

**Gulf Coast Exploreum & IMAX
Exit Survey of Visitors
2005 Annual Report**

CBER Research Report #66

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Each quarter, the Center for Business and Economic Research (CBER) sends 100 Exit Visitor Surveys to the Gulf Coast Exploreum & IMAX. The Exploreum's managers then distribute the surveys, collect the completed ones, and mail them back to CBER for processing, where the data from each survey is compiled into quarterly summaries. A PowerPoint presentation is also created each quarter and is available for viewing on the web. At the end of the year, the quarterly summaries are combined to form an Annual Report. The following report is a total summary of all responses to the Exploreum's Exit Visitor Surveys for the year 2005. The number of surveys collected by the Exploreum for each quarter is as follows:

January – March:	658
April – June:	219
July – September:	4
October – December:	17

A total of 898 surveys were collected during 2005.

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SECTION 1.
TABULAR SUMMARY

Responses from all visitors to the Exploreum

<u>Ranking of overall visit to the Gulf Coast Exploreum & IMAX</u>	<u>Total</u>	<u>Percentage</u>
1	16	1.83
2	23	2.64
3	63	7.22
4	214	24.54
5	556	63.76
Total	872	100.00
Average Ranking	4.46	

<u>Primary residential states/countries</u>	<u>Total</u>	<u>Percentage</u>
Alabama*	266	29.82
Mississippi	153	17.15
Florida	141	15.81
Louisiana	132	14.80
Georgia	69	7.74
Tennessee	22	2.47
Texas	13	1.46
Virginia	8	0.90
California	7	0.78
Michigan	7	0.78
Ohio	7	0.78
Indiana	5	0.56
Missouri	5	0.56
Arkansas	4	0.45
Colorado	4	0.45
Illinois	4	0.45
Iowa	4	0.45
Oklahoma	4	0.45
Massachusetts	3	0.34
New Mexico	3	0.34
New York	3	0.34
Pennsylvania	3	0.34
Maryland	2	0.22
Minnesota	2	0.22
Wisconsin	2	0.22
Connecticut	1	0.11
Hawaii	1	0.11
Idaho	1	0.11
Kansas	1	0.11
Kentucky	1	0.11
Maine	1	0.11
Montana	1	0.11
Nebraska	1	0.11
New Jersey	1	0.11
North Carolina	1	0.11
Oregon	1	0.11
South Carolina	1	0.11
South Dakota	1	0.11
Utah	1	0.11
West Virginia	1	0.11
Wyoming	1	0.11
Canada	1	0.11
Germany	1	0.11
Israel	1	0.11
Total	892	100.00

*Includes 54 residents from Mobile and Baldwin Counties

Responses from non-residents of Mobile and Baldwin Counties only

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	404	48.15
visiting friends/relatives	93	11.08
tour group	314	37.43
business trip	20	2.38
convention	8	0.95
Total	839	100.00

<u>Number of people in group</u>	<u>Total</u>	<u>Percentage</u>
1	24	2.93
2	186	22.68
3	64	7.80
4	112	13.66
5	38	4.63
6	33	4.02
7	16	1.95
8	19	2.32
9	12	1.46
10	16	1.95
11	9	1.10
12	9	1.10
13	10	1.22
14	6	0.73
15	14	1.71
16	2	0.24
17	4	0.49
18	11	1.34
19	7	0.85
20	12	1.46
21	4	0.49
22	6	0.73
23	10	1.22
24	5	0.61
25	11	1.34
26	6	0.73
27	3	0.37
28	7	0.85
29	2	0.24
30	17	2.07
31	1	0.12
32	6	0.73
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	0.24
40	15	1.83
41	4	0.49
42	10	1.22
43	4	0.49
44	5	0.61
45	16	1.95
46	3	0.37
47	3	0.37
48	3	0.37
49	2	0.24
50	18	2.20
51	7	0.85
52	4	0.49
53	3	0.37
54	1	0.12
55	3	0.37
56	2	0.24
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	820	100.00
Average Group Size	14.21	

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	467	55.79
1 night	165	19.71
2 nights	111	13.26
3 or more nights	94	11.23
Total	837	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	276	24.21
magazine/newspaper	202	17.72
internet/web site	171	15.00
other	170	14.91
television/radio	133	11.67
brochures	84	7.37
billboards	48	4.21
travel agency	33	2.89
welcome center	23	2.02
Total	1,140	100.00

<u>Other information source used</u>	<u>Total</u>	<u>Percentage</u>
Church	104	71.23
School	12	8.22
Business	4	2.74
AAA	2	1.37
Bank's seniors club	2	1.37
Elderhostel	2	1.37
Passing through	2	1.37
Previous visit	2	1.37
Prior knowledge	2	1.37
Tour guide	2	1.37
Word of mouth	2	1.37
Alabama state tourism book	1	0.68
Bank	1	0.68
Chamber of Commerce	1	0.68
Exploreum rep. in Baton Rouge	1	0.68
Golden Agers Group	1	0.68
JDCC	1	0.68
Pensacola Archaeological Society	1	0.68
Resort	1	0.68
Senior citizen group	1	0.68
Senior Troup	1	0.68
Total	146	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Bellingrath Gardens and Home	215	28.48
USS Alabama Battleship Memorial Park	117	15.50
The Museum of Mobile	96	12.72
Fort Conde Museum & Welcome Center	85	11.26
Mobile Museum of Art	57	7.55
Dauphin Island Estuarium & Sea Lab	46	6.09
Conde-Charlotte Museum House	30	3.97
Cruise ships	22	2.91
Other attractions/festivals/special events	20	2.65
Fort Gaines	19	2.52
Oakleigh Period House Museum Complex	14	1.85
Richard-DAR House Museum	13	1.72
Bragg-Mitchell Mansion	8	1.06
Mobile Greyhound Park	8	1.06
Wildland expeditions	5	0.66
Total	755	100.00

<u>Other attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
The Cathedral	4	28.57
Beach	2	14.29
Azalea Trail Run	1	7.14
Carnival Museum	1	7.14
Coastal Birding Trail	1	7.14
Confederate Cemetery, Fairhope	1	7.14
Fire Museum	1	7.14
Malls	1	7.14
Saenger Theatre, Eastern Shore Centre, Kate Shepard House Bed and Breakfast	1	7.14
University of South Alabama	1	7.14
Total	14	100.00

SECTION 2.
VISITOR COMMENTS

- Fantastic! Bravo Mobile!!
- It's annoying to hear the film in the Dead Sea exhibit the entire time you are looking at the exhibit. It should only be heard in the theater area while you're watching the film.
- It was a wonderful experience, thank you so much for bringing it to Mobile, AL.
- Virtual digital theatre was incredible.
- Incredible!
- Came for Scrolls- WOW!
- Very interesting and educational- friendly staff when have questions!! This is our 2nd visit here—We are snowbirds
- Great facility!
- Excellent!
- Enjoyed your hospitality
- We have enjoyed everything
- Great!
- Wonderful
- I look forward to seeing the IMAX about the human body.
- I thoroughly enjoyed the exhibit. However, upon entering Will Call for our tickets, (12:00 on 3-6-05) a man put my ticket on my chest and I didn't appreciate it. He also was very confusing giving directions about the tickets.
- Did not like the man with Will Call tickets putting sticker on my chest.
- We recommend that the material that is an unique expo we need the Spanish translation of it to enjoy
- You need to have more options for language like Spanish, Italian, French, German.
- Is a pity the Exploreum isn't in Spanish or in more languages
- We showed up at 9am on Saturday to purchase walk-in tickets. Though there were less than 40 people in the building until 9:45am the Dead Sea Scrolls staff would not allow us to enter until 4:45pm along with over 150-300 people. I felt this was pretty ANAL. The facilities are great but I would appreciate you sending this feedback to the Dead Sea Scrolls. Thank you!
- It's terrible that a building this size has only 1 restroom. What were you thinking?
- Exhibit of Scrolls was good but way too crowded.
- Our group coordinator e-mailed and phoned the museum many times, left messages—no one called or e-mailed back. Even when she left a message with "emergency" on it, someone returned her call 2 days later! Not good P.R.!
- Enjoyed it!
- Enjoyed the audio tour—better than the one at High Museum in Atlanta
- Dead Sea Scrolls were amazing, but I was disappointed, even angered at times, that Islam was being forced into the picture. Islam has NOTHING to do with the Dead Sea Scrolls. The Koran did not originate from the Scrolls. The Hebrew and Christian Bibles did. Why taint this otherwise beautiful exhibit with your attempts to be politically correct? I wonder if the Museum of the Book in Israel would approve? Thank you, at least, for bringing the Scrolls to Mobile.
- I was most disappointed that Islam was introduced into the Dead Sea Scrolls exhibit. The Dead Sea Scrolls have everything to do with the Christian and Jewish faiths; then have nothing to do with the Islam faith. Mohammad was a man who created his own religion, loosely based on the Bible and the teachings of Christ. There is no historical data to support his teachings. There is no evidence of an ancient version of the Koran. Why was Islam mentioned here??? Political correctness? Even if people believe the Koran and believe Mohammad, to introduce both here just didn't make sense from a historical point of view. (i.e. why weren't Buddha and the Dali Llama included?)
- Bathrooms dirty. Not enough seating upstairs. Needs bigger café. Needs more seating.
- I think it is so wonderful to know about the time of Jesus
- Guides most helping and courteous. This exhibit is most rewarding for all ages.
- Much more interesting than imagined. Would bring others to visit.
- Everything moved very smoothly, impressed me with the efficiency
- Great!
- Very good exhibit
- During exhibits young children and youth should be impressed with silence so others may hear the recordings
- GREAT thrill to see the Dead Sea Scrolls Exhibit!! THANKS to all who made it possible
- Need more obvious transportation from the parking area to the Exploreum
- Great place to visit and enjoy!
- It was a real program and I have learned a lot of the Biblical history. Appreciate your effort!
- Enjoyable
- Awesome museum! Lots of hands on for the kids and adults. Great job!

We are Mobile residents, but wanted to comment on this excellent exhibit. The audio tape was great. The idea (or the "family" version) was super. One suggestion: a brief mention of "Muslim etiquette" printed or verbal presentation may help, those who get

- between (in front of!) most viewers and the exhibit and block the view of the polite exhibit watcher. I hope they are just oblivious/uneducated and not rude. Please help—Thanks—
- Not enough signage to show where to go to get here. Marvelous exhibit! Thanks!
- Thank you!
- This is a beautiful city with friendly people. I thoroughly enjoyed today. I'll be back! Thank you so much!
- Excellent! Dead Sea Scrolls & IMAX! I wish there had been somebody to discuss the Scrolls! IMAX tickets got the usher very confused and he refused to let me get seated until all the best seats were taken; he said both my tickets were for 1pm!
- Wonderful!
- What a thrill!
- Appreciate clean restrooms and courteous help
- Scrolls were 10+++!
- Wonderful, friendly town. Enjoyed. Will return.
- Great
- Organized poorly. Couldn't find the numbers easily to match the displays. Should have had guides rather than just people milling around.
- Great Dead Sea Scrolls exhibit. The Exploreum is great also. The only problem is at least 8 or more displays didn't work, which is negative teaching. It teaches wrong things about electricity, water, etc.
- Thank you Exploreum!!
- The IMAX film was not made for the curved screen!
- Always fascinating—Forever NEW!!!
- Dead Sea Scrolls were very informational
- Place numbers up above display for ease of finding narrative description.
- The Dead Sea Scrolls exhibit was incredible! Also the virtual tour of the Temple was fascinating and very informative. We also enjoyed building our own roller coaster and playing with the virtual reality exhibit.
- Impressed. Stay an extra day more than planned.
- I was fascinated with Scroll exhibit—though I always thought they were larger!
- Came for Dead Sea Scrolls exhibit—excellent and IMAX “Egypt”
- Excellent tour of Dead Sea Scrolls but there was almost no emphasis on the virtual reality tour upstairs. I missed it but my group loved it—I'm terribly disappointed that there weren't better directions and enthusiasm for showing it off.
- Enjoyed very much. Thank you Mobile!
- Very interesting, will tell others.
- A beautiful building and well organized display of the Dead Sea Scrolls. Lunch was delicious.
- Great exhibit and great work you're doing. Keep up good work.
- Dead Sea Scrolls Exhibit—Great
- Explored it tremendously
- This was excellent. Guides were so friendly and informative. Thank you.
- Excellent service in handling our group! Thanks
- Portable guide device as not geared to much. Needs improvement.
- Bravo!
- You should sell ice cream!
- Dead Sea Scrolls were very educational and interesting!
- Great
- With all of the visitors, Downtown was closed up. The café wasn't prepared for the amount of people coming for the event. Need to expand hours of operation on weekends. Would love to see more shows and exhibits.
- Very informative
- Great exhibit
- Volunteers and workers do a great job
- The excellent care and kindness given by the guides. I was going to stay in the hotel due to my disability while my friends went thru exhibit but they insisted I try...Ms. Mattie and a young dark haired lady (Jennifer) at the front desk went out of their way so I could enjoy the exhibit. Please give them my thanks.
- Excellent—Wish we had your exhibit hall back home in Atlanta. Your people are very courteous and helpful. Thanks. The Exploreum is great.
- Organized chaos! Our group (11:30am) didn't get in til noon! Loved exhibit. Last stop (Torah scroll) needs to be bigger room—serious bottleneck at end—Better planning, maybe? My package didn't specify type of parking at any hotel—hotel tried to charge me for parking—Bad communication between Exploreum and hotel people—Still, overall I enjoyed it. Reminded me of grad student days (Hebrew studies)
- The exhibit was informative
- Excellent food and personal treatment
- Excellent—First time for IMAX—Exhibit just great
- IMAX was great! The tour was rushed. The guides didn't give good info on the tape recorders or watching the film first.

- The Dead Sea Scrolls tour was not organized. The numbers on the exhibits were too small, unable to follow the tape.
- IMAX was wonderful
- Please list on website about pre-purchasing tickets—wasted trip
- I found the audio station numbers difficult to find/identify as they were generally placed on the attraction case to the lower right of the case opening. Because of the number of other Exploreum guests viewing the Scrolls, these numbers were generally blocked. Recommend you post audio tour numbers on the wall or banner corresponding with that audio stop # for more easy identification. Thank you!
- Thank you for bringing the Dead Sea Scrolls Exhibit here. This was a secondary reason to come here, after our conference. The exhibit was very educational.
- Acoustic guide too short. Too crowded.
- Lines—lines too long. Spent more time in line than seeing things!
- Staff to take phone reservations inadequate—and difficult to get toll free number
- Great
- The displays would be greatly improved by putting the number for the tape in the air- hung next to the exhibit. It was very hard to find the numbers with people standing in front of them. Thanks
- GREAT!!
- Enjoyed the information given at the Dead Sea Scrolls exhibit. Still am wondering how thick the copper of the scrolls is.
- Scrolls exhibit well done
- Very well displayed, good sounds, well presented, 2nd time to come here for shows-
- Dead Sea Scrolls- excellent
- Not enough seating! (in lobby)
- Great exhibit—very courteous
- Excellent
- Wonderful!
- Tour was great.
- Nice place to visit
- The exhibit was overrun with kids with little or no supervision. A schedule should be published when kids (with no interest in exhibit) are allowed to push, shove, scream & show no interest or respect to anyone.
- One or two benches out front would be WONDERFUL for people waiting for their rides.
- Friendly people who help with your questions.
- A couple of rooms were “bottlenecked” and waiting to get in was hard on our octogenarians. Otherwise it was great.
- Expecting the greatest program
- I really enjoyed seeing the scrolls and the information, also the kids area was fun and the IMAX show was great!
- It was busy, but the staff was extremely helpful and pleasant!
- I love all the benches that are available to rest tired feet! This is a great facility, although the lady at the front said there is no food available in the place. She was standing by the café.
- Been here many times and love the area
- Sea scrolls far exceeded my expectations. Thank you for offering such a wonderful exhibit!
- Fantastic facilities
- The guides were very helpful and courteous. Was awesome to view something so close to God and Psalms of the Bible, which are my favorite.
- Staff member in the Lil Lunchbox was very unhelpful and unwilling to please customers.
- Some of your staff could have been more helpful, such as the young woman in the lunchbox café, she was offensive and not helpful; however, the older woman was incredibly helpful and polite.
- Thank you for a nice day!!
- Confusing—the order of the display.
- Unorganization waiting to tour.
- The lighting in the Dead Sea Scrolls exhibit interfered with actual seeing the encased exhibits—I had to hold my hand up to block the lights that reflected on the surface.
- Wonderful experience—people very courteous and friendly and helpful
- We wish there were more IMAX show times. We could only see one by the time we came, so we toured the museums instead.
- It was good and the volunteers were nice.
- I thought the exhibit was very informative and interesting!!
- Everything was wonderful.
- Too much noise in Dead Sea Scrolls exhibit area. People should be encouraged to speak quietly or not at all to allow others to read and enjoy.
- Well organized, very clean and attractive
- Quite special
- Calling for a ticket was the pits—
- Most educational and enjoyable.

- Highly enjoyable
- Dead Sea Scrolls exhibit was very well done; the Egypt IMAX was very good & Downtown Mobile was interesting, pretty, & good food
- Wonderful display of the Dead Sea Scrolls – very informative
- Been to Shrine of the Book and like this better because the audio always explains what you see.
- Wonderful exhibit
- Everyone was wonderful! The MODA people were so helpful and friendly. The lady in the bathroom was so nice. What a wonderful job everyone did making us welcome. Job well done!
- This was poorly staffed in that guides to help with directions and info “did not know” or weren’t available. Docents were NOT visible or available in the galleries. Shape up!
- This was something I’d read about but never thought I’d see. It was amazing, something I’ll remember for the rest of my life.
- Special exhibit
- It was great
- Gift shops nice and not so expensive as others I have been in.
- Did not get to visit Dead Sea because when entering the exhibit could not take bottle of water. Need water because of having cancer of the throat.
- Direction to the order of events in Dead Sea Scrolls could have been much better
- Directions as to the order of events could be better
- Sufficient instruction and direction not provided
- Great exhibit. Intro 7 minute movie volume not loud enough. Should have magnification devices for scrolls?
- Have not seen Mobile in 30 years. What a difference! Beautiful!
- The Exploreum is very well set up. The people are friendly and helpful. I am very much looking forward to seeing the Dead Sea Scrolls.
- Good presentation.
- A very informative experience – Desperately needed better directions for listening to tapes and viewing exhibits
- In the last part of Scrolls exhibit, the legend is too small, about the Bibles – makes the exhibit end a downer
- Needed better instructions
- Insufficient instructions and directions
- Very enjoyable
- Great
- Very entertaining, memories of the bible
- Had great difficulty hearing the program.
- Seeing the program on Egypt, anyone from about midway down to front – get a crick in their neck by trying to see the top of the screen. I think the seats sit on too much of a slope.
- Excellent assistance when dealing with special needs visitors
- Very surprised, will be back
- On 2nd floor exhibits—Please give a 15 to 20 minute notice prior to closing!
- Excellent
- We have visited the Shrine of the Book in Jerusalem, and we enjoyed this a whole lot more.
- Dead Sea Scrolls exhibit – Excellent!
- Too crowded – not managed right
- Enjoyed the IMAX movie “Maya”
- Interesting
- I came to China exhibit and loved it. This one is not as interesting
- It was marvelous will come and see more of your beautiful city very soon
- Very enjoyable
- Good expose to early civilization
- Thank you – enjoyed the exhibit very much
- Too crowded. Reading material too low
- Very informative and enjoyable. Everyone was very helpful and nice
- This is what I like about the South. Polite, friendly, nice people; good weather; beautiful flowers
- Not organized as well as it could have been – when came into town should have directions and then when got in building – no directions, had to keep asking people where to go.
- Lighting was such that older people can’t read. Didn’t get to see IMAX film they wanted because it wouldn’t be shown until 6pm and they had to go.
- Very informative. Thanks for this event
- For Exploreum to survive you must continue having exhibits that appeal to all ages, like the Dead Sea Scrolls. Sci-Trak in Atlanta did not and it went under.
- It was great! I hate the use of C.E. and B.C.E. These politically correct annotations mean I have to translate every time I see them.

- Layout was confusing. The rules were too constraining.
- We were very disappointed in facilities for handicap. No special parking, no benches outside for parking up or delivery of people. Exhibit very good; need to enlarge café – very small.
- Lines are long; audio equipment poor quality; not enough seating; and café is too small.
- The reservations were an excellent idea to control crowding. However, there still were often people blocking a display, causing the viewer to wait until he/she could get up close to see. Overall, very good. (We made a day-trip from New Orleans and have done so before—quite worthwhile.)
- Ticket sales at desk were extremely slow. Getting info over the phone to see if IMAX shows had any tickets available was impossible. Dead Sea Scrolls exhibit was great but poorly laid out.
- IMAX Great—Israeli Exhibit Shallow.
- More IMAX?? Less nationalism.
- Splendid staff—helpful, courteous
- Thank you for this wonderful exhibit. It was amazing. I also loved the temple virtual tour.
- It was worth the 7 hour drive by far! As a history student, I think this is a great way to connect with history. The information provided was great. I'd have liked to have seen latest "places found" for all the artifacts (pottery, etc.). I think this is a wonderful exhibit to have in Alabama—it lets a population that is mostly Christian learn about the real history of our religion and its cultural context. Thank you! We came twice in 2 days!
- When you call in for tickets you need to be set up for less than 14 so couples and small families can get IMAX before they are sold out
- Interesting, historical, feel privileged to have been able to enjoy the special exhibit
- Really enjoyed it!
- I thought everything was so awesome!! Hopefully I'll be coming here again.
- Too many people
- Great gift shop—love IMAX!
- Audio tour good. Well done—good layout
- Very positive experience. Very well organized. Helpful staff
- Just enjoy coming to Mobile.
- Beautiful city
- Loved it. Hope to come back. You need more hotels. Even staying in private homes like Europe.
- Thanks a bunch ya'll! –great work.
- Great exhibit
- Crowded
- Great
- I enjoyed the clear and concise manner in which the Dead Sea Scrolls exhibit was presented. I came down from Atlanta and it was worth it. Thank you for the hospitality.
- Love Mobile!
- Excellent & awesome
- I liked the exhibit. The audio portion was an excellent addition to the exhibit. The children in our group really enjoyed the science experiments. Thank you!
- It was great
- Is run very well and efficiently
- Very enjoyable, very clean
- Came to see the Dead Sea Scrolls but took advantage of the combo that includes the IMAX presentation. Both were very interesting and informative.
- Got here late because of I-10 closure. Could not see all of the "Minds on Hold." They chased us out because of USA Foundation.
- Really enjoyed all the different exhibits for kids and adults alike! Thanks!
- Keep up the good work in attracting children of diverse backgrounds
- Ticket sales person – most helpful! The last room too small though.
- Good setup
- Outstanding exhibit! Thanks
- Please put bigger display signs in the last room of the Dead Sea Scrolls exhibit. They are very hard to see! Plus that room (scroll and bibles) was much too small to accommodate the number of displays. Also, perhaps think about switching from stickers (indicating group time) to a badge with a string to hang around your neck. It's a shame how many people have stuck their stickers all over as you leave the facility.
- If I were setting up a display of the Village, I would face the mock-up, the map at the front of it and the aerial photo on the wall behind it in the same direction. I found the different orientation confusing – and I am can turn them mentally reasonably well.
- Wonderful exhibit. Very cold museum.
- Mind-blowing exhibition
- Fabulous!

- Staff is very helpful and pleasant
- Very informative, structured, and detailed tour of the Dead Sea Scrolls
- Staff at Exploreum was helpful and accommodating – Numbers on audio tour in DSS could have been larger or more prominent – it would have made more sense if they were in order. Liked having a specific time to enter.
- Very enjoyable and informative.
- Exhibit was great; however, way too crowded. The “security guards” pushed their way through – I was pushed by them on 3 separate occasions. Hands-on area for children was awesome—virtual tour was awesome.
- My only complaint: No closed captioning on the video/TV screens!!! My daughter is partially deaf and even I couldn't hear the script on the small TV screen (given all the background noise)
- Virtual tour great. Science exhibit: too much noise coming from children and adults. Very interesting but not clearly heard.
- ☺
- Well organized, friendly, helpful staff
- Our 6-year-old liked the “Hands On” exhibit best especially the magnetism exhibit where the gloves moved. We liked the Dead Sea Scrolls exhibit.
- Excellent
- Excellent exhibit and very helpful and hospitable staff.
- Your PR person (I believe her name was Pam) was rude and lacks experience dealing with customers. She was the only negative aspect of our experience.
- As a handicapped visitor would suggest you “Disney” us—quick entrance and special area for wheelchairs! Otherwise a great facility
- Everyone, all volunteers extremely polite and helpful
- Thanks—really enjoyed
- Too cold!! Numbers hard to see on Scrolls exhibit – places to turn on for comments on audio device.
- Too noisy – Otherwise very nice
- The fact that the ceiling in the IMAX is domed made the film curved. It was very interesting film. The Dead Sea Scrolls exhibit was wonderful and very nicely displayed. One suggestion is to have smaller size headsets. The café had wonderful food and were extremely polite and helpful. They even held our food for us until after we went to the IMAX. All personnel were extremely friendly, polite, and helpful.
- Enjoyed Dead Sea Scroll exhibit and IMAX show
- Dead Sea Scrolls better signs or tour guides.
- My 9 year old granddaughter had a wonderful time. The hands on discoveries downstairs and upstairs were great!
- I was disappointed. The employees seemed rude and not eager to help. I will not encourage any of my friends to come visit.
- Dead Sea Scrolls was excellent and our only reason to visit. Mobile has been a great experience and we will be back.
- Very good
- Friendly, helpful staff
- Excellent!
- Real good; Great staff!!
- Trouble seeing the scrolls text, but otherwise great!
- Web site needs to be more specific – stressing there is a 2 hour wait to see the exhibit – Also IMAX runs @ same time as ticket sales for exhibit, however, we had wanted to see movie then exhibit, however, we did not want to wait 3 hours.
- I loved the IMAX theater! And the hands on exhibit!
- Mobile is unique. So lovely with the azaleas and oak trees with Spanish Moss.
- Everyone's been very nice – Enjoyed it.
- It was all very well presented and the staff was exceptionally friendly! Thanks!
- Exhibit was great – plenty of space in the exhibit. The trip was wonderful until being treated rudely by the old man at the IMAX.
- People are wonderful!
- Mr. Wizard was too loud when we were viewing movie.
- Excellent on all points! Keep up the good work!
- The food was very good. We enjoyed it very much.
- No schedule in sight for IMAX. DVD was excellent but we had to sit thru it twice to hear due to unruly groups waiting close by. Virtual temple tour was outstanding but it took us 30 minutes to find it once we got upstairs. We thought there were other things upstairs but there were no explanations, directions, or information. This is our second trip here and we found information very scarce at that time also. Tour groups need to be reminded that others are here also.
- Visit was on Saturday. Having a couple of hours to spare between exhibit and IMAX feature, we decided to have lunch at the Admiral Semmes—BIG MISTAKE! Staff was lackadaisical – no apparent supervision – observed many sanitary violations. Very disappointing experience from an establishment we had heard so many good things about.
- Exhibit was cool and interesting. The trip was worth it. But the man acting as usher to the IMAX was very disrespectful. But other than that it was cool.
- The museum is amazing! Thank you so much for a great time. Staff was super friendly.
- We will be back!

- Fabulous coup for your gracious city. We will return to Mobile for more.
- Wow! Wow! Wow! We'll be back!
- We feel most fortunate to have been able to visit Mobile and see the Dead Sea Scrolls exhibit. Wonderful! Beautifully done. Bravo Mobile!!
- Great
- Very well organized. Nice clean buildings.
- Your new theater is awesome. I hope you continue to grow.
- People were polite and helpful everywhere.
- Sold out Egypt IMAX both Sat & Mon a.m. was disappointment. Great Dead Sea Scrolls exhibit. "Captains Table" restaurant experience awful Sat. night.
- Parking was not free at the Municipal Garage as advertised. Streets are filthy!
- Hairy lens on IMAX
- Am taking brochures to friends
- A great exhibit. A great asset to this area. Great Biblical meaning. Visited this exhibit in Israel in 1972.
- All of the exhibits were great
- Thoroughly enjoyed this visit. Personnel were very professional.
- Wonderful
- Enjoyed it!
- Really great.
- Will be back in July!
- It was very interesting and educational!
- Great!
- Everything well done. Good show!
- The only negative was the rude young man at the virtual tour. He was argumentative. 3/21, 6pm
- Very enjoyable. Times for showing overlapped so could not see Maya IMAX show. We were disappointed.
- Pleasantly surprised!
- This exhibit is awesome!
- Dead Sea Scrolls overall trip felt that you had good information but was a little disappointed on information to Public. Employees should work on being a little more informative to Public.
- Ellie in gift shop needs a raise and cloned. I seldom find anyone as nice and helpful as she was.
- Was harassed by security for touching or brushing up against the exhibits in the Dead Sea Scrolls. Very mad. Wanted my money back for this exhibit. The rest of exhibits in the building were ok.
- Get some paper seat covers for ladies bathroom.
- Very informative. Delicious buffet lunch. Well presented.
- Too cold

April - June

- We loved the Exploreum—Especially the Dead Sea Scrolls exhibit. We drove in from metro Atlanta and were impressed with a first class exhibit in a much smaller city. Kudos! However, we saw the "Forces of Nature" IMAX film and were discouraged to find the theory of evolution so prominent in the intro. Not happy!
- Nice day—Thanks!
- Your virtual computer made me want to learn more about mine. (Much smaller)
- Exhibit was well done. Very impressive.
- Great for entire family; good clean fun. Thanks
- Need to label sign on 65-S so that you know to get on I-10 E. Sign just says I-10.
- Great!
- A "No talking" announcement should be made before IMAX film begins. More organization needed for ticket holders with certain times printed on ticket. Very unorganized.
- Great!
- Good
- The Dead Sea Scrolls exhibit was superb! Thank you!
- Keep up the good work!
- I would have liked more "hands on" for children in the Dead Sea Scrolls
- Have benches set up at exits for older people to be able to rest while waiting for their whole party to assemble.
- Very warm and friendly people also very helpful
- Seems as though there were too many tickets sold for this exhibit—Too crowded—too many people all at one time—harried staff—too much confusion

- The Dead Sea Scrolls exhibit was very disappointing! Poorly planned, poorly designed—too many people—not enough room—confusing displays with poor direction—I didn't even know there was an overview movie until the end. Awful! Plus, it was difficult very the elderly who accompanied us. Entrance way was dangerous, cluttered, not monitored—
- IMAX film on Mayan cities—magnificent. Entry times to exhibit were 30 or more minutes late.
- It was interesting and fun upstairs
- Groups were disorganized—my for 11:00AM did not go in until 11:30AM. May need to color code tickets or have more than one line with time designation. Wanted questions answered about exhibit; no one could answer
- The video in the Virtual Reality section was excellent—if you could watch it non-stop. Several times during the day (3x's) when our party attempted to view the video it would have no picture and the staff said the equipment had overheated, necessitating turning off the equipment and waiting needless minutes. In today's technological age I would think "overheating" shouldn't be a problem.
- Everyone was very helpful and the exhibit was great.
- We were quite impressed with the artifacts and appreciate being able to visit.
- Great!
- Why the use of BCE & CE at a Bible exhibit? It was very insulting.
- Was under the influence that IMAX would be about the exhibit. Disappointment there. Dead Sea Scrolls exhibit was too short for the amount of interest drummed up or marketed. The clerk terribly rude and non helpful!!
- There were too many school groups at one time—they need info on "museum etiquette." The Dead Sea Scrolls were worth driving 275 miles to see.
- Excellent!!! Worth the drive, I just wish it was here longer
- Banners should have been hung BEHIND scrolls so they could have been easily read
- Tickets are much too expensive. No veteran discounts. No family rates. No student rates.
- Enjoyed the experience!
- I would appreciate in the future that the second floor exhibit of the Dead Sea Scrolls be more integrated with the first
- Layout poor
- Highly overrated and overadvertised
- Need Sunday open restaurants!
- Great!! Only one complaint: The Dead Sea Scrolls was overcrowded and the sound equipment was bad.
- This trip was very educational.
- Need to keep the ladies restroom cleaner! Sunday, May 1, 5pm, it was awful!
- The staff has been exceptionally pleasant and accommodating to special needs/requests. Very friendly and helpful, too, especially with the extreme crowds and commotion.
- The last room of the exhibit was poorly planned! Placards too small to read and crowds were balling up!
- Great exhibit
- Great exhibit
- Found the exhibit too noisy and crowded
- Gift Shop should have video of the actual museum exhibit since cameras and video are not allowed. I like the museum tour for kids on their level. Very good!!!
- Very nice.
- We have had a wonderful time!
- Got sick at IMAX. Dead Sea Scrolls were great.
- Wish we could stay another day! This has been wonderful!
- I liked the digital theatre experience.
- Great. I always enjoy coming to attractions/exhibits here.
- A wonderful find. Glad we came.
- More parking
- Dead Sea Scrolls: The lighting was poor not because of the limited lumination, but the constant REFLECTION of the tract lighting off the display cases. The extra media (TV & film) were too loud when trying to hear the taped explanations. The exhibit seemed to be cramped for its size. The manuscript pieces could have been indirectly lminated for better appreciation. All that said- Thank you for the opportunity. Better next time.
- So far so good!
- I have been here 4 times to see the Dead Sea Scrolls with 4 motorcoaches full of senior citizens. Each visit has been a WONDERFUL experience. Displays are excellent and your staff is helpful, friendly, and ready to help in any way possible. I look forward to another chance to visit!
- Should be magnification over actual scrolls because some guests couldn't see.
- Too many obnoxious, rude, and uncontrolled students. It would be better if they had a specific time.
- Very nice
- Great time
- Exhibit was great. We could not find entrance. No sign or flags—we went up and down Water Street—Other visitors said same. Ticket assistant not trained.

- Need to let people know in advance that no tote bags, etc. are allowed—People coming from out of town may still have theirs and you have no place to check them.
- Docents and guides were extremely helpful. Having the lunches brought out to the courtyard was a great idea. Thank you for a wonderful visit.
- Love it
- Loved it!!!
- Restrooms dirty, poor directions outside for parking, exhibit displays too close together.
- An exhibit book would have been great. The 14th c. Bible Leaf needs to be at another angle to see it properly and to see the gold leaf!
- Wonderful hospitality
- Numbers were not sequenced- hard to follow. Weren't aware of intro video.
- Web site said no tickets available, then called # from web site and said Don't come, no room—Came anyway and got right in.
- Hard to see, too many people
- Too many people in there.
- Too crowded—too many people pushing so couldn't take time.
- People from South are very friendly and welcomed you. Good food and good exhibit
- Dead Sea Scrolls presentation was fantastic! I hope the DSS presentation will be back. All of my friends and family missed out on an incredible exhibit!
- Very good
- DSS is incredible!
- Enjoyed Scroll exhibit, Good people manning show
- It wasn't so very crowded so I could take my time and read and see everything
- Very good.
- It would have been excellent except for the school groups—maybe limit them to specific days and times and let the rest of us know so we don't come during these times. Also, use a larger space or different layout so people don't walk in front of you while you're reading the exhibit info. ☺ Thanks!
- Too crowded
- Glad we saw the 7 minute film first- set the tone.
- Setup doesn't flow. Numbers on exhibit boxes were out of order and it was hard to follow.
- Hands-on stuff was fun
- Very crowded
- Friendly
- Crowded—in a bigger space. Took 2 weeks of calling to get tickets.
- Came to see the Dead Sea Scrolls based on information gained from your web page. Drove from Milton, FL only to find out the viewing (?) was sold out—advance tickets only. Catherine was very helpful
- IMAX terrible- poorly done. Not supposed to make you sick
- We're coming back
- Dead Sea Scrolls was impressive.

July - September

- Restaurants: Food is good.
- We enjoyed the Coral Reef IMAX

October - December

- Very good selection of education related gifts.
- Exhibit and movie were very entertaining and fun.
- Great!!
- IMAX moves (?) to fast and is blurry during most of the movie—great service in the gift shop by Jada...She was very helpful and nice (I bought more stuff for my nephew because of her personality and attitude)

SECTION 3.

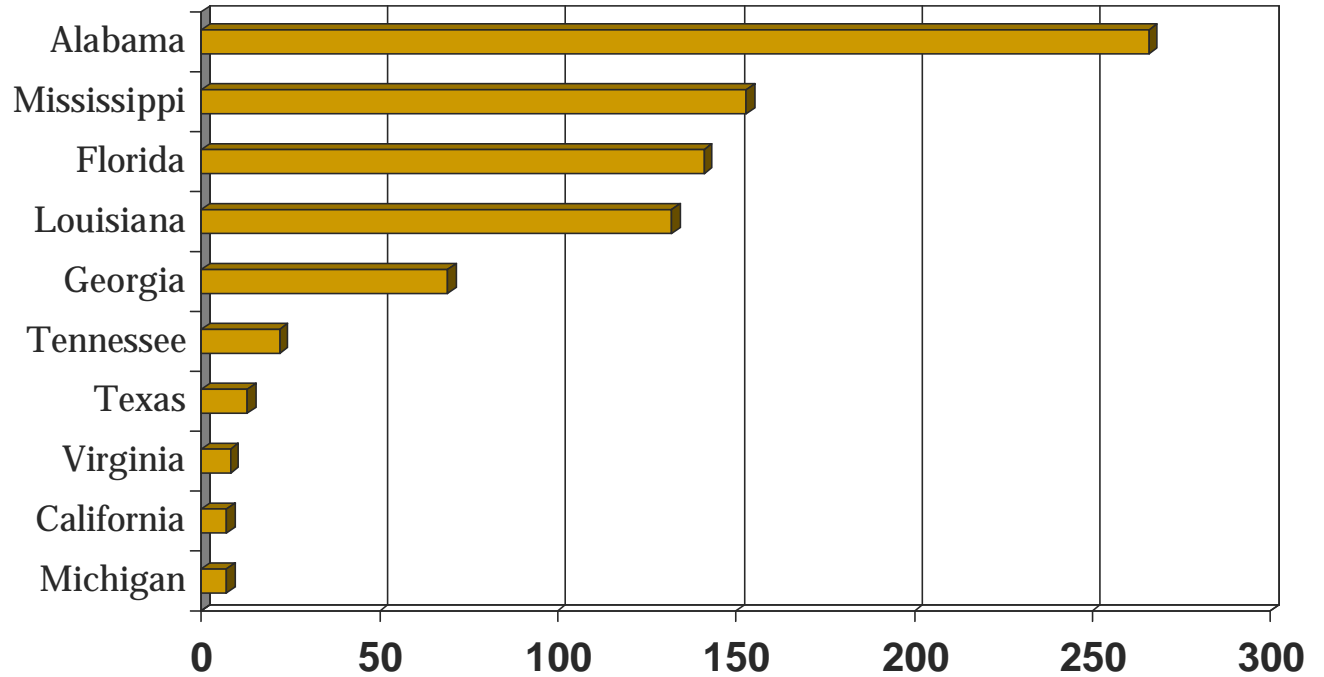
POWERPOINT SUMMARY



Gulf Coast Exploreum & IMAX

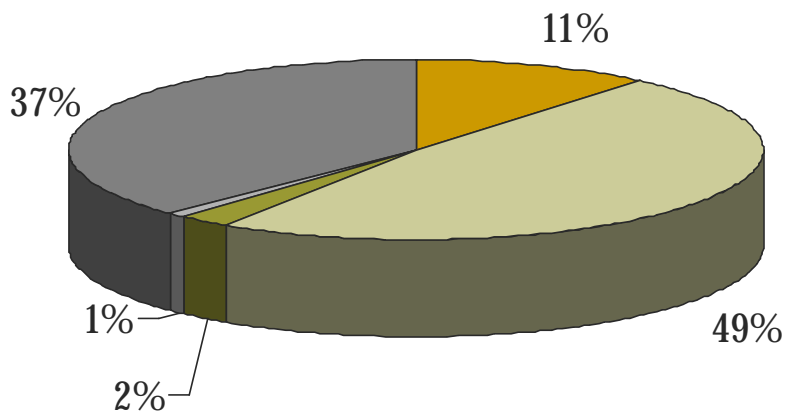
Exit Survey Summary
2005 Annual Report
Total surveys: 898

Primary Residential States



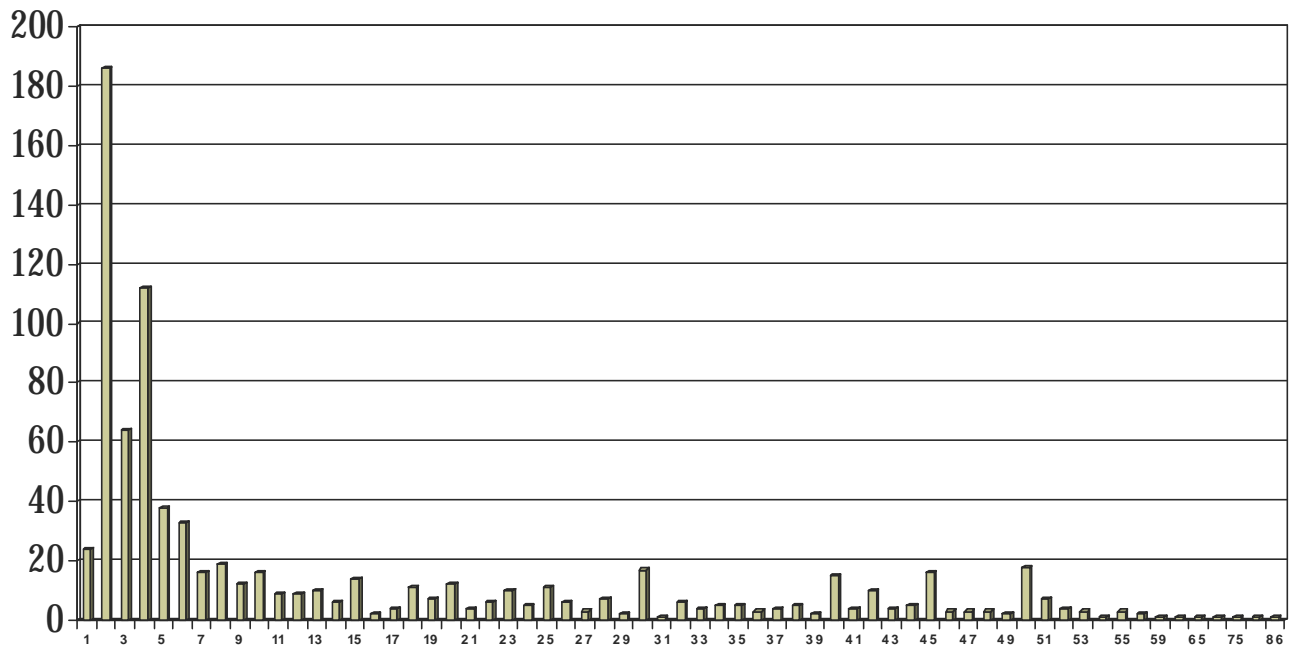
Alabama total includes 54 residents from Mobile and Baldwin Counties.

[Reason for Visiting Mobile]



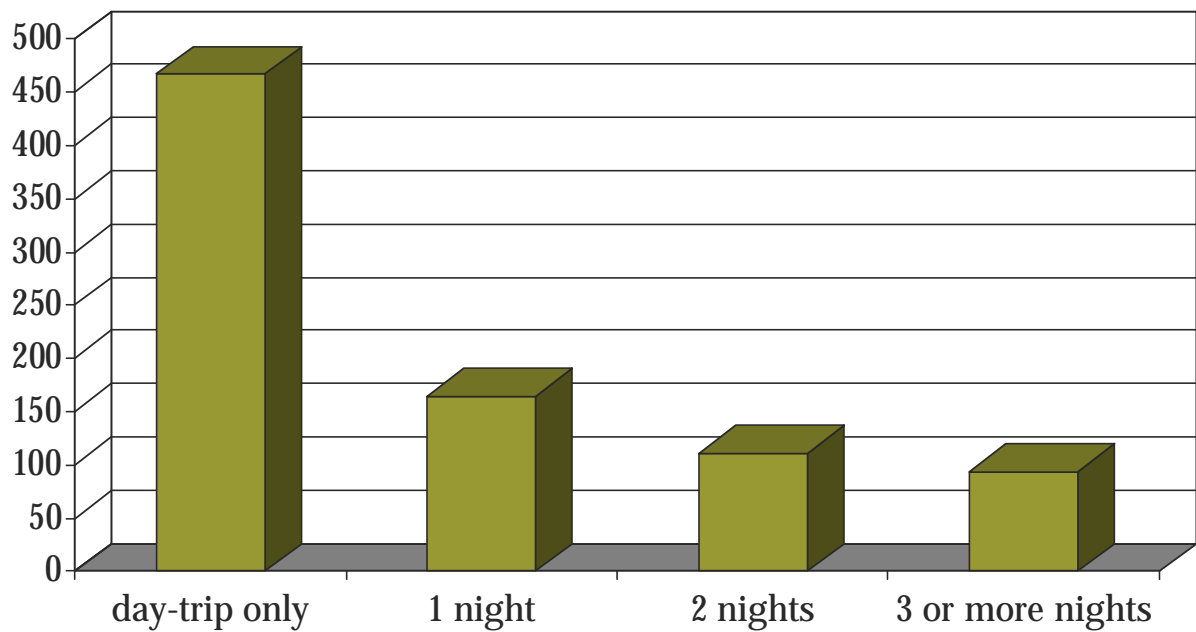
- visiting friends/relatives
- vacation/pleasure trip
- business trip
- convention
- tour group

[Number of People in Group]

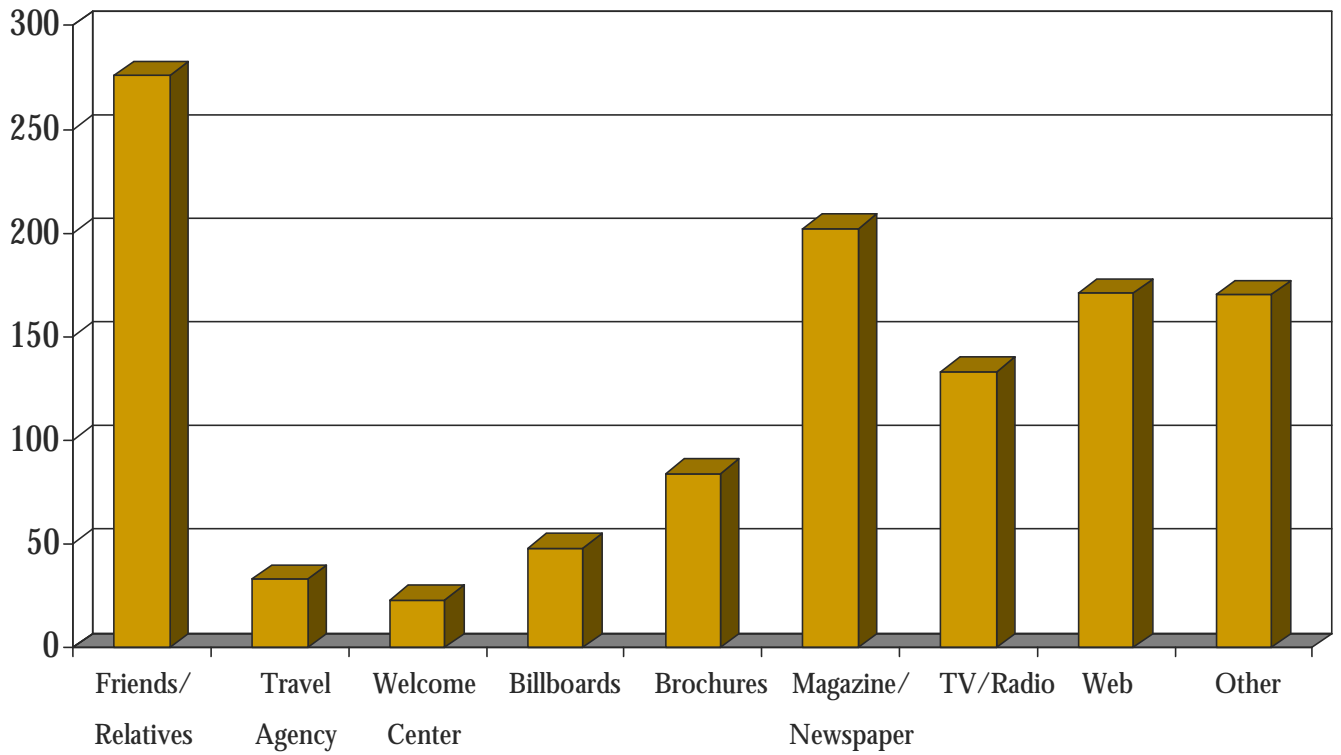


Average Group Size: 14.21

Length of Stay in Mobile



[Information Sources Used]

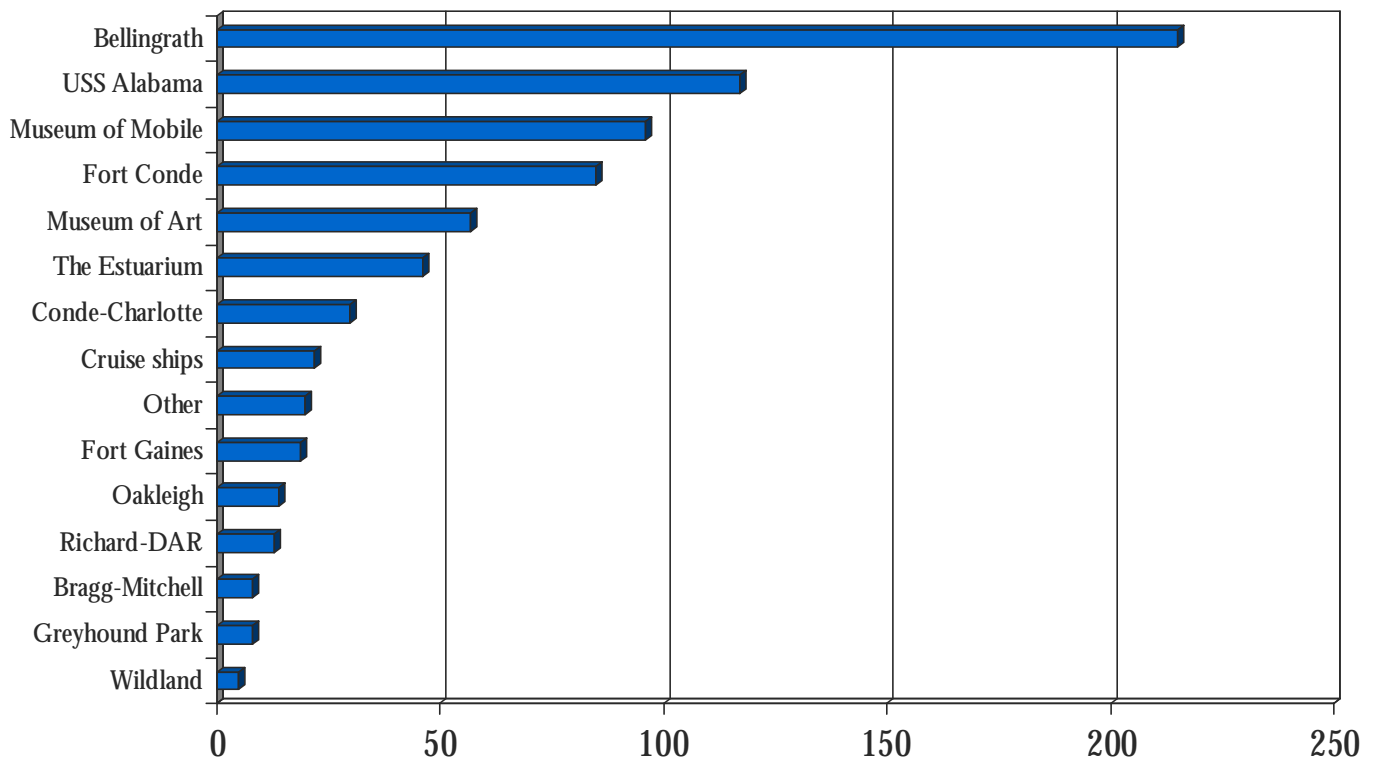


Other Attractions Visited or Planned to Visit by Exploreum Visitors

Bellingrath Gardens and Home	215
Bragg-Mitchell Mansion	8
Conde-Charlotte Museum House	30
Cruise ships	22
Dauphin Island Estuarium & Sea Lab	46
Fort Conde Museum & Welcome Center	85
Fort Gaines	19
Mobile Greyhound Park	8

Mobile Museum of Art	57
The Museum of Mobile	96
Oakleigh Period House Museum Complex	14
Richard-DAR House Museum	13
USS Alabama Battleship Memorial Park	117
Wildland Expeditions	5
Other attractions/ festivals/special events	20
TOTAL	755

Other Attractions Visited or Planned to Visit by Exploreum Visitors



SECTION 4.

CROSS TABLES, BY REASON FOR TRIP

Responses from 404 visitors on a vacation/pleasure trip

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	222	55.36
1 night	90	22.44
2 nights	60	14.96
3 or more nights	29	7.23
Total	401	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
magazine/newspaper	124	20.60
internet/web site	123	20.43
friends/relatives	120	19.93
television/radio	84	13.95
brochures	49	8.14
other	47	7.81
billboards	30	4.98
welcome center	16	2.66
travel agency	9	1.50
Total	602	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Bellingrath Gardens and Home	87	25.44
USS Alabama Battleship Memorial Park	57	16.67
The Museum of Mobile	45	13.16
Fort Conde Museum & Welcome Center	43	12.57
Dauphin Island Estuarium & Sea Lab	25	7.31
Mobile Museum of Art	24	7.02
Conde-Charlotte Museum House	16	4.68
Fort Gaines	10	2.92
Other attractions/festivals/special events	10	2.92
Oakleigh Period House Museum Complex	7	2.05
Cruise ships	6	1.75
Richard-DAR House Museum	5	1.46
Bragg-Mitchell Mansion	3	0.88
Mobile Greyhound Park	3	0.88
Wildland expeditions	1	0.29
Total	342	100.00

Responses from 314 visitors in a tour group

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	206	65.61
1 night	61	19.43
2 nights	28	8.92
3 or more nights	19	6.05
Total	314	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
other	114	30.98
friends/relatives	75	20.38
magazine/newspaper	46	12.50
television/radio	37	10.05
internet/web site	32	8.70
brochures	25	6.79
travel agency	23	6.25
billboards	12	3.26
welcome center	4	1.09
Total	368	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Bellingrath Gardens and Home	95	38.62
USS Alabama Battleship Memorial Park	35	14.23
The Museum of Mobile	29	11.79
Fort Conde Museum & Welcome Center	23	9.35
Mobile Museum of Art	15	6.10
Conde-Charlotte Museum House	9	3.66
Cruise ships	9	3.66
Dauphin Island Estuarium & Sea Lab	8	3.25
Richard-DAR House Museum	8	3.25
Other attractions/festivals/special events	5	2.03
Bragg-Mitchell Mansion	4	1.63
Oakleigh Period House Museum Complex	3	1.22
Mobile Greyhound Park	2	0.81
Fort Gaines	1	0.41
Wildland expeditions	0	0.00
Total	246	100.00

Responses from 93 visitors visiting friends/relatives

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	27	29.67
1 night	8	8.79
2 nights	18	19.78
3 or more nights	38	41.76
Total	91	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	70	54.26
magazine/newspaper	23	17.83
brochures	9	6.98
internet/web site	9	6.98
television/radio	6	4.65
billboards	4	3.10
other	4	3.10
welcome center	3	2.33
travel agency	1	0.78
Total	129	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Bellingrath Gardens and Home	25	20.16
The Museum of Mobile	18	14.52
USS Alabama Battleship Memorial Park	17	13.71
Fort Conde Museum & Welcome Center	14	11.29
Dauphin Island Estuarium & Sea Lab	11	8.87
Mobile Museum of Art	11	8.87
Fort Gaines	7	5.65
Cruise ships	6	4.84
Conde-Charlotte Museum House	5	4.03
Other attractions/festivals/special events	4	3.23
Wildland expeditions	3	2.42
Oakleigh Period House Museum Complex	2	1.61
Bragg-Mitchell Mansion	1	0.81
Mobile Greyhound Park	0	0.00
Richard-DAR House Museum	0	0.00
Total	124	100.00

Responses from 20 visitors on a business trip

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	7	35.00
1 night	6	30.00
2 nights	3	15.00
3 or more nights	4	20.00
Total	20	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	8	32.00
magazine/newspaper	5	20.00
internet/web site	4	16.00
television/radio	3	12.00
other	3	12.00
billboards	1	4.00
brochures	1	4.00
travel agency	0	0.00
welcome center	0	0.00
Total	25	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Bellingrath Gardens and Home	5	20.83
USS Alabama Battleship Memorial Park	5	20.83
Fort Conde Museum & Welcome Center	3	12.50
Mobile Museum of Art	3	12.50
The Museum of Mobile	2	8.33
Cruise ships	1	4.17
Dauphin Island Estuarium & Sea Lab	1	4.17
Fort Gaines	1	4.17
Mobile Greyhound Park	1	4.17
Oakleigh Period House Museum Complex	1	4.17
Wildland expeditions	1	4.17
Bragg-Mitchell Mansion	0	0.00
Conde-Charlotte Museum House	0	0.00
Richard-DAR House Museum	0	0.00
Other attractions/festivals/special events	0	0.00
Total	24	100.00

Responses from 8 visitors in Mobile for a convention

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	3	37.50
1 night	0	0.00
2 nights	1	12.50
3 or more nights	4	50.00
Total	8	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
magazine/newspaper	3	27.27
friends/relatives	2	18.18
internet/web site	2	18.18
television/radio	2	18.18
other	2	18.18
billboards	0	0.00
brochures	0	0.00
travel agency	0	0.00
welcome center	0	0.00
Total	11	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Mobile Museum of Art	4	21.05
Bellingrath Gardens and Home	3	15.79
USS Alabama Battleship Memorial Park	3	15.79
Fort Conde Museum & Welcome Center	2	10.53
Mobile Greyhound Park	2	10.53
The Museum of Mobile	2	10.53
Dauphin Island Estuarium & Sea Lab	1	5.26
Oakleigh Period House Museum Complex	1	5.26
Other attractions/festivals/special events	1	5.26
Bragg-Mitchell Mansion	0	0.00
Conde-Charlotte Museum House	0	0.00
Cruise ships	0	0.00
Fort Gaines	0	0.00
Richard-DAR House Museum	0	0.00
Wildland expeditions	0	0.00
Total	19	100.00

SECTION 5.

CROSS TABLES, BY LENGTH OF STAY

Responses from 467 visitors on a day-trip only

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	222	47.74
tour group	206	44.30
visiting friends/relatives	27	5.81
business trip	7	1.51
convention	3	0.65
Total	465	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	147	23.60
magazine/newspaper	108	17.34
other	102	16.37
television/radio	83	13.32
internet/web site	82	13.16
billboards	38	6.10
brochures	38	6.10
travel agency	13	2.09
welcome center	12	1.93
Total	623	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Bellingrath Gardens and Home	50	20.49
The Museum of Mobile	40	16.39
USS Alabama Battleship Memorial Park	39	15.98
Fort Conde Museum & Welcome Center	38	15.57
Mobile Museum of Art	26	10.66
Dauphin Island Estuarium & Sea Lab	15	6.15
Conde-Charlotte Museum House	11	4.51
Other attractions/festivals/special events	9	3.69
Cruise ships	6	2.46
Mobile Greyhound Park	3	1.23
Oakleigh Period House Museum Complex	3	1.23
Bragg-Mitchell Mansion	1	0.41
Fort Gaines	1	0.41
Richard-DAR House Museum	1	0.41
Wildland expeditions	1	0.41
Total	244	100.00

Responses from 165 visitors staying one night

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	90	54.55
tour group	61	36.97
visiting friends/relatives	8	4.85
business trip	6	3.64
convention	0	0.00
Total	165	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
magazine/newspaper	48	21.52
internet/web site	45	20.18
friends/relatives	38	17.04
other	32	14.35
television/radio	25	11.21
brochures	17	7.62
travel agency	9	4.04
welcome center	6	2.69
billboards	3	1.35
Total	223	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Bellingrath Gardens and Home	63	47.01
USS Alabama Battleship Memorial Park	22	16.42
The Museum of Mobile	12	8.96
Fort Conde Museum & Welcome Center	10	7.46
Cruise ships	5	3.73
Fort Gaines	4	2.99
Mobile Museum of Art	4	2.99
Oakleigh Period House Museum Complex	4	2.99
Dauphin Island Estuarium & Sea Lab	3	2.24
Conde-Charlotte Museum House	2	1.49
Mobile Greyhound Park	2	1.49
Other attractions/festivals/special events	2	1.49
Wildland expeditions	1	0.75
Bragg-Mitchell Mansion	0	0.00
Richard-DAR House Museum	0	0.00
Total	134	100.00

Responses from 111 visitors staying two nights

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	60	54.55
tour group	28	25.45
visiting friends/relatives	18	16.36
business trip	3	2.73
convention	1	0.91
Total	110	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	42	28.57
internet/web site	28	19.05
magazine/newspaper	23	15.65
other	18	12.24
brochures	14	9.52
television/radio	14	9.52
travel agency	4	2.72
billboards	2	1.36
welcome center	2	1.36
Total	147	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Bellingrath Gardens and Home	59	33.15
USS Alabama Battleship Memorial Park	28	15.73
The Museum of Mobile	27	15.17
Fort Conde Museum & Welcome Center	11	6.18
Dauphin Island Estuarium & Sea Lab	10	5.62
Mobile Museum of Art	10	5.62
Cruise ships	8	4.49
Conde-Charlotte Museum House	6	3.37
Other attractions/festivals/special events	5	2.81
Bragg-Mitchell Mansion	4	2.25
Fort Gaines	4	2.25
Richard-DAR House Museum	4	2.25
Oakleigh Period House Museum Complex	2	1.12
Mobile Greyhound Park	0	0.00
Wildland expeditions	0	0.00
Total	178	100.00

Responses from 94 visitors staying three or more nights

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
visiting friends/relatives	38	40.43
vacation/pleasure trip	29	30.85
tour group	19	20.21
convention	4	4.26
business trip	4	4.26
Total	94	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	47	33.57
magazine/newspaper	22	15.71
other	17	12.14
internet/web site	15	10.71
brochures	14	10.00
television/radio	11	7.86
travel agency	7	5.00
billboards	4	2.86
welcome center	3	2.14
Total	140	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Bellingrath Gardens and Home	42	21.32
USS Alabama Battleship Memorial Park	28	14.21
Fort Conde Museum & Welcome Center	26	13.20
Dauphin Island Estuarium & Sea Lab	17	8.63
Mobile Museum of Art	17	8.63
The Museum of Mobile	17	8.63
Conde-Charlotte Museum House	11	5.58
Fort Gaines	10	5.08
Richard-DAR House Museum	8	4.06
Oakleigh Period House Museum Complex	5	2.54
Other attractions/festivals/special events	4	2.03
Bragg-Mitchell Mansion	3	1.52
Cruise ships	3	1.52
Mobile Greyhound Park	3	1.52
Wildland expeditions	3	1.52
Total	197	100.00