.00	1	0.70	0	0.00	2	0.96	5	0.84
Oklahoma	7	0.58	0	0.00	4	2.82	0	0.00	2	0.96	1	0.17
Virginia	7	0.58	0	0.00	0	0.00	1	0.46	1	0.48	5	0.84
Washington	7	0.58	2	3.85	1	0.70	0	0.00	2	0.96	2	0.34
Iowa	6	0.49	0	0.00	0	0.00	1	0.46	1	0.48	4	0.67
Connecticut	5	0.41	0	0.00	0	0.00	1	0.46	0	0.00	4	0.67
Maryland	5	0.41	0	0.00	0	0.00	0	0.00	2	0.96	3	0.51
Massachusetts	5	0.41	0	0.00	1	0.70	1	0.46	1	0.48	2	0.34
Oregon	5	0.41	0	0.00	0	0.00	0	0.00	0	0.00	5	0.84
New Mexico	4	0.33	0	0.00	1	0.70	0	0.00	1	0.48	2	0.34
Nebraska	3	0.25	0	0.00	0	0.00	1	0.46	1	0.48	1	0.17
Utah	3	0.25	0	0.00	0	0.00	1	0.46	0	0.00	2	0.34
Alaska	2	0.16	0	0.00	0	0.00	0	0.00	0	0.00	2	0.34
Delaware	2	0.16	0	0.00	1	0.70	0	0.00	0	0.00	1	0.17
District of Columbia	2	0.16	0	0.00	0	0.00	0	0.00	1	0.48	1	0.17
Nevada	2	0.16	0	0.00	0	0.00	0	0.00	1	0.48	1	0.17
New Hampshire	2	0.16	0	0.00	0	0.00	1	0.46	0	0.00	1	0.17
West Virginia	2	0.16	0	0.00	0	0.00	1	0.46	0	0.00	1	0.17
Idaho	1	0.08	0	0.00	0	0.00	0	0.00	0	0.00	1	0.17
Montana	1	0.08	0	0.00	0	0.00	0	0.00	0	0.00	1	0.17
South Dakota	1	0.08	0	0.00	0	0.00	0	0.00	0	0.00	1	0.17
Vermont	1	0.08	0	0.00	1	0.70	0	0.00	0	0.00	0	0.00
Canada	8	0.66	0	0.00	0	0.00	0	0.00	2	0.96	6	1.01
Germany	8	0.66	0	0.00	0	0.00	1	0.46	0	0.00	7	1.18
England	5	0.41	0	0.00	0	0.00	0	0.00	0	0.00	5	0.84
France	4	0.33	0	0.00	0	0.00	0	0.00	3	1.44	1	0.17
Japan	3	0.25	0	0.00	0	0.00	0	0.00	2	0.96	1	0.17
United Kingdom	3	0.25	0	0.00	1	0.70	0	0.00	0	0.00	2	0.34
The Netherlands	2	0.16	0	0.00	0	0.00	0	0.00	0	0.00	2	0.34
Austria	1	0.08	0	0.00	0	0.00	0	0.00	1	0.48	0	0.00
Belgium	1	0.08	0	0.00	0	0.00	0	0.00	0	0.00	1	0.17
Brazil	1	0.08	0	0.00	0	0.00	0	0.00	0	0.00	1	0.17
China	1	0.08	0	0.00	0	0.00	0	0.00	1	0.48	0	0.00
Puerto Rico	1	0.08	0	0.00	0	0.00	0	0.00	0	0.00	1	0.17
Scotland	1	0.08	1	1.92	0	0.00	0	0.00	0	0.00	0	0.00
Venezuela	1	0.08	0	0.00	0	0.00	0	0.00	1	0.48	0	0.00
Total	1,214	100.00	52	100.00	142	100.00	218	100.00	208	100.00	594	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 1,227 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: 717 visitors were on a vacation or pleasure trip, 281 were visiting friends and/or relatives, 85 were with a tour group, 75 were on a business trip, and 54 visitors were in Mobile for a convention.

Of the 53 visitor surveys collected at Bellingrath Gardens and Home, 36 visitors were on a vacation or pleasure trip, 9 were visiting friends and/or relatives, 3 were on a business trip, 3 were in Mobile for a convention, and 2 visitors were with a tour group.

Of the 148 visitor surveys collected at The Estuarium at the Dauphin Island Sea Lab, 98 visitors were on a vacation or pleasure trip, 20 were visiting friends and/or relatives, 12 were with a tour group, 6 were on a business trip, and no (0) visitors were visiting Mobile for a convention.

Of the 218 visitor surveys collected at the Gulf Coast Exploreum Science Center, 115 visitors were on a vacation or pleasure trip, 66 were visiting friends and/or relatives, 14 were with a tour group, 13 were on a business trip, and 12 visitors were in Mobile for a convention.

Of the 209 visitor surveys collected at the Mobile Museum of Art, 119 visitors were on a vacation or pleasure trip, 66 were visiting friends and/or relatives, 16 were on a business trip, 2 were in Mobile for a convention, and 1 visitor was with a tour group.

Of the 599 visitor surveys collected at The Museum of Mobile, 349 visitors were on a vacation or pleasure trip, 120 were visiting friends and/or relatives, 56 were with a tour group, 37 were on a business trip, and 37 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	717	59.16	36	67.92	98	72.06	115	52.27	119	58.33	349	58.26
visiting friends/relatives	281	23.18	9	16.98	20	14.71	66	30.00	66	32.35	120	20.03
tour group	85	7.01	2	3.77	12	8.82	14	6.36	1	0.49	56	9.35
business trip	75	6.19	3	5.66	6	4.41	13	5.91	16	7.84	37	6.18
convention	54	4.46	3	5.66	0	0.00	12	5.45	2	0.98	37	6.18
Total	1,212	100.00	53	100.00	136	100.00	220	100.00	204	100.00	599	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 72 people.

The most frequently given group sizes out of all 1,227 surveys are between 1 and 12, with 2 being the most given response. There were 456 surveys with a given group of 2 people, 205 with a group of 4, 168 with a group of 3, 79 with a group of 5, 74 with a group of 1, 61 with a group of 6, 26 with a group of 7, 16 with a group of 9, 14 with a group of 8, 11 with a group of 10, 8 with a group of 12, and 6 surveys with a group of 11. The average group size was 5 people.

Of the 53 visitor surveys collected at Bellingrath Gardens and Home, the most frequently given group size was 2 people. There were 29 surveys with a given group of 2, 16 with a group of 4, 3 with a group of 9, 2 with a group of 3, 1 with a group of 5, and 1 survey with a group of 7. The average group size was 3 people.

Of the 148 visitor surveys collected at The Estuarium at the Dauphin Island Sea Lab, the most frequently given group size was 2 people. There were 34 surveys with a given group of 2, 22 with a group of 3, 20 with a group of 4, 17 with a group of 6, 15 with a group of 5, 4 with a group of 8, 4 with a group of 9, 3 with a group of 1, and 3 surveys with a group of 12. The average group size was 7 people.

Of the 218 visitor surveys collected at the Gulf Coast Exploreum Science Center, the most frequently given group size was 4 people. There were 59 surveys with a given group of 4 people, 33 with a group of 3, 27 with a group of 2, 26 with a group of 5, 25 with a group of 6, 12 with a group of 7, 3 with a group of 1, 3 with a group of 9, and 3 surveys with a group of 11. The average group size was 5 people.

Of the 209 visitor surveys collected at the Mobile Museum of Art, the most frequently given group size was 2 people. There were 96 surveys with a given group of 2 people, 33 with a group of 2, 32 with a group of 1, 26 with a group of 4, 9 with a group of 5, 6 with a group of 6, 1 with a group of 7, and 1 survey with a group of 9. The average group size was 3 people.

Of the 599 visitor surveys collected at The Museum of Mobile, the most frequently given group size was 2 people. There were 270 surveys with a given group of 2 people, 84 with a group of 4, 78 with a group of 3, 36 with a group of 1, 28 with a group of 5, 13 with a group of 6, 8 with a group of 10, 6 with a group of 7, 5 with a group of 9, and 4 surveys with a group of 12. The Museum of Mobile had the largest 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	74	6.27	0	0.00	3	2.07	3	1.49	32	15.69	36	6.24
2	456	38.64	29	55.77	34	23.45	27	13.37	96	47.06	270	46.79
3	168	14.24	2	3.85	22	15.17	33	16.34	33	16.18	78	13.52
4	205	17.37	16	30.77	20	13.79	59	29.21	26	12.75	84	14.56
5	79	6.69	1	1.92	15	10.34	26	12.87	9	4.41	28	4.85
6	61	5.17	0	0.00	17	11.72	25	12.38	6	2.94	13	2.25
7	26	2.20	1	1.92	6	4.14	12	5.94	1	0.49	6	1.04
8	14	1.19	0	0.00	4	2.76	7	3.47	0	0.00	3	0.52
9	16	1.36	3	5.77	4	2.76	3	1.49	1	0.49	5	0.87
10	11	0.93	0	0.00	2	1.38	1	0.50	0	0.00	8	1.39
11	6	0.51	0	0.00	2	1.38	3	1.49	0	0.00	1	0.17
12	8	0.68	0	0.00	3	2.07	1	0.50	0	0.00	4	0.69
15	1	0.08	0	0.00	1	0.69	0	0.00	0	0.00	0	0.00
16	2	0.17	0	0.00	0	0.00	1	0.50	0	0.00	1	0.17
17	2	0.17	0	0.00	0	0.00	1	0.50	0	0.00	1	0.17
20	1	0.08	0	0.00	0	0.00	0	0.00	0	0.00	1	0.17
21	2	0.17	0	0.00	2	1.38	0	0.00	0	0.00	0	0.00
22	2	0.17	0	0.00	1	0.69	0	0.00	0	0.00	1	0.17
23	2	0.17	0	0.00	2	1.38	0	0.00	0	0.00	0	0.00
25	1	0.08	0	0.00	1	0.69	0	0.00	0	0.00	0	0.00
26	1	0.08	0	0.00	0	0.00	0	0.00	0	0.00	1	0.17
27	1	0.08	0	0.00	0	0.00	0	0.00	0	0.00	1	0.17
28	2	0.17	0	0.00	0	0.00	0	0.00	0	0.00	2	0.35
29	5	0.42	0	0.00	1	0.69	0	0.00	0	0.00	4	0.69
30	1	0.08	0	0.00	0	0.00	0	0.00	0	0.00	1	0.17
31	1	0.08	0	0.00	0	0.00	0	0.00	0	0.00	1	0.17
33	3	0.25	0	0.00	2	1.38	0	0.00	0	0.00	1	0.17
34	1	0.08	0	0.00	1	0.69	0	0.00	0	0.00	0	0.00
36	4	0.34	0	0.00	0	0.00	0	0.00	0	0.00	4	0.69
38	2	0.17	0	0.00	0	0.00	0	0.00	0	0.00	2	0.35
40	3	0.25	0	0.00	0	0.00	0	0.00	0	0.00	3	0.52
43	1	0.08	0	0.00	0	0.00	0	0.00	0	0.00	1	0.17
50	3	0.25	0	0.00	0	0.00	0	0.00	0	0.00	3	0.52
53	7	0.59	0	0.00	0	0.00	0	0.00	0	0.00	7	1.21
61	2	0.17	0	0.00	0	0.00	0	0.00	0	0.00	2	0.35
62	1	0.08	0	0.00	0	0.00	0	0.00	0	0.00	1	0.17
63	2	0.17	0	0.00	0	0.00	0	0.00	0	0.00	2	0.35
65	1	0.08	0	0.00	0	0.00	0	0.00	0	0.00	1	0.17
70	1	0.08	0	0.00	1	0.69	0	0.00	0	0.00	0	0.00
72	1	0.08	0	0.00	1	0.69	0	0.00	0	0.00	0	0.00
Total	1,180	100.00	52	100.00	145	100.00	202	100.00	204	100.00	577	100.00
Average Group Size	5.01		3.21		6.92		4.59		2.57		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 1,227 surveys collected at all attractions for the cumulative year, the number of responses to each length of stay in Mobile is as follows: 497 visitors were staying in Mobile for 3 or more nights, 339 were in Mobile on a day-trip only, 218 were staying for 2 nights, and 155 visitors were staying in Mobile for 1 night.

Of the 53 visitor surveys collected at Bellingrath Gardens and Home, 18 visitors were staying in Mobile for 3 or more nights, 12 were in Mobile on a day-trip only, 12 were staying for 1 night, and 10 visitors were staying for 2 nights.

Of the 148 visitor surveys collected at The Estuarium at the Dauphin Island Sea Lab, 90 visitors were staying in Mobile for 3 or more nights, 30 were in Mobile on a day-trip only, 17 were staying for 2 nights, and 10 visitors were staying for 1 night.

Of the 218 visitor surveys collected at the Gulf Coast Exploreum Science Center, 106 visitors were in Mobile on a day-trip only, 72 were staying for 3 or more nights, 27 were staying for 2 nights, and 11 visitors were staying for 1 night.

Of the 209 visitor surveys collected at the Mobile Museum of Art, 92 visitors were staying in Mobile for 3 or more nights, 53 were staying in Mobile for 2 nights, 41 were in Mobile on a day-trip only, and 10 visitors were staying for 1 night.

Of the 599 visitor surveys collected at The Museum of Mobile, 225 visitors were staying in Mobile for 3 or more nights, 150 were in Mobile on a day-trip only, 112 were staying in Mobile for 1 night, and 111 visitors were staying in Mobile for 2 nights.

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	339	28.04	12	23.08	30	20.41	106	49.07	41	20.92	150	25.08
1 night	155	12.82	12	23.08	10	6.80	11	5.09	10	5.10	112	18.73
2 nights	218	18.03	10	19.23	17	11.56	27	12.50	53	27.04	111	18.56
3 or more nights	497	41.11	18	34.62	90	61.22	72	33.33	92	46.94	225	37.63
Total	1,209	100.00	52	100.00	147	100.00	216	100.00	196	100.00	598	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 1,227 surveys collected at all attractions for the cumulative year, the number of responses to each source of information is as follows: 492 visitors used friends and/or relatives as an information source, 267 used the internet/web sites, 236 used other sources not given in the list, 196 used brochures, 154 used a welcome center, 119 used a magazine and/or newspaper, 61 used billboards, 40 used television and/or radio, and 37 visitors used a travel agency.

Of the 53 visitor surveys collected at Bellingrath Gardens and Home, 26 visitors used friends and/or relatives, 10 used billboards, 9 used other sources, 8 used brochures, 5 used a travel agency, 4 used a magazine and/or newspaper, 3 used the internet/web sites, 3 used a welcome center, and no (0) visitors used television and/or radio.

Of the 148 visitor surveys collected at The Estuarium at the Dauphin Island Sea Lab, 73 visitors used friends and/or relatives, 42 used the internet/web sites, 33 used brochures, 29 used other sources, 14 used a welcome center, 9 used a travel agency, 6 used a magazine and/or newspaper, 3 used billboards, and 1 visitor used television and/or radio.

Of the 218 visitor surveys collected at the Gulf Coast Exploreum Science Center, 105 visitors used friends and/or relatives, 64 used the internet/web sites, 33 used brochures, 31 used other sources, 23 used a welcome center, 13 used billboards, 11 used a magazine and/or newspaper, 10 used television and/or radio, and 2 visitors used a travel agency.

Of the 209 visitor surveys collected at the Mobile Museum of Art, 69 visitors used friends and/or relatives, 33 used a magazine and/or newspaper, 28 used other sources, 24 used a welcome center, 23 used brochures, 23 used the internet/web sites, 5 used billboards, 4 used a travel agency, and 1 visitor used television and/or radio.

Of the 599 visitor surveys collected at The Museum of Mobile, 219 visitors used friends and/or relatives, 139 used other sources, 135 used the internet/web sites, 99 used brochures, 90 used a welcome center, 65 used a magazine and/or newspaper, 30 used billboards, 28 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	492	40.10	26	49.06	73	49.32	105	48.17	69	33.01	219	36.56
internet/web site	267	21.76	3	5.66	42	28.38	64	29.36	23	11.00	135	22.54
other	236	19.23	9	16.98	29	19.59	31	14.22	28	13.40	139	23.21
brochures	196	15.97	8	15.09	33	22.30	33	15.14	23	11.00	99	16.53
welcome center	154	12.55	3	5.66	14	9.46	23	10.55	24	11.48	90	15.03
magazine/newspaper	119	9.70	4	7.55	6	4.05	11	5.05	33	15.79	65	10.85
billboards	61	4.97	10	18.87	3	2.03	13	5.96	5	2.39	30	5.01
television/radio	40	3.26	0	0.00	1	0.68	10	4.59	1	0.48	28	4.67
travel agency	37	3.02	5	9.43	9	6.08	2	0.92	4	1.91	17	2.84
Total	1,602	130.56	68	128.30	210	141.89	292	133.94	210	100.48	822	137.23

Note: Percentages are the total number of responses divided by the total number of completed surveys for each attraction. Percentage totals exceed 100% because most of the respondents checked more than one answer to the question.

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 1,227 surveys collected at all attractions for the cumulative year, the number of responses to each attraction is as follows: 398 visitors visited or planned to visit Fort Conde Museum & Welcome Center during their stay, 391 visited USS Alabama Battleship Memorial Park, 341 visited Bellingrath Gardens & Home, 279 visited Gulf Coast Exploreum & IMAX, 169 visited the Mobile Museum of Art, 167 visited Dauphin Island Estuarium & Sea Lab, 158 visited Fort Gaines, 140 visited Conde-Charlotte Museum House, 119 visited other attractions/festivals/special events, 73 visited The Museum of Mobile, 72 visited Oakleigh Period House Museum Complex, 49 visited Bragg-Mitchell Mansion, 42 visited the Cruise ships, 40 visited Wildland expeditions, 29 visited Richard-DAR House Museum, and 27 visitors visited Mobile Greyhound Park.

Of the 53 visitor surveys collected at Bellingrath Gardens and Home, 16 visitors visited or planned to visit the USS Alabama, 10 visited Fort Gaines, 8 visited the Estuarium/Sea Lab, 6 visited The Museum of Mobile, 5 visited Conde-Charlotte, 5 visited Fort Conde, 3 visited Mobile Greyhound Park, 3 visited the Mobile Museum of Art, 3 visited Oakleigh, 3 visited Richard-DAR, 2 visited Bragg-Mitchell, 2 visited the Cruise ships, 2 visited Wildland, 2 visitors visited other attractions, and no (0) visitors visited the Exploreum/IMAX.

Of the 148 visitor surveys collected at The Estuarium at the Dauphin Island Sea Lab, 65 visitors visited or planned to visit Fort Gaines, 50 visited Bellingrath Gardens, 48 visited the USS Alabama, 20 visited the Exploreum/IMAX, 15 visited Fort Conde, 13 visited The Museum of Mobile, 11 visited other attractions, 10 visited the Mobile Museum of Art, 9 visited Wildland, 7 visited the Cruise ships, 4 visited Conde-Charlotte, 3 visited Bragg-Mitchell, 1 visited Oakleigh, 1 visited Mobile Greyhound Park, and no (0) visitors visited Richard-DAR.

Of the 218 visitor surveys collected at the Gulf Coast Exploreum Science Center, 96 visitors visited or planned to visit the USS Alabama, 52 visited the Estuarium/Sea Lab, 47 visited Fort Conde, 41 visited Bellingrath Gardens, 31 visited other attractions, 28 visited The Museum of Mobile, 18 visited Conde-Charlotte, 18 visited Fort Gaines, 13 visited the Mobile Museum of Art, 12 visited Wildland, 9 visited Mobile Greyhound Park, 7 visited the Cruise ships, 6 visited Bragg-Mitchell, 5 visited Oakleigh, and no (0) visitors visited Richard-DAR.

Of the 209 visitor surveys collected at the Mobile Museum of Art, 46 visitors visited or planned to visit Bellingrath Gardens, 26 visited The Museum of Mobile, 25 visited the USS Alabama, 19 visited other attractions, 15 visited the Estuarium/Sea Lab, 10 visited Fort Gaines, 10 visited the Exploreum/IMAX, 9 visited Fort Conde, 4 visited Oakleigh, 3 visited Richard-DAR, 2 visited Bragg-Mitchell, 2 visited the Cruise ships, 2 visited Wildland, 1 visited Conde-Charlotte, and no (0) visitors visited Mobile Greyhound Park.

Of the 599 visitor surveys collected at The Museum of Mobile, 322 visitors visited or planned to visit Fort Conde, 249 visited the Exploreum/IMAX, 206 visited the USS Alabama, 204 visited Bellingrath Gardens, 143 visited the Mobile Museum of Art, 112 visited Conde-Charlotte, 92 visited the Estuarium/Sea Lab, 59 visited Oakleigh, 56 visited other attractions, 55 visited Fort Gaines, 36 visited Bragg-Mitchell, 24 visited the Cruise ships, 23 visited Richard-DAR, 15 visited Wildland, and 14 visitors visited Mobile Greyhound Park.

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
Fort Conde Museum/Welcome Ctr.	398	32.44	5	9.43	15	10.14	47	21.56	9	4.31	322	53.76
USS Alabama Battleship	391	31.87	16	30.19	48	32.43	96	44.04	25	11.96	206	34.39
Bellingrath Gardens & Home	341	27.79	n.a.	n.a.	50	33.78	41	18.81	46	22.01	204	34.06
Gulf Coast Exploreum & IMAX	279	22.74	0	0.00	20	13.51	n.a.	n.a.	10	4.78	249	41.57
Mobile Museum of Art	169	13.77	3	5.66	10	6.76	13	5.96	n.a.	n.a.	143	23.87
Dauphin Island Estuarium/Sea Lab	167	13.61	8	15.09	n.a.	n.a.	52	23.85	15	7.18	92	15.36
Fort Gaines	158	12.88	10	18.87	65	43.92	18	8.26	10	4.78	55	9.18
Conde-Charlotte Museum House	140	11.41	5	9.43	4	2.70	18	8.26	1	0.48	112	18.70
Other attractions/festivals/events	119	9.70	2	3.77	11	7.43	31	14.22	19	9.09	56	9.35
The Museum of Mobile	73	5.95	6	11.32	13	8.78	28	12.84	26	12.44	n.a.	n.a.
Oakleigh Period House Museum	72	5.87	3	5.66	1	0.68	5	2.29	4	1.91	59	9.85
Bragg-Mitchell Mansion	49	3.99	2	3.77	3	2.03	6	2.75	2	0.96	36	6.01
Cruise ships	42	3.42	2	3.77	7	4.73	7	3.21	2	0.96	24	4.01
Wildland expeditions	40	3.26	2	3.77	9	6.08	12	5.50	2	0.96	15	2.50
Richard-DAR House Museum	29	2.36	3	5.66	0	0.00	0	0.00	3	1.44	23	3.84
Mobile Greyhound Park	27	2.20	3	5.66	1	0.68	9	4.13	0	0.00	14	2.34
Total	2,494	203.26	70	132.08	257	173.65	383	175.69	174	83.25	1,610	268.78

Note: Percentages are the total number of responses divided by the total number of completed surveys for each attraction. Percentage totals exceed 100% because most of the respondents checked more than one answer to the question.

SECTION 2.

MOBILE AREA ATTRACTIONS CROSS TABLES BY STATE

Responses from 202 visitors from Alabama

In this cross table, all responses from the 202 surveys from visitors from Alabama (not including Mobile and Baldwin Counties) are separated from the total 1,227 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 (117). Thirty-four (34) visitors were visiting friends/relatives, 19 were with a tour group, 18 were on a business trip, and 11 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 (62). Fifty-eight (58) visitors were staying for 2 nights, 48 were in Mobile on a day-trip only, and 32 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 (84). Fifty-five (55) visitors used the internet/web sites, 39 used other sources, 36 used brochures, 23 used a magazine and/or newspaper, 21 used a welcome center, 9 used television and/or radio, 7 used billboards, and 7 visitors used a travel agency.

The most frequently given response to attractions visited or planned to visit was the Exploreum/IMAX (74). Seventy-one (71) visitors visited USS Alabama, 67 visited Fort Conde, 53 visited Bellingrath Gardens, 35 visited the Estuarium/Sea Lab, 34 visited the Mobile Museum of Art, 27 visited Fort Gaines, 22 visited Conde-Charlotte, 13 visited other attractions, 12 visited The Museum of Mobile, 9 visited Oakleigh, 7 visited Bragg-Mitchell, 7 visited Wildland, 4 visited the Cruise ships, 3 visited Mobile Greyhound Park, and 2 visitors visited Richard-DAR.

TABLE 2-1. Responses from 202 visitors from Alabama

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	117	58.79
visiting friends/relatives	34	17.09
tour group	19	9.55
business trip	18	9.05
convention	11	5.53
Total	199	100.00
<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	48	24.00
1 night	32	16.00
2 nights	58	29.00
3 or more nights	62	31.00
Total	200	100.00
<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	84	41.58
internet/web site	55	27.23
other	39	19.31
brochures	36	17.82
magazine/newspaper	23	11.39
welcome center	21	10.40
television/radio	9	4.46
billboards	7	3.47
travel agency	7	3.47
Total	281	139.11
<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Gulf Coast Exploreum & IMAX	74	36.63
USS Alabama Battleship Memorial Park	71	35.15
Fort Conde Museum & Welcome Center	67	33.17
Bellingrath Gardens & Home	53	26.24
Dauphin Island Estuarium & Sea Lab	35	17.33
Mobile Museum of Art	34	16.83
Fort Gaines	27	13.37
Conde-Charlotte Museum House	22	10.89
Other attractions/festivals/special events	13	6.44
The Museum of Mobile	12	5.94
Oakleigh Period House Museum Complex	9	4.46
Bragg-Mitchell Mansion	7	3.47
Wildland expeditions	7	3.47
Cruise ships	4	1.98
Mobile Greyhound Park	3	1.49
Richard-DAR House Museum	2	0.99
Total	440	217.82

Note: Percentages for 'Information sources used' and for 'Attractions visited' are the number of responses divided by the number of visitors from Alabama (202). Percentage totals exceed 100% because most of the respondents checked more than one answer to the question.

Responses from 157 visitors from Florida

In this cross table, all responses from the 157 surveys from visitors from Florida are separated from the total 1,227 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 (111). Twenty-three (23) visitors were visiting friends/relatives, 9 were with a tour group, 6 were on a business trip, and 6 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 (76). Thirty-eight (38) visitors were staying in Mobile for 3 or more nights, 22 were staying for 2 nights, and 18 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 (48). Forty-two (42) visitors used the internet/web sites, 26 used brochures, 26 used other sources, 23 used a welcome center, 15 used a magazine and/or newspaper, 14 used billboards, 5 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 (43). Thirty-nine (39) visitors visited Bellinger Gardens, 32 visited Fort Conde, 32 visited the Exploreum/IMAX, 18 visited the Mobile Museum of Art, 17 visited other attractions, 14 visited the Estuarium/Sea Lab, 13 visited Conde-Charlotte, 9 visited Fort Gaines, 8 visited The Museum of Mobile, 8 visited Oakleigh, 6 visited Bragg-Mitchell, 6 visited Richard-DAR, 6 visited Wildland, 2 visited the Cruise ships, and 1 visitor visited Mobile Greyhound Park.

TABLE 2-2. Responses from 157 visitors from Florida

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	111	71.61
visiting friends/relatives	23	14.84
tour group	9	5.81
business trip	6	3.87
convention	6	3.87
Total	155	100.00
<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	76	49.35
1 night	18	11.69
2 nights	22	14.29
3 or more nights	38	24.68
Total	154	100.00
<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	48	30.57
internet/web site	42	26.75
brochures	26	16.56
other	26	16.56
welcome center	23	14.65
magazine/newspaper	15	9.55
billboards	14	8.92
television/radio	5	3.18
travel agency	5	3.18
Total	204	129.94
<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	43	27.39
Bellingrath Gardens & Home	39	24.84
Fort Conde Museum & Welcome Center	32	20.38
Gulf Coast Exploreum & IMAX	32	20.38
Mobile Museum of Art	18	11.46
Other attractions/festivals/special events	17	10.83
Dauphin Island Estuarium & Sea Lab	14	8.92
Conde-Charlotte Museum House	13	8.28
Fort Gaines	9	5.73
The Museum of Mobile	8	5.10
Oakleigh Period House Museum Complex	8	5.10
Bragg-Mitchell Mansion	6	3.82
Richard-DAR House Museum	6	3.82
Wildland expeditions	6	3.82
Cruise ships	2	1.27
Mobile Greyhound Park	1	0.64
Total	254	161.78

Note: Percentages for 'Information sources used' and for 'Attractions visited' are the number of responses divided by the number of visitors from Florida (157). Percentage totals exceed 100% because most of the respondents checked more than one answer to the question.

Responses from 113 visitors from Louisiana

In this cross table, all responses from the 113 surveys from visitors from Louisiana are separated from the total 1,227 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 (77). Twenty-five (25) visitors were visiting friends/relatives, 5 were with a tour group, 3 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 (35). Twenty-eight (28) visitors were staying in Mobile for 3 or more nights, 24 were staying for 1 night, and 22 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 (48). Thirty-one (31) visitors used the internet/web sites, 16 used brochures, 16 used a welcome center, 12 used other sources, 11 used a magazine and/or newspaper, 10 used billboards, 7 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 (29) and the Exploreum/IMAX (29). Twenty-six (26) visitors visited Bellingrath Gardens, 23 visited the USS Alabama, 20 visited the Mobile Museum of Art, 13 visited other attractions, 10 visited the Estuarium/Sea Lab, 10 visited Fort Gaines, 9 visited The Museum of Mobile, 8 visited Conde-Charlotte, 5 visited Oakleigh, 4 visited Bragg-Mitchell, 4 visited Mobile Greyhound Park, 2 visited Richard-DAR, 1 visited the Cruise ships, and 1 visitor visited Wildland.

TABLE 2-3. Responses from 113 visitors from Louisiana

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	77	68.14
visiting friends/relatives	25	22.12
tour group	5	4.42
business trip	3	2.65
convention	3	2.65
Total	113	100.00
<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	35	32.11
1 night	24	22.02
2 nights	22	20.18
3 or more nights	28	25.69
Total	109	100.00
<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	48	42.48
internet/web site	31	27.43
brochures	16	14.16
welcome center	16	14.16
other	12	10.62
magazine/newspaper	11	9.73
billboards	10	8.85
television/radio	7	6.19
travel agency	0	0.00
Total	151	133.63
<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Conde Museum & Welcome Center	29	25.66
Gulf Coast Exploreum & IMAX	29	25.66
Bellingrath Gardens & Home	26	23.01
USS Alabama Battleship Memorial Park	23	20.35
Mobile Museum of Art	20	17.70
Other attractions/festivals/special events	13	11.50
Dauphin Island Estuarium & Sea Lab	10	8.85
Fort Gaines	10	8.85
The Museum of Mobile	9	7.96
Conde-Charlotte Museum House	8	7.08
Oakleigh Period House Museum Complex	5	4.42
Bragg-Mitchell Mansion	4	3.54
Mobile Greyhound Park	4	3.54
Richard-DAR House Museum	2	1.77
Cruise ships	1	0.88
Wildland expeditions	1	0.88
Total	194	171.68

Note: Percentages for 'Information sources used' and for 'Attractions visited' are the number of responses divided by the number of visitors from Louisiana (113). Percentage totals exceed 100% because most of the respondents checked more than one answer to the question.

Responses from 110 visitors from Mississippi

In this cross table, all responses from the 110 surveys from visitors from Mississippi are separated from the total 1,227 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 (85). Fifteen (15) visitors were visiting friends/relatives, 9 were with a tour group, 1 was 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 (66). Seventeen (17) visitors were staying in Mobile for 2 nights, 13 were staying for 1 night, and 13 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 (45). Thirty (30) visitors used the internet/web sites, 16 used a magazine and/or newspaper, 15 used a welcome center, 13 used brochures, 12 used other sources, 11 used billboards, 8 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 the Exploreum/IMAX (30). Twenty-nine (29) visitors visited Fort Conde, 29 visited the USS Alabama, 26 visited Bellingrath Gardens, 17 visited the Estuarium/Sea Lab, 15 visited the Mobile Museum of Art, 14 visited Conde-Charlotte, 11 visited Fort Gaines, 10 visited The Museum of Mobile, 9 visited other attractions, 6 visited Mobile Greyhound Park, 4 visited the Cruise ships, 3 visited Bragg-Mitchell, 3 visited Oakleigh, 3 visited Wildland, and no (0) visitors visited Richard-DAR.

TABLE 2-4. Responses from 110 visitors from Mississippi

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	85	77.27
visiting friends/relatives	15	13.64
tour group	9	8.18
business trip	1	0.91
convention	0	0.00
Total	110	100.00
<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	66	60.55
1 night	13	11.93
2 nights	17	15.60
3 or more nights	13	11.93
Total	109	100.00
<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	45	40.91
internet/web site	30	27.27
magazine/newspaper	16	14.55
welcome center	15	13.64
brochures	13	11.82
other	12	10.91
billboards	11	10.00
television/radio	8	7.27
travel agency	3	2.73
Total	153	139.09
<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Gulf Coast Exploreum & IMAX	30	27.27
Fort Conde Museum & Welcome Center	29	26.36
USS Alabama Battleship Memorial Park	29	26.36
Bellingrath Gardens & Home	26	23.64
Dauphin Island Estuarium & Sea Lab	17	15.45
Mobile Museum of Art	15	13.64
Conde-Charlotte Museum House	14	12.73
Fort Gaines	11	10.00
The Museum of Mobile	10	9.09
Other attractions/festivals/special events	9	8.18
Mobile Greyhound Park	6	5.45
Cruise ships	4	3.64
Bragg-Mitchell Mansion	3	2.73
Oakleigh Period House Museum Complex	3	2.73
Wildland expeditions	3	2.73
Richard-DAR House Museum	0	0.00
Total	209	190.00

Note: Percentages for 'Information sources used' and for 'Attractions visited' are the number of responses divided by the number of visitors from Mississippi (110). Percentage totals exceed 100% because most of the respondents checked more than one answer to the question.

Responses from 76 visitors from Georgia

In this cross table, all responses from the 76 surveys from visitors from Georgia are separated from the total 1,227 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 (47). Fifteen (15) visitors were visiting friends/relatives, 8 were on a business trip, 3 were in Mobile for a convention, and 2 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 (36). Sixteen (16) 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 (31). Eighteen (18) visitors used the internet/web sites, 14 used other sources, 12 used brochures, 9 used a welcome center, 7 used a magazine and/or newspaper, 5 used billboards, 2 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 (25) and the USS Alabama (25). Nineteen (19) visitors visited Bellingrath Gardens, 18 visited the Exploreum/IMAX, 12 visited the Estuarium/Sea Lab, 10 visited Fort Gaines, 8 visited the Mobile Museum of Art, 7 visited Conde-Charlotte, 6 visited other attractions, 4 visited the Cruise ships, 3 visited Oakleigh, 3 visited Wildland, 2 visited Mobile Greyhound Park, 2 visited The Museum of Mobile, 2 visited Richard-DAR, and 1 visitor visited Bragg-Mitchell.

TABLE 2-5. Responses from 76 visitors from Georgia

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	47	62.67
visiting friends/relatives	15	20.00
business trip	8	10.67
convention	3	4.00
tour group	2	2.67
Total	75	100.00
<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	16	21.05
1 night	10	13.16
2 nights	14	18.42
3 or more nights	36	47.37
Total	76	100.00
<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	31	40.79
internet/web site	18	23.68
other	14	18.42
brochures	12	15.79
welcome center	9	11.84
magazine/newspaper	7	9.21
billboards	5	6.58
television/radio	2	2.63
travel agency	0	0.00
Total	98	128.95
<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Conde Museum & Welcome Center	25	32.89
USS Alabama Battleship Memorial Park	25	32.89
Bellingrath Gardens & Home	19	25.00
Gulf Coast Exploreum & IMAX	18	23.68
Dauphin Island Estuarium & Sea Lab	12	15.79
Fort Gaines	10	13.16
Mobile Museum of Art	8	10.53
Conde-Charlotte Museum House	7	9.21
Other attractions/festivals/special events	6	7.89
Cruise ships	4	5.26
Oakleigh Period House Museum Complex	3	3.95
Wildland expeditions	3	3.95
Mobile Greyhound Park	2	2.63
The Museum of Mobile	2	2.63
Richard-DAR House Museum	2	2.63
Bragg-Mitchell Mansion	1	1.32
Total	147	193.42

Note: Percentages for 'Information sources used' and for 'Attractions visited' are the number of responses divided by the number of visitors from Georgia (76). Percentage totals exceed 100% because most of the respondents checked more than one answer to the question.

Responses from 50 visitors from California

In this cross table, all responses from the 50 surveys from visitors from California are separated from the total 1,227 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 (21). Seventeen (17) visitors were on a vacation/pleasure trip, 6 were on a business trip, 3 were in Mobile for a convention, and 2 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 (25). Eleven (11) visitors were in Mobile on a day-trip only, 8 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 (24). Ten (10) visitors used other sources, 7 used brochures, 7 used a welcome center, 6 used the internet/web sites, 5 used billboards, 2 used a magazine and/or newspaper, 2 used television and/or radio, and 2 visitors used a travel agency.

The most frequently given response to attractions visited or planned to visit was Fort Conde (24). Twenty-two (22) visitors visited the USS Alabama, 21 visited Bellingrath Gardens, 11 visited Conde-Charlotte, 11 visited the Mobile Museum of Art, 10 visited the Estuarium/Sea Lab, 9 visited the Exploreum/IMAX, 6 visited the Cruise ships, 6 visited Oakleigh, 4 visited Bragg-Mitchell, 4 visited Fort Gaines, 4 visited The Museum of Mobile, 4 visited Richard-DAR, 4 visited other attractions, 2 visited Mobile Greyhound Park, and no (0) visitors visited Wildland.

TABLE 2-6. Responses from 50 visitors from California

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
visiting friends/relatives	21	42.86
vacation/pleasure trip	17	34.69
business trip	6	12.24
convention	3	6.12
tour group	2	4.08
Total	49	100.00
<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	11	22.45
1 night	5	10.20
2 nights	8	16.33
3 or more nights	25	51.02
Total	49	100.00
<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	24	48.00
other	10	20.00
brochures	7	14.00
welcome center	7	14.00
internet/web site	6	12.00
billboards	5	10.00
magazine/newspaper	2	4.00
television/radio	2	4.00
travel agency	2	4.00
Total	65	130.00
<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Conde Museum & Welcome Center	24	48.00
USS Alabama Battleship Memorial Park	22	44.00
Bellingrath Gardens & Home	21	42.00
Conde-Charlotte Museum House	11	22.00
Mobile Museum of Art	11	22.00
Dauphin Island Estuarium & Sea Lab	10	20.00
Gulf Coast Exploreum & IMAX	9	18.00
Cruise ships	6	12.00
Oakleigh Period House Museum Complex	6	12.00
Bragg-Mitchell Mansion	4	8.00
Fort Gaines	4	8.00
The Museum of Mobile	4	8.00
Richard-DAR House Museum	4	8.00
Other attractions/festivals/special events	4	8.00
Mobile Greyhound Park	2	4.00
Wildland expeditions	0	0.00
Total	142	284.00

Note: Percentages for 'Information sources used' and for 'Attractions visited' are the number of responses divided by the number of visitors from California (50). Percentage totals exceed 100% because most of the respondents checked more than one answer to the question.

Responses from 44 visitors from Texas

In this cross table, all responses from the 44 surveys from visitors from Texas are separated from the total 1,227 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 (23). Sixteen (16) visitors were visiting friends and/or relatives, 3 were on a business trip, 1 was in Mobile for a convention, and 1 visitor was with a tour group.

The most frequently given response to the length of the visitor's stay in Mobile was 3 or more nights (24). Ten (10) visitors were staying in Mobile for 2 nights, 6 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 (20). Ten (10) visitors used other sources, 9 used brochures, 3 used the internet/web sites, 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 the USS Alabama (16). Thirteen (13) visitors visited Fort Conde, 9 visited Bellingrath Gardens, 9 visited the Estuarium/Sea Lab, 9 visited Fort Gaines, 6 visited Conde-Charlotte, 6 visited other attractions, 5 visited the Mobile Museum of Art, 4 visited the Exploreum/IMAX, 2 visited Mobile Greyhound Park, 2 visited Oakleigh, 1 visited Bragg-Mitchell, 1 visited The Museum of Mobile, 1 visited Wildland, and no (0) visitors visited the Cruise ships and Richard-DAR.

TABLE 2-7. Responses from 44 visitors from Texas

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	23	52.27
visiting friends/relatives	16	36.36
business trip	3	6.82
convention	1	2.27
tour group	1	2.27
Total	44	100.00
<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	6	13.64
1 night	4	9.09
2 nights	10	22.73
3 or more nights	24	54.55
Total	44	100.00
<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	20	45.45
other	10	22.73
brochures	9	20.45
internet/web site	3	6.82
magazine/newspaper	3	6.82
welcome center	3	6.82
travel agency	1	2.27
billboards	0	0.00
television/radio	0	0.00
Total	49	111.36
<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	16	36.36
Fort Conde Museum & Welcome Center	13	29.55
Bellingrath Gardens & Home	9	20.45
Dauphin Island Estuarium & Sea Lab	9	20.45
Fort Gaines	9	20.45
Conde-Charlotte Museum House	6	13.64
Other attractions/festivals/special events	6	13.64
Mobile Museum of Art	5	11.36
Gulf Coast Exploreum & IMAX	4	9.09
Mobile Greyhound Park	2	4.55
Oakleigh Period House Museum Complex	2	4.55
Bragg-Mitchell Mansion	1	2.27
The Museum of Mobile	1	2.27
Wildland expeditions	1	2.27
Cruise ships	0	0.00
Richard-DAR House Museum	0	0.00
Total	84	190.91

Note: Percentages for 'Information sources used' and for 'Attractions visited' are the number of responses divided by the number of visitors from Texas (44). Percentage totals exceed 100% because most of the respondents checked more than one answer to the question.

Responses from 39 visitors from Missouri

In this cross table, all responses from the 39 surveys from visitors from Missouri are separated from the total 1,227 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 (24). Eleven (11) visitors were visiting friends and/or relatives, 2 were with a tour group, 1 was on a business trip, 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 (21). Eight (8) visitors were in Mobile on a day-trip only, 6 were staying for 2 nights, 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 (18). Eleven (11) visitors used the internet/web sites, 7 used brochures, 7 used a welcome center, 6 used other sources, 3 used billboards, 3 used a magazine and/or newspaper, 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 (14). Thirteen (13) visitors visited the USS Alabama, 8 visited Fort Conde, 6 visited the Estuarium/Sea Lab, 5 visited Bellingrath Gardens, 5 visited other attractions, 4 visited the Cruise ships, 4 visited the Exploreum/IMAX, 3 visited Conde-Charlotte, 3 visited the Mobile Museum of Art, 2 visited Bragg-Mitchell, 1 visited The Museum of Mobile, 1 visited Oakleigh, 1 visited Wildland, and no (0) visitors visited Mobile Greyhound Park or Richard-DAR.

TABLE 2-8. Responses from 39 visitors from Missouri

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	24	61.54
visiting friends/relatives	11	28.21
tour group	2	5.13
business trip	1	2.56
convention	1	2.56
Total	39	100.00
<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	8	20.51
1 night	4	10.26
2 nights	6	15.38
3 or more nights	21	53.85
Total	39	100.00
<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	18	46.15
internet/web site	11	28.21
brochures	7	17.95
welcome center	7	17.95
other	6	15.38
billboards	3	7.69
magazine/newspaper	3	7.69
travel agency	1	2.56
television/radio	0	0.00
Total	56	143.59
<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Gaines	14	35.90
USS Alabama Battleship Memorial Park	13	33.33
Fort Conde Museum & Welcome Center	8	20.51
Dauphin Island Estuarium & Sea Lab	6	15.38
Bellingrath Gardens & Home	5	12.82
Other attractions/festivals/special events	5	12.82
Cruise ships	4	10.26
Gulf Coast Exploreum & IMAX	4	10.26
Conde-Charlotte Museum House	3	7.69
Mobile Museum of Art	3	7.69
Bragg-Mitchell Mansion	2	5.13
The Museum of Mobile	1	2.56
Oakleigh Period House Museum Complex	1	2.56
Wildland expeditions	1	2.56
Mobile Greyhound Park	0	0.00
Richard-DAR House Museum	0	0.00
Total	70	179.49

Note: Percentages for 'Information sources used' and for 'Attractions visited' are the number of responses divided by the number of visitors from Missouri (39). Percentage totals exceed 100% because most of the respondents checked more than one answer to the question.

Responses from 32 visitors from Tennessee

In this cross table, all responses from the 32 surveys from visitors from Tennessee are separated from the total 1,227 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 Bellinger 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 32 visitors from Tennessee

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	22	70.97
visiting friends/relatives	3	9.68
business trip	2	6.45
convention	2	6.45
tour group	2	6.45
Total	31	100.00
<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	9	29.03
1 night	4	12.90
2 nights	3	9.68
3 or more nights	15	48.39
Total	31	100.00
<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
other	12	37.50
friends/relatives	8	25.00
internet/web site	7	21.88
brochures	5	15.63
magazine/newspaper	3	9.38
welcome center	3	9.38
travel agency	1	3.13
billboards	0	0.00
television/radio	0	0.00
Total	39	121.88
<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Conde Museum & Welcome Center	10	31.25
Bellingrath Gardens & Home	9	28.13
USS Alabama Battleship Memorial Park	9	28.13
Gulf Coast Exploreum & IMAX	7	21.88
Conde-Charlotte Museum House	4	12.50
Dauphin Island Estuarium & Sea Lab	4	12.50
Fort Gaines	4	12.50
Mobile Museum of Art	3	9.38
Cruise ships	2	6.25
Oakleigh Period House Museum Complex	2	6.25
Wildland expeditions	1	3.13
Other attractions/festivals/special events	1	3.13
Bragg-Mitchell Mansion	0	0.00
Mobile Greyhound Park	0	0.00
The Museum of Mobile	0	0.00
Richard-DAR House Museum	0	0.00
Total	56	175.00

Note: Percentages for 'Information sources used' and for 'Attractions visited' are the number of responses divided by the number of visitors from Tennessee (32). Percentage totals exceed 100% because most of the respondents checked more than one answer to the question.

Responses from 28 visitors from Illinois

In this cross table, all responses from the 28 surveys from visitors from Illinois are separated from the total 1,227 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). Eight (8) visitors were visiting friends and/or relatives, 3 were with a tour group, 1 was in Mobile for a convention, and no (0) visitors were 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). Eight (8) visitors were in Mobile on a day-trip only, 6 were staying for 2 nights, and 2 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 (14). Seven (7) visitors used brochures, 5 used the internet/web sites, 5 used other sources, 3 used a magazine and/or newspaper, 2 used a welcome center, 1 used billboards, 1 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 (18). Thirteen (13) visitors visited Fort Conde, 12 visited the USS Alabama, 5 visited other attractions, 4 visited the Estuarium/Sea Lab, 4 visited the Exploreum/IMAX, 3 visited the Mobile Museum of Art, 2 visited Conde-Charlotte, 2 visited Fort Gaines, 2 visited Oakleigh, 2 visited Richard-DAR, 1 visited Bragg-Mitchell, 1 visited Mobile Greyhound Park, and no (0) visitors visited the Cruise ships, The Museum of Mobile, or Wildland.

TABLE 2-10. Responses from 28 visitors from Illinois

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	12	50.00
visiting friends/relatives	8	33.33
tour group	3	12.50
convention	1	4.17
business trip	0	0.00
Total	24	100.00
<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	8	28.57
1 night	2	7.14
2 nights	6	21.43
3 or more nights	12	42.86
Total	28	100.00
<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	14	50.00
brochures	7	25.00
internet/web site	5	17.86
other	5	17.86
magazine/newspaper	3	10.71
welcome center	2	7.14
billboards	1	3.57
television/radio	1	3.57
travel agency	1	3.57
Total	39	139.29
<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Bellingrath Gardens & Home	18	64.29
Fort Conde Museum & Welcome Center	13	46.43
USS Alabama Battleship Memorial Park	12	42.86
Other attractions/festivals/special events	5	17.86
Dauphin Island Estuarium & Sea Lab	4	14.29
Gulf Coast Exploreum & IMAX	4	14.29
Mobile Museum of Art	3	10.71
Conde-Charlotte Museum House	2	7.14
Fort Gaines	2	7.14
Oakleigh Period House Museum Complex	2	7.14
Richard-DAR House Museum	2	7.14
Bragg-Mitchell Mansion	1	3.57
Mobile Greyhound Park	1	3.57
Cruise ships	0	0.00
The Museum of Mobile	0	0.00
Wildland expeditions	0	0.00
Total	69	246.43

Note: Percentages for 'Information sources used' and for 'Attractions visited' are the number of responses divided by the number of visitors from Illinois (28). Percentage totals exceed 100% because most of the respondents checked more than one answer to the question.

SECTION 3.
VISITORS BY MSA AND COUNTY

Visitors from top ten 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, and Illinois. Of the 851 visitors from the aforementioned states, 707 belong to a metropolitan statistical area in their residential state. The eight most popular residential MSAs of the 707 visitors are all within 350 miles of Mobile.

The MSA with the most visitors to Mobile was Pensacola-Ferry Pass-Brent, FL (76). Fifty-one (51) visitors were from Atlanta-Sandy Springs-Marietta, GA; 48 were from New Orleans-Metairie-Kenner, LA; 44 were from Birmingham-Hoover, AL; 35 were from Pascagoula, MS; 25 were from Gulfport-Biloxi, MS; 25 were from Huntsville, AL; and 22 visitors were from Baton Rouge, LA.

The most visitors came to Mobile from a MSA in Florida (151). One hundred thirty-eight (138) visitors came from a MSA in Alabama, 95 from a MSA in Louisiana, 76 from a MSA in Mississippi, 70 from a MSA in Georgia, 47 from a MSA in California, 39 from a MSA in Texas, 36 from a MSA in Missouri, 31 from a MSA in Tennessee, and 24 visitors came from a MSA in Illinois.

There are 87 MSAs represented in the following table. The state with the most number of MSAs is Florida (18). Thirteen (13) MSAs are in California, 10 are in Alabama, 10 are in Georgia, 9 are in Texas, 8 are in Louisiana, 6 are in Tennessee, 5 are in Missouri, 4 are in Illinois, and 4 MSAs are in Mississippi.

The county with the most visitors to Mobile was Escambia County, FL (51). Thirty-two (32) visitors were from Jackson County, MS; 25 were from Santa Rosa County, FL; 24 were from Jefferson County, AL; 24 were from Harrison County, MS; 21 were from Madison County, AL; 18 were from Orleans Parish, LA; 17 were from Los Angeles County, CA; 14 were from Tuscaloosa County, AL; 13 were from St. Tammany Parish, LA; 13 were from East Baton Rouge Parish, LA; 12 were from Jefferson Parish, LA; and 12 visitors were from Lee County, AL.

There are 174 counties represented in the following table. The state with the most number of counties is Florida (27). Twenty-five (25) counties are in Georgia, 19 are in California, 19 are in Missouri, 18 are in Alabama, 18 are in Texas, 16 are in Louisiana, 15 are in Tennessee, 9 are in Mississippi, and 8 counties are in Illinois.

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

	<u>MSA</u>	<u>Total</u>	<u>Percentage</u>	<u>Counties</u>	<u>Total</u>	<u>Percentage</u>
Pensacola-Ferry Pass-Brent, FL	76	10.75		Escambia	51	7.21
				Santa Rosa	25	3.54
Atlanta-Sandy Springs-Marietta, GA	51	7.21		Cobb	10	1.41
				Fulton	10	1.41
				DeKalb	6	0.85
				Gwinnett	6	0.85
				Cherokee	5	0.71
				Dawson	3	0.42
				Bartow	2	0.28
				Fayette	2	0.28
				Henry	2	0.28
				Walton	2	0.28
				Barrow	1	0.14
				Carroll	1	0.14
				Haralson	1	0.14
New Orleans-Metairie-Kenner, LA	48	6.79		Orleans	18	2.55
				St. Tammany	13	1.84
				Jefferson	12	1.70
				St. Bernard	3	0.42
				St. Charles	2	0.28
Birmingham-Hoover, AL	44	6.22		Jefferson	24	3.39
				Shelby	9	1.27
				Chilton	6	0.85
				Blount	5	0.71
Pascagoula, MS	35	4.95		Jackson	32	4.53
				George	3	0.42
Gulfport-Biloxi, MS	25	3.54		Harrison	24	3.39
				Hancock	1	0.14
Huntsville, AL	25	3.54		Madison	21	2.97
				Limestone	4	0.57
Baton Rouge, LA	22	3.11		East Baton Rouge	13	1.84
				Livingston	5	0.71
				Ascension	3	0.42
				West Baton Rouge	1	0.14
Los Angeles-Long Beach-Santa Ana, CA	18	2.55		Los Angeles	17	2.40
				Orange	1	0.14
Chicago-Naperville-Joliet, IL-IN-WI	17	2.40		Cook	11	1.56
				DuPage	3	0.42
				Kane	1	0.14
				Lake	1	0.14
				McHenry	1	0.14
Kansas City, MO-KS	14	1.98		Clay	6	0.85
				Jackson	5	0.71
				Platte	2	0.28
				Cass	1	0.14
Montgomery, AL	14	1.98		Montgomery	8	1.13
				Autauga	3	0.42
				Elmore	3	0.42

Tuscaloosa, AL	14	1.98	Tuscaloosa	14	1.98
St. Louis, MO-IL	13	1.84	St. Louis	4	0.57
			Jefferson	2	0.28
			St. Louis city	2	0.28
			Lincoln	1	0.14
			Madison	1	0.14
			St. Charles	1	0.14
			St. Clair	1	0.14
			Warren	1	0.14
Auburn-Opelika, AL	12	1.70	Lee	12	1.70
Houston-Sugar Land-Baytown, TX	12	1.70	Harris	8	1.13
			Brazoria	1	0.14
			Fort Bend	1	0.14
			Montgomery	1	0.14
			Waller	1	0.14
Jackson, MS	12	1.70	Hinds	8	1.13
			Rankin	2	0.28
			Copiah	1	0.14
			Simpson	1	0.14
Nashville-Davidson--Murfreeshboro, TN	12	1.70	Davidson	7	0.99
			Rutherford	2	0.28
			Sumner	2	0.28
			Dickson	1	0.14
Dothan, AL	11	1.56	Houston	9	1.27
			Geneva	2	0.28
Fort Walton Beach-Crestview-Destin, FL	10	1.41	Okaloosa	10	1.41
Tallahassee, FL	10	1.41	Leon	8	1.13
			Wakulla	2	0.28
Austin-Round Rock, TX	9	1.27	Travis	6	0.85
			Williamson	2	0.28
			Hays	1	0.14
Lafayette, LA	9	1.27	Lafayette	9	1.27
Miami-Fort Lauderdale-Miami Beach, FL	9	1.27	Broward	3	0.42
			Miami-Dade	3	0.42
			Palm Beach	3	0.42
Tampa-St. Petersburg-Clearwater, FL	9	1.27	Pinellas	7	0.99
			Hillsborough	2	0.28
Florence-Muscle Shoals, AL	7	0.99	Lauderdale	7	0.99
Houma-Bayou Cane-Thibodaux, LA	7	0.99	Terrebonne	6	0.85
			Lafourche	1	0.14
Memphis, TN-MS-AR	7	0.99	Shelby	4	0.57
			Tate	2	0.28
			Fayette	1	0.14
Orlando-Kissimmee, FL	7	0.99	Orange	6	0.85
			Seminole	1	0.14
Chattanooga, TN-GA	6	0.85	Hamilton	3	0.42
			Marion	2	0.28
			Walker	1	0.14

Dallas-Fort Worth-Arlington, TX	6	0.85	Tarrant	3	0.42
			Collin	2	0.28
			Dallas	1	0.14
Decatur, AL	6	0.85	Morgan	4	0.57
			Lawrence	2	0.28
Jacksonville, FL	6	0.85	Duval	2	0.28
			Nassau	2	0.28
			Clay	1	0.14
			St. Johns	1	0.14
San Diego-Carlsbad-San Marcos, CA	6	0.85	San Diego	6	0.85
Springfield, MO	6	0.85	Greene	2	0.28
			Polk	2	0.28
			Christian	1	0.14
			Webster	1	0.14
Columbus, GA-AL	5	0.71	Muscogee	4	0.57
			Russell	1	0.14
San Antonio, TX	5	0.71	Bexar	4	0.57
			Comal	1	0.14
Gadsden, AL	4	0.57	Etowah	4	0.57
Gainesville, FL	4	0.57	Alachua	4	0.57
Hattiesburg, MS	4	0.57	Lamar	4	0.57
Knoxville, TN	4	0.57	Blount	2	0.28
			Anderson	1	0.14
			Knox	1	0.14
Sacramento--Arden-Arcade--Roseville, CA	4	0.57	Sacramento	3	0.42
			Placer	1	0.14
San Francisco-Oakland-Fremont, CA	4	0.57	Alameda	2	0.28
			San Francisco	1	0.14
			San Mateo	1	0.14
San Jose-Sunnyvale-Santa Clara, CA	4	0.57	Santa Clara	3	0.42
			San Benito	1	0.14
Alexandria, LA	3	0.42	Rapides	3	0.42
Augusta-Richmond County, GA-SC	3	0.42	Richmond	2	0.28
			Burke	1	0.14
Cape Coral-Fort Myers, FL	3	0.42	Lee	3	0.42
Champaign-Urbana, IL	3	0.42	Champaign	3	0.42
Deltona-Daytona Beach-Ormond Beach, FL	3	0.42	Volusia	3	0.42
Lake Charles, LA	3	0.42	Calcasieu	3	0.42
Ocala, FL	3	0.42	Marion	3	0.42
Riverside-San Bernardino-Ontario, CA	3	0.42	Riverside	2	0.28
			San Bernardino	1	0.14
Springfield, IL	3	0.42	Sangamon	3	0.42
Albany, GA	2	0.28	Dougherty	2	0.28
Amarillo, TX	2	0.28	Potter	2	0.28
Athens-Clarke County, GA	2	0.28	Clarke	1	0.14
			Oconee	1	0.14
Brunswick, GA	2	0.28	Glynn	2	0.28
Columbia, MO	2	0.28	Boone	1	0.14
			Howard	1	0.14
Corpus Christi, TX	2	0.28	Nueces	2	0.28

Gainesville, GA	2	0.28	Hall	2	0.28
Monroe, LA	2	0.28	Ouachita	2	0.28
Palm Bay-Melbourne-Titusville, FL	2	0.28	Brevard	2	0.28
Panama City-Lynn Haven, FL	2	0.28	Bay	2	0.28
Port St. Lucie-Fort Pierce, FL	2	0.28	Martin	2	0.28
San Luis Obispo-Paso Robles, CA	2	0.28	San Luis Obispo	2	0.28
Sarasota-Bradenton-Venice, FL	2	0.28	Sarasota	2	0.28
Anniston-Oxford, AL	1	0.14	Calhoun	1	0.14
Bakersfield, CA	1	0.14	Kern	1	0.14
Bloomington-Normal, IL	1	0.14	McLean	1	0.14
Brownsville-Harlingen, TX	1	0.14	Cameron	1	0.14
Chico, CA	1	0.14	Butte	1	0.14
Clarksville, TN-KY	1	0.14	Montgomery	1	0.14
Fresno, CA	1	0.14	Fresno	1	0.14
Jackson, TN	1	0.14	Madison	1	0.14
Jefferson City, MO	1	0.14	Osage	1	0.14
Lakeland, FL	1	0.14	Polk	1	0.14
Longview, TX	1	0.14	Gregg	1	0.14
Macon, GA	1	0.14	Jones	1	0.14
Merced, CA	1	0.14	Merced	1	0.14
Modesto, CA	1	0.14	Stanislaus	1	0.14
Naples-Marco Island, FL	1	0.14	Collier	1	0.14
Punta Gorda, FL	1	0.14	Charlotte	1	0.14
Redding, CA	1	0.14	Shasta	1	0.14
Savannah, GA	1	0.14	Chatham	1	0.14
Sherman-Denison, TX	1	0.14	Grayson	1	0.14
Shreveport-Bossier City, LA	1	0.14	De Soto	1	0.14
Valdosta, GA	1	0.14	Brooks	1	0.14
Total	707	100.00		707	100.00

SECTION 4.

MOBILE AREA ATTRACTIONS CROSS TABLES BY REASON FOR TRIP

Reponses from 717 visitors on a vacation/pleasure trip

In this cross table, all responses are from the 717 out of 1,227 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 (256). Two hundred two (202) visitors were staying in Mobile for 3 or more nights, 144 were staying for 2 nights, and 105 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 (217). Two hundred six (206) visitors used the internet/web sites, 147 used brochures, 119 used other sources, 116 used a welcome center, 94 used a magazine and/or newspaper, 45 used billboards, 28 used television and/or radio, and 24 visitors used a travel agency.

The most frequently given response to attractions visited or planned to visit was Fort Conde (230). Two hundred sixteen (216) visitors visited the USS Alabama, 192 visited the Exploreum/IMAX, 178 visited Bellingrath Gardens, 108 visited Fort Gaines, 98 visited the Mobile Museum of Art, 90 visited the Estuarium/Sea Lab, 88 visited Conde-Charlotte, 64 visited other attractions, 36 visited The Museum of Mobile, 34 visited Oakleigh, 27 visited Bragg-Mitchell, 26 visited Wildland, 20 visited the Cruise ships, 17 visited Mobile Greyhound Park, and 13 visitors visited Richard-DAR.

TABLE 4-1. Responses from 717 visitors on a vacation/pleasure trip

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	256	36.21
1 night	105	14.85
2 nights	144	20.37
3 or more nights	202	28.57
Total	707	100.00
<u>Information sources used in deciding to visit Mobile</u>		
friends/relatives	217	30.26
internet/web site	206	28.73
brochures	147	20.50
other	119	16.60
welcome center	116	16.18
magazine/newspaper	94	13.11
billboards	45	6.28
television/radio	28	3.91
travel agency	24	3.35
Total	996	138.91
<u>Attractions visited or planned to visit</u>		
Fort Conde Museum & Welcome Center	230	32.08
USS Alabama Battleship Memorial Park	216	30.13
Gulf Coast Exploreum & IMAX	192	26.78
Bellingrath Gardens & Home	178	24.83
Fort Gaines	108	15.06
Mobile Museum of Art	98	13.67
Dauphin Island Estuarium & Sea Lab	90	12.55
Conde-Charlotte Museum House	88	12.27
Other attractions/festivals/special events	64	8.93
The Museum of Mobile	36	5.02
Oakleigh Period House Museum Complex	34	4.74
Bragg-Mitchell Mansion	27	3.77
Wildland expeditions	26	3.63
Cruise ships	20	2.79
Mobile Greyhound Park	17	2.37
Richard-DAR House Museum	13	1.81
Total	1,437	200.42

Note: Percentages for 'Information sources used' and for 'Attractions visited' are the number of responses divided by the number of visitors who came to Mobile on a vacation/pleasure trip (717). Percentage totals exceed 100% because most of the respondents checked more than one answer to the question.

Reponses from 281 visitors visiting friends/relatives

In this cross table, all responses are from the 281 out of 1,227 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 (168). Forty-five (45) visitors were staying in Mobile for 2 nights, 43 were in Mobile on a day-trip only, and 18 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 (230). Twenty-six (26) visitors used the internet/web sites, 22 used a welcome center, 15 used a magazine and/or newspaper, 15 used other sources, 14 used brochures, 12 used billboards, 9 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 (92). Eighty-six (86) visitors visited the USS Alabama, 73 visited Fort Conde, 55 visited the Estuarium/Sea Lab, 40 visited the Mobile Museum of Art, 39 visited the Exploreum/IMAX, 36 visited Fort Gaines, 27 visited other attractions, 25 visited Conde-Charlotte, 20 visited The Museum of Mobile, 19 visited Oakleigh, 16 visited Bragg-Mitchell, 11 visited the Cruise ships, 9 visited Richard-DAR, 9 visited Wildland, and 5 visitors visited Mobile Greyhound Park.

TABLE 4-2. Responses from 281 visitors visiting friends/relatives

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	43	15.69
1 night	18	6.57
2 nights	45	16.42
3 or more nights	168	61.31
Total	274	100.00
<u>Information sources used in deciding to visit Mobile</u>		
friends/relatives	230	81.85
internet/web site	26	9.25
welcome center	22	7.83
magazine/newspaper	15	5.34
other	15	5.34
brochures	14	4.98
billboards	12	4.27
television/radio	9	3.20
travel agency	1	0.36
Total	344	122.42
<u>Attractions visited or planned to visit</u>		
Bellingrath Gardens & Home	92	32.74
USS Alabama Battleship Memorial Park	86	30.60
Fort Conde Museum & Welcome Center	73	25.98
Dauphin Island Estuarium & Sea Lab	55	19.57
Mobile Museum of Art	40	14.23
Gulf Coast Exploreum & IMAX	39	13.88
Fort Gaines	36	12.81
Other attractions/festivals/special events	27	9.61
Conde-Charlotte Museum House	25	8.90
The Museum of Mobile	20	7.12
Oakleigh Period House Museum Complex	19	6.76
Bragg-Mitchell Mansion	16	5.69
Cruise ships	11	3.91
Richard-DAR House Museum	9	3.20
Wildland expeditions	9	3.20
Mobile Greyhound Park	5	1.78
Total	562	200.00

Note: Percentages for 'Information sources used' and for 'Attractions visited' are the number of responses divided by the number of visitors who came to Mobile to visit friends/relatives (281). Percentage totals exceed 100% because most of the respondents checked more than one answer to the question.

Reponses from 85 visitors in a tour group

In this cross table, all responses are from the 85 out of 1,227 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 3 or more nights (31). Twenty-nine (29) visitors were staying in Mobile on a day-trip only, 16 were staying for 1 night, and 9 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 (39). Twenty (20) visitors used friends and/or relatives, 12 used brochures, 10 used the internet/web sites, 7 used a travel agency, 4 used a welcome center, 3 used a magazine and/or newspaper, 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 (40). Thirty-two (32) visitors visited Bellingrath Gardens, 29 visited the Exploreum/IMAX, 17 visited the USS Alabama, 12 visited Conde-Charlotte, 12 visited Oakleigh, 12 visited other attractions, 9 visited the Mobile Museum of Art, 6 visited The Museum of Mobile, 5 visited the Estuarium/Sea Lab, 4 visited Fort Gaines, 3 visited Bragg-Mitchell, 3 visited Mobile Greyhound Park, 2 visited the Cruise ships, 2 visited Richard-DAR, and 2 visitors visited Wildland.

TABLE 4-3. Responses from 85 visitors in a tour group

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	29	34.12
1 night	16	18.82
2 nights	9	10.59
3 or more nights	31	36.47
Total	85	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
other	39	45.88
friends/relatives	20	23.53
brochures	12	14.12
internet/web site	10	11.76
travel agency	7	8.24
welcome center	4	4.71
magazine/newspaper	3	3.53
billboards	0	0.00
television/radio	0	0.00
Total	95	111.76

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Conde Museum & Welcome Center	40	47.06
Bellingrath Gardens & Home	32	37.65
Gulf Coast Exploreum & IMAX	29	34.12
USS Alabama Battleship Memorial Park	17	20.00
Conde-Charlotte Museum House	12	14.12
Oakleigh Period House Museum Complex	12	14.12
Other attractions/festivals/special events	12	14.12
Mobile Museum of Art	9	10.59
The Museum of Mobile	6	7.06
Dauphin Island Estuarium & Sea Lab	5	5.88
Fort Gaines	4	4.71
Bragg-Mitchell Mansion	3	3.53
Mobile Greyhound Park	3	3.53
Cruise ships	2	2.35
Richard-DAR House Museum	2	2.35
Wildland expeditions	2	2.35
Total	190	223.53

Note: Percentages for 'Information sources used' and for 'Attractions visited' are the number of responses divided by the number of visitors who came to Mobile with a tour group (85). Percentage totals exceed 100% because most of the respondents checked more than one answer to the question.

Reponses from 75 visitors on a business trip

In this cross table, all responses are from the 75 out of 1,227 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 (41). Fifteen (15) visitors were staying in Mobile for 2 nights, 10 were staying for 1 night, and 7 visitors were staying in Mobile on a day-trip only.

The most frequently given response to the information sources used in deciding to visit Mobile was other sources (28). Fifteen (15) visitors used the internet/web sites, 14 used friends and/or relatives, 12 used brochures, 9 used a welcome center, 6 used a travel agency, 5 used a magazine and/or newspaper, 3 used billboards, and 3 visitors used television and/or radio.

The most frequently given response to attractions visited or planned to visit was the USS Alabama (32). Twenty-three (23) visitors visited Fort Conde, 13 visited the Exploreum/IMAX, 12 visited Bellingrath Gardens, 12 visited the Mobile Museum of Art, 11 visited other attractions, 8 visited the Estuarium/Sea Lab, 7 visited Fort Gaines, 6 visited The Museum of Mobile, 5 visited Conde-Charlotte, 5 visited Oakleigh, 3 visited Wildland, 2 visited the Cruise ships, 2 visited Richard-DAR, 1 visited Bragg-Mitchell, and 1 visitor visited Mobile Greyhound Park.

TABLE 4-4. Responses from 75 visitors on a business trip

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	7	9.59
1 night	10	13.70
2 nights	15	20.55
3 or more nights	41	56.16
Total	73	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
other	28	37.33
internet/web site	15	20.00
friends/relatives	14	18.67
brochures	12	16.00
welcome center	9	12.00
travel agency	6	8.00
magazine/newspaper	5	6.67
billboards	3	4.00
television/radio	3	4.00
Total	95	126.67

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	32	42.67
Fort Conde Museum & Welcome Center	23	30.67
Gulf Coast Exploreum & IMAX	13	17.33
Bellingrath Gardens & Home	12	16.00
Mobile Museum of Art	12	16.00
Other attractions/festivals/special events	11	14.67
Dauphin Island Estuarium & Sea Lab	8	10.67
Fort Gaines	7	9.33
The Museum of Mobile	6	8.00
Conde-Charlotte Museum House	5	6.67
Oakleigh Period House Museum Complex	5	6.67
Wildland expeditions	3	4.00
Cruise ships	2	2.67
Richard-DAR House Museum	2	2.67
Bragg-Mitchell Mansion	1	1.33
Mobile Greyhound Park	1	1.33
Total	143	190.67

Note: Percentages for 'Information sources used' and for 'Attractions visited' are the number of responses divided by the number of visitors who came to Mobile for a business trip (75). Percentage totals exceed 100% because most of the respondents checked more than one answer to the question.

Reponses from 54 visitors in Mobile for a convention

In this cross table, all responses are from the 54 out of 1,227 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 (51). One (1) visitor was 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 (32). Nine (9) visitors used brochures, 6 used the internet/web sites, 4 used friends and/or relatives, 2 used a welcome center, 1 used billboards, and no (0) visitors used a magazine and/or newspaper, 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-one (31) visitors visited Fort Conde, 19 visited Bellingrath Gardens, 10 visited the Estuarium/Sea Lab, 9 visited Conde-Charlotte, 6 visited the Cruise ships, 6 visited the Exploreum/IMAX, 6 visited The Museum of Mobile, 6 visited other attractions, 4 visited Fort Gaines, 3 visited Richard-DAR, 2 visited Oakleigh, 1 visited Bragg-Mitchell, 1 visited Mobile Greyhound Park, and 1 visitor visited Wildland.

SECTION 5.

MOBILE AREA ATTRACTIONS CROSS TABLES BY LENGTH OF STAY

Responses from 339 visitors in Mobile on a day-trip

In this cross table, all responses are from the 339 out of 1,227 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 (256). Forty-three (43) visitors said visiting friends/relatives was their primary reason, 29 said tour group, 7 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 (112). Eighty-nine (89) visitors used the internet/web sites, 55 used brochures, 55 used other sources, 44 used a welcome center, 38 used a magazine and/or newspaper, 26 used billboards, 21 used television and/or radio, and 6 visitors used a travel agency.

The most frequently given response to attractions visited or planned to visit was Fort Conde (77). Seventy-one (71) visitors visited the Exploreum/IMAX, 70 visited the USS Alabama, 63 visited Bellingrath Gardens, 41 visited the Mobile Museum of Art, 33 visited Conde-Charlotte, 31 visited the Estuarium/Sea Lab, 29 visited other attractions, 20 visited Fort Gaines, 12 visited The Museum of Mobile, 9 visited Oakleigh, 9 visited Wildland, 7 visited Bragg-Mitchell, 7 visited Richard-DAR, 6 visited the Cruise ships, and 5 visitors visited Mobile Greyhound Park.

TABLE 5-1. Responses from 339 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	256	76.19
visiting friends/relatives	43	12.80
tour group	29	8.63
business trip	7	2.08
convention	1	0.30
Total	336	100.00
<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	112	33.04
internet/web site	89	26.25
brochures	55	16.22
other	55	16.22
welcome center	44	12.98
magazine/newspaper	38	11.21
billboards	26	7.67
television/radio	21	6.19
travel agency	6	1.77
Total	446	131.56
<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Conde Museum & Welcome Center	77	22.71
Gulf Coast Exploreum & IMAX	71	20.94
USS Alabama Battleship Memorial Park	70	20.65
Bellingrath Gardens & Home	63	18.58
Mobile Museum of Art	41	12.09
Conde-Charlotte Museum House	33	9.73
Dauphin Island Estuarium & Sea Lab	31	9.14
Other attractions/festivals/special events	29	8.55
Fort Gaines	20	5.90
The Museum of Mobile	12	3.54
Oakleigh Period House Museum Complex	9	2.65
Wildland expeditions	9	2.65
Bragg-Mitchell Mansion	7	2.06
Richard-DAR House Museum	7	2.06
Cruise ships	6	1.77
Mobile Greyhound Park	5	1.47
Total	490	144.54

Note: Percentages for 'Information sources used' and for 'Attractions visited' are the number of responses divided by the number of visitors who were in Mobile on a day-trip (339). Percentage totals exceed 100% because most of the respondents checked more than one answer to the question.

Responses from 155 visitors staying in Mobile 1 night

In this cross table, all responses are from the 155 out of 1,227 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 (105). Eighteen (18) visitors said visiting friends/relatives was their primary reason, 16 said tour group, 10 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 (47). Forty-three (43) visitors used the internet/web sites, 29 used brochures, 28 used other sources, 23 used a welcome center, 10 used a magazine and/or newspaper, 9 used billboards, 7 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 (55). Fifty (50) visitors visited the Exploreum/IMAX, 33 visited Bellingrath Gardens, 31 visited the USS Alabama, 19 visited the Mobile Museum of Art, 16 visited Conde-Charlotte, 11 visited the Estuarium/Sea Lab, 11 visited Fort Gaines, 9 visited the Cruise ships, 7 visited other attractions, 4 visited Mobile Greyhound Park, 3 visited Oakleigh, 3 visited Wildland, 2 visited The Museum of Mobile, and no (0) visitors visited Bragg-Mitchell or Richard-DAR.

TABLE 5-2. Responses from 155 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	105	70.00
visiting friends/relatives	18	12.00
tour group	16	10.67
business trip	10	6.67
convention	1	0.67
Total	150	100.00
<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	47	30.32
internet/web site	43	27.74
brochures	29	18.71
other	28	18.06
welcome center	23	14.84
magazine/newspaper	10	6.45
billboards	9	5.81
travel agency	7	4.52
television/radio	5	3.23
Total	201	129.68
<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Conde Museum & Welcome Center	55	35.48
Gulf Coast Exploreum & IMAX	50	32.26
Bellingrath Gardens & Home	33	21.29
USS Alabama Battleship Memorial Park	31	20.00
Mobile Museum of Art	19	12.26
Conde-Charlotte Museum House	16	10.32
Dauphin Island Estuarium & Sea Lab	11	7.10
Fort Gaines	11	7.10
Cruise ships	9	5.81
Other attractions/festivals/special events	7	4.52
Mobile Greyhound Park	4	2.58
Oakleigh Period House Museum Complex	3	1.94
Wildland expeditions	3	1.94
The Museum of Mobile	2	1.29
Bragg-Mitchell Mansion	0	0.00
Richard-DAR House Museum	0	0.00
Total	254	163.87

Note: Percentages for 'Information sources used' and for 'Attractions visited' are the number of responses divided by the number of visitors who stayed in Mobile 1 night (155). Percentage totals exceed 100% because most of the respondents checked more than one answer to the question.

Responses from 218 visitors staying in Mobile 2 nights

In this cross table, all responses are from the 218 out of 1,227 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 (144). Forty-five (45) visitors said visiting friends/relatives was their primary reason, 15 said business trip, 9 said tour group, 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 (83). Fifty-seven (57) visitors used the internet/web sites, 47 used brochures, 30 used a welcome center, 27 used other sources, 26 used a magazine and/or newspaper, 12 used a travel agency, 10 used billboards, and 7 visitors used television and/or radio.

The most frequently given response to attractions visited or planned to visit was the USS Alabama (78). Seventy-five (75) visitors visited Fort Conde, 67 visited the Exploreum/IMAX, 63 visited Bellingrath Gardens, 38 visited the Mobile Museum of Art, 29 visited the Estuarium/Sea Lab, 22 visited Fort Gaines, 19 visited The Museum of Mobile, 19 visited other attractions, 18 visited Conde-Charlotte, 14 visited Oakleigh, 8 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 218 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	144	67.29
visiting friends/relatives	45	21.03
business trip	15	7.01
tour group	9	4.21
convention	1	0.47
Total	214	100.00
<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	83	38.07
internet/web site	57	26.15
brochures	47	21.56
welcome center	30	13.76
other	27	12.39
magazine/newspaper	26	11.93
travel agency	12	5.50
billboards	10	4.59
television/radio	7	3.21
Total	299	137.16
<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	78	35.78
Fort Conde Museum & Welcome Center	75	34.40
Gulf Coast Exploreum & IMAX	67	30.73
Bellingrath Gardens & Home	63	28.90
Mobile Museum of Art	38	17.43
Dauphin Island Estuarium & Sea Lab	29	13.30
Fort Gaines	22	10.09
The Museum of Mobile	19	8.72
Other attractions/festivals/special events	19	8.72
Conde-Charlotte Museum House	18	8.26
Oakleigh Period House Museum Complex	14	6.42
Bragg-Mitchell Mansion	8	3.67
Mobile Greyhound Park	7	3.21
Cruise ships	5	2.29
Wildland expeditions	5	2.29
Richard-DAR House Museum	3	1.38
Total	470	215.60

Note: Percentages for 'Information sources used' and for 'Attractions visited' are the number of responses divided by the number of visitors who stayed in Mobile 2 nights (218). Percentage totals exceed 100% because most of the respondents checked more than one answer to the question.

Responses from 497 visitors staying in Mobile 3 or more nights

In this cross table, all responses are from the 497 out of 1,227 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 (202). One hundred sixty-eight (168) visitors said visiting friends/relatives was their primary reason, 51 said convention, 41 said business trip, and 31 visitors said tour group.

The most frequently given response to the information sources used in deciding to visit Mobile was friends and/or relatives (247). One hundred twenty-five (125) visitors used other sources, 78 used the internet/web sites, 63 used brochures, 55 used a welcome center, 43 used a magazine and/or newspaper, 16 used billboards, 12 used a travel agency, and 7 visitors used television and/or radio.

The most frequently given response to attractions visited or planned to visit was the USS Alabama (209). One hundred ninety (190) visitors visited Fort Conde, 181 visited Bellingerath Gardens, 104 visited Fort Gaines, 94 visited the Estuarium/Sea Lab, 90 visited the Exploreum/IMAX, 73 visited Conde-Charlotte, 71 visited the Mobile Museum of Art, 63 visited other attractions, 46 visited Oakleigh, 40 visited The Museum of Mobile, 34 visited Bragg-Mitchell, 23 visited Wildland, 22 visited the Cruise ships, 19 visited Richard-DAR, and 11 visitors visited Mobile Greyhound Park.

TABLE 5-4. Responses from 497 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	202	40.97
visiting friends/relatives	168	34.08
convention	51	10.34
business trip	41	8.32
tour group	31	6.29
Total	493	100.00
<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	247	49.70
other	125	25.15
internet/web site	78	15.69
brochures	63	12.68
welcome center	55	11.07
magazine/newspaper	43	8.65
billboards	16	3.22
travel agency	12	2.41
television/radio	7	1.41
Total	646	129.98
<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	209	42.05
Fort Conde Museum & Welcome Center	190	38.23
Bellingrath Gardens & Home	181	36.42
Fort Gaines	104	20.93
Dauphin Island Estuarium & Sea Lab	94	18.91
Gulf Coast Exploreum & IMAX	90	18.11
Conde-Charlotte Museum House	73	14.69
Mobile Museum of Art	71	14.29
Other attractions/festivals/special events	63	12.68
Oakleigh Period House Museum Complex	46	9.26
The Museum of Mobile	40	8.05
Bragg-Mitchell Mansion	34	6.84
Wildland expeditions	23	4.63
Cruise ships	22	4.43
Richard-DAR House Museum	19	3.82
Mobile Greyhound Park	11	2.21
Total	1,270	255.53

Note: Percentages for 'Information sources used' and for 'Attractions visited' are the number of responses divided by the number of visitors who stayed in Mobile 3 or more nights (497). Percentage totals exceed 100% because most of the respondents checked more than one answer to the question.

SECTION 6.

DEAD SEA SCROLLS EXHIBITION 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 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

	<u>Total</u>	<u>Percentage</u>
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

	<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

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

	<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

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.