

The Museum of Mobile  
Exit Survey of Visitors  
2005 Annual Report

CBER Research Report #67

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Each quarter, the Center for Business and Economic Research (CBER) sends 100 Exit Visitor Surveys to The Museum of Mobile. The Museum of Mobile'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 Museum of Mobile's Exit Visitor Surveys for the year 2005. The number of surveys collected by The Museum of Mobile for each quarter is as follows:

January – March:	200
April – June:	121
July – September:	25
October – December:	0

A total of 346 surveys were collected during 2005.

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SECTION 1.  
TABULAR SUMMARY

Responses from all visitors to The Museum of Mobile

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<u>Ranking of overall visit to The Museum of Mobile</u>	<u>Total</u>	<u>Percentage</u>
1	0	0.00
2	1	0.29
3	14	4.07
4	83	24.13
5	246	71.51
Total	344	100.00
Average Ranking	4.67	

<u>Primary residential states/countries</u>	<u>Total</u>	<u>Percentage</u>
Alabama*	90	26.39
Florida	37	10.85
Louisiana	33	9.68
Mississippi	29	8.50
Georgia	23	6.74
Ohio	12	3.52
California	11	3.23
Tennessee	10	2.93
Texas	8	2.35
Illinois	7	2.05
Missouri	7	2.05
Michigan	6	1.76
New York	6	1.76
North Carolina	6	1.76
Pennsylvania	5	1.47
Wisconsin	5	1.47
Arkansas	4	1.17
Minnesota	4	1.17
Indiana	3	0.88
Iowa	3	0.88
Kentucky	3	0.88
New Jersey	3	0.88
Oklahoma	3	0.88
Colorado	2	0.59
New Mexico	2	0.59
South Carolina	2	0.59
Virginia	2	0.59
Arizona	1	0.29
Connecticut	1	0.29
Kansas	1	0.29
Montana	1	0.29
Nebraska	1	0.29
Nevada	1	0.29
South Dakota	1	0.29
Canada	4	1.17
England	4	1.17
Total	341	100.00

\*Includes 14 residents from Mobile and Baldwin Counties

Responses from non-residents of Mobile and Baldwin Counties only

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<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	213	64.35
visiting friends/relatives	59	17.82
tour group	43	12.99
business trip	13	3.93
convention	3	0.91
Total	331	100.00

<u>Number of people in group</u>	<u>Total</u>	<u>Percentage</u>
1	14	4.27
2	152	46.34
3	40	12.20
4	40	12.20
5	15	4.57
6	9	2.74
7	2	0.61
8	2	0.61
9	3	0.91
10	7	2.13
11	1	0.30
12	2	0.61
16	1	0.30
17	1	0.30
20	1	0.30
22	1	0.30
26	1	0.30
27	1	0.30
28	2	0.61
29	4	1.22
30	1	0.30
31	1	0.30
33	1	0.30
36	4	1.22
38	2	0.61
40	3	0.91
43	1	0.30
50	3	0.91
53	7	2.13
61	2	0.61
62	1	0.30
63	2	0.61
65	1	0.30
Total	328	100.00
Average Group Size	7.81	

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	84	25.38
1 night	66	19.94
2 nights	75	22.66
3 or more nights	106	32.02
Total	331	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	117	22.72
internet/web site	102	19.81
other	77	14.95
magazine/newspaper	54	10.49
welcome center	52	10.10
brochures	50	9.71
billboards	34	6.60
television/radio	20	3.88
travel agency	9	1.75
Total	515	100.00

<u>Other information sources used</u>	<u>Total</u>	<u>Percentage</u>
Elderhostel	21	32.31
Dead Sea Scrolls	14	21.54
Church	8	12.31
Books	7	10.77
AAA	2	3.08
Conference location	2	3.08
Cruise	2	3.08
Previous visit	2	3.08
Business	1	1.54
Doctor's	1	1.54
Phone call to "Baycations"	1	1.54
Prior knowledge	1	1.54
Signs near museum	1	1.54
Tour guide	1	1.54
Traveling through	1	1.54
Total	65	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Gulf Coast Exploreum & IMAX	203	23.07
Fort Conde Museum & Welcome Center	163	18.52
Bellingrath Gardens and Home	107	12.16
USS Alabama Battleship Memorial Park	82	9.32
Mobile Museum of Art	81	9.20
Conde-Charlotte Museum House	56	6.36
Other attractions/festivals/special events	55	6.25
Dauphin Island Estuarium & Sea Lab	45	5.11
Oakleigh Period House Museum Complex	27	3.07
Fort Gaines	18	2.05
Bragg-Mitchell Mansion	12	1.36
Cruise ships	10	1.14
Richard-DAR House Museum	9	1.02
Mobile Greyhound Park	6	0.68
Wildland expeditions	6	0.68
Total	880	100.00

<u>Other attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Dead Sea Scrolls	15	28.85
Mardi Gras	12	23.08
Beach	4	7.69
Botanical Gardens	2	3.85
Historic District	2	3.85
History Museum	2	3.85
Mardi Gras Museum	2	3.85
Phoenix Fire Museum	2	3.85
Police Museum	2	3.85
The Cathedral	2	3.85
Fairhope Arts and Crafts Festival	1	1.92
Festival of Flowers	1	1.92
Flea Market	1	1.92
Guided downtown tour	1	1.92
Restaurants	1	1.92
Transit Conference	1	1.92
Visitation Monastery	1	1.92
Total	52	100.00

SECTION 2.  
VISITOR COMMENTS

- Please advertise your cultural attractions more in Pensacola! I never know what is going on here and Mobile is a treasure- people have no idea. Please call Pensacola News Journal & advertise in the “Weekender” (published every Friday as part of the paper). The Museum of Mobile was wonderful. \*Please print bigger labels—I can’t see very well! Thanks!
- Very good museum! Very friendly staff
- Nice & clean
- Downtown Mobile is impressive in its mix of old and new buildings and resources.
- We all had a wonderful time here in Mobile
- Nice time in city
- Great
- Excellent museum, really well done.
- Story of history of Mobile outstanding. Overall museum—excellent!! Liked the miniature houses and Mardi Gras history.
- Delightful place to visit
- Your guides and all your other people were wonderful to listen to and talk to. We will be back to see more of your city.
- Interesting, moving and exceptional exhibits!
- Elderhostel through USS Alabama planned the itinerary. Excellent with food, accommodations, lecture and places of interest. Also, the weather was warm which I liked coming from the North.
- Enjoyed the Bibles exhibit
- The museum is so very interesting!
- Facility is very well maintained; Bathrooms included!!!
- Museum very imaginative layout. Especially liked large photographs.
- We enjoyed it.
- We’ve had a fantastic, informative time. Enjoyed every minute—especially the Mardi Gras parades and ‘throws’—new to us! Museum of Mobile has so much history and many things to see. Tour guides were very helpful!!
- Hospitality is truly a plus for Mobile!!
- I have learned much about the city and the history of Mobile. I do plan to return in the near future.
- Exceptional place. Lots of great things to see!
- The city is lovely and we are impressed with the museum. We will be back when we have more time.
- Was very interesting and informative. very clean.
- Very nice museum, people in museum are great.
- Very educational and informative on life in early Mobile and the Civil War. Well laid out exhibits.
- Excellent museum—I enjoyed it
- Educational, balanced history and the attendants were very polite and friendly.
- Very impressed with Mobile City Museum, very detailed- well presentation- impressed with cleanliness of city, friendliness of people, am here for first time in Alabama with Elderhostel
- Our trip has been very enjoyable. This is an excellent museum. The layout and information provided much information and reinforced what I knew—Life activities (eg slaves being transported to U.S. and women working during WWII; the history of Mobile in art and displays is great.) I can see why Laura Bush came here. You are to be commended.
- Very interesting – Friendly people.
- Excellent. Thank you!
- Very nice exhibits. I especially liked the weapons exhibit! Absolutely beautiful.
- Great place to visit
- As museums go it is well done.
- Very interesting city.
- We love the people of Mobile—so nice, friendly, helpful, caring—Glad to see you preserving your past and looking forward to the future. Hope you get more exhibits so nice as the Scrolls for the future. This museum is wonderful! Well organized; so nice.
- Beautiful city. Friendly people. Not enough time to see everything. I will come back—Good food.
- It is a lovely area. Residents are courteous and helpful. The museum is really a treasure of information concerning the history of Mobile.
- More places to sit. Hand phones that would take you thru the exhibit in about an hour.
- Great place, nice people
- Wonderfully presented—we thoroughly enjoyed it
- This was a wonderful museum. So much interesting and informational exhibits. Staff was very polite and helpful.
- Beautiful houses and architecture
- Great!
- Very much enjoyed the experience, Will definitely be back.
- Nicely done!
- Museum is very interesting & has much to offer in variety

- Very interesting
- Beautiful city.
- Fabulous!!
- It's always a pleasure to visit Mobile & the surrounding area—We've been to Dauphin Island many times & also to Bellingrath Gardens—
- Very clean and informative; friendly staff and excellent facilities.
- Wish I have more time!
- Was surprisingly much more interesting than I imagined—really enjoyed it!! Thank you!
- Wonderful experience—Classy museum & gift shop!
- Really enjoyed it. Staff was extremely nice and exhibits were wonderful!
- Very informative
- A great number of fascinating artifacts—I was surprised at the range of information.
- The tour guide talked way too much. We did not request a tour guide, but understood that this was a self-guided tour. Too much valuable time was spent on stories, etc. Our people did not get to enjoy the total experience of your wonderful facility.
- Very nice, very helpful staff.
- We really enjoyed the Museum.
- It was very interesting, especially the part on the Civil War.
- I enjoyed the doll houses as well as dress up
- Wonderful and very friendly
- I'm a docent at the Columbus Museum in Columbus, GA. It's interesting to learn more about the South and compare the two cities. Thank you.
- It was fun, I'm glad I came.
- It was great- we had a good time
- The exhibits are great. With such a variety that covers many years and eras of history.
- We thoroughly enjoyed taking time to tour this museum.
- Very lovely displays. Clearly labeled. Great variety.
- It was very enjoyable. We will definitely come back.
- More information about Mobile silversmiths.
- We enjoyed all the exhibits- very well done.
- People are very nice and give good information. We enjoyed our visit to the museum. Very interesting.
- Enjoyed it!!
- I would recommend this tour to my family and friends, very interesting.
- Great
- The Museum is well taken care of.
- Great place
- Very nice, friendly people.
- We're really enjoying our stay here in Mobile
- Displays are informative, very well done. An excellent experience.
- Nice!
- An excellent museum- Thanks for your work- you have done a great service.
- A very lovely city even in the rain!
- Many interesting things to see and do and so close together that we can walk
- Marking and explanation of exhibits is well done and adds a great deal to the museum. The spacing and display are both very good.
- You have a wonderful, friendly staff. It is a wonderful museum of history and the displays are very well done.
- Would love to have had a tour guide. It was great! Thanks for the room to eat lunch!
- friendly people- nice place to visit-
- Great
- It was a surprising treasure
- I most enjoyed the exhibit of doll houses and the "early beginnings" exhibit
- Great museum- I'll be back
- Lots of local history. A good museum to see.
- Hospitality is GREAT! Makes us feel very, very welcome!
- Nice visit- great gift shop. Loved the Sacred Writings exhibit. Thoughtful, caring staff.
- The houses built by Aaron Friedman are a special treat! Thank you!
- Very, very well done!
- Enjoyed the Museum of Mobile- There is a wonderful time and so much information about the city. We didn't have time to see it all. Will come again-
- Very informative, displayed well
- Very informative, clean, staff was helpful

- The period films that illustrate different times of Mobile history are great!
- It was a lot more than I thought it would be and I enjoyed it very much
- Outstanding!
- Attendants were very gracious and helpful
- Very enlightening.
- I enjoy the History of Mobile and would like to see more of the schools bring our kids to learn how Mobile came to be what it is today. This museum is a wonderful place to start and the staff was very friendly and quick to be of assistance.
- It is a very nice place to visit.
- We were only here for a few hours, but this is a very beautiful town which prides itself in its friendly demeanor. The Museum has lots of interesting information and I especially enjoyed the miniature houses.
- I was so impressed with the details of this museum. Elijah, the security guard, was most pleasant and helpful.
- Extremely well displayed exhibits. Beautiful building. One of the best museums I have visited.
- Quality and quantity very good.
- People were friendly and courteous
- We have always enjoyed visiting in Mobile. Museum was most interesting.
- I enjoyed most all of the exhibits, especially the miniature homes.
- I am enjoying my visit.

April - June

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- The Museum is very comprehensive, interesting, and well set out. Civil rights movement and Civil War very well documented. It really needs more than one visit to do it justice—pity we only have one night here.
- I would recommend this to anyone
- Voice in shipyard exhibit is very distracting to you in the Bible exhibit.
- Staff very accommodating and helpful
- Very nice
- Your guides are well informed and knowledgeable
- We have enjoyed the contrasts of Downtown Mobile with modern urbanization off of Airport Blvd.
- Everything was superb!
- Excellent, very enjoyable
- The museum is very well kept and the exhibits are very informative and educational. I enjoyed my visit and have learned a lot.
- Mobile is a very historical city. I really enjoyed my visit in this great city.
- We enjoyed the wonderful environment and kindness throughout our visit and tours.
- Very nice and informative
- Enjoyable but too short.
- I appreciate how clean Mobile is. Folks are nice – friendly.
- Easy access – Good parking. Helpful people and interesting things to see and do.
- The Bible display was very good. The “weapons” room was classic. Thank you!
- One of the best displays we have been to, and all of the staff were helpful and friendly
- Interesting sites to see. People are very friendly. Wish we could stay longer. Thank you.
- Loved the section on the Spoken Word
- We heard a wonderful talk at USA by George Ewert so we decided to come to the Museum. I also wanted to see the old homes and architecture. The doll house exhibit was a wonderful surprise!
- Very friendly, clean welcoming
- Wonderful presentation!
- Everyone has been very helpful, courteous since start of our visit. Hope to return again soon. Thanks.
- What can I say—Newsworthy, Impressive, Clean, Enjoyed
- We enjoyed it. Everyone is so friendly and helpful. Thank you.
- Hospitality is very good—Thanks.
- Very informative—friendly employees—made to feel welcome—enjoyable trip! ☺
- Our group really enjoyed the visit. The displays were really fantastic (kind of took us back in time). The people who worked here could not have been any nicer.
- Thanks—Grace and peace unto you.
- All the exhibits were fascinating and interesting
- We had a super time!
- Enjoyed! Sweet people here!!
- Very informative!
- We had a very good time.
- The items of the museum are very nicely displayed. We have really enjoyed our first visit to Mobile.

- It was great!! Exhibits were very informative. All staff and security were very friendly and helpful!
- Very beautiful museum. Thank you.
- The “Sacred Words” display is what brought us in.
- Wonderful exhibit, so well done
- Above excellent—People so friendly
- Really enjoyed. Everyone friendly and helpful.
- Mobile is an interesting place to visit. I like all the history.
- Would like to come back and see more.
- Everyone here has been very nice to us.
- Very courteous staff! Entrance fee very reasonable! We had a very enjoyable time while we learned! Thank you.
- We’re coming back
- Very interesting for a low price. Thank you!
- Exhibits are exceptionally well presented at the museum, especially the African American exhibit.
- We are having a great time
- Everyone was very pleasant and accommodating. Extremely friendly. Their WWII and Civil War displays were very informative and I enjoyed the ambient sounds.
- The museum is one of the best we have seen.
- Thank you!!
- Very nice place. The MODA is a great way to get around the city. The museum has interesting exhibits.
- Security guards very helpful.
- Simply the best!
- Very happy we came, will come again.
- Very nice people. Very clean building. Thank you!
- A+
- The staff was friendly and helpful. The exhibits were great!
- Its exhibits were very factual and informal.
- Outstanding – flows so easy! Not cluttered! Great presentation!
- Impressed by displays. Had come specifically to see the Bible collection.
- Visited this museum before – really packed with info. The staff/security are so kind and helpful.
- Beautiful building. Nice people, clean, artful exhibits.
- Main reason for our trip was to see the scroll.
- A lovely facility with charming employees.
- Very historical city – learning things about Mobile that I never knew.
- Excellent.
- Museum was very interesting and well laid out. Very descriptive.
- Enjoyed learning – Very good.
- Mobile great, people great, hotel not so much.

#### July - September

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- Staff has been so polite and professional! Thank you for presenting and preserving our history!
- I like the feeling of the place; it’s crisp, artistic, and very open.
- Fabulous collection – Wonderful work. Enjoyed all the details especially the vocal recording.
- Enjoyed the museum very much.
- Great people, beautiful museum and city.
- Very nice.
- It was a good trip and worth coming.
- The museum was great!
- I had a wonderful time. You all did a wonderful job.
- Excellent to the max, love it, learned, will be back.

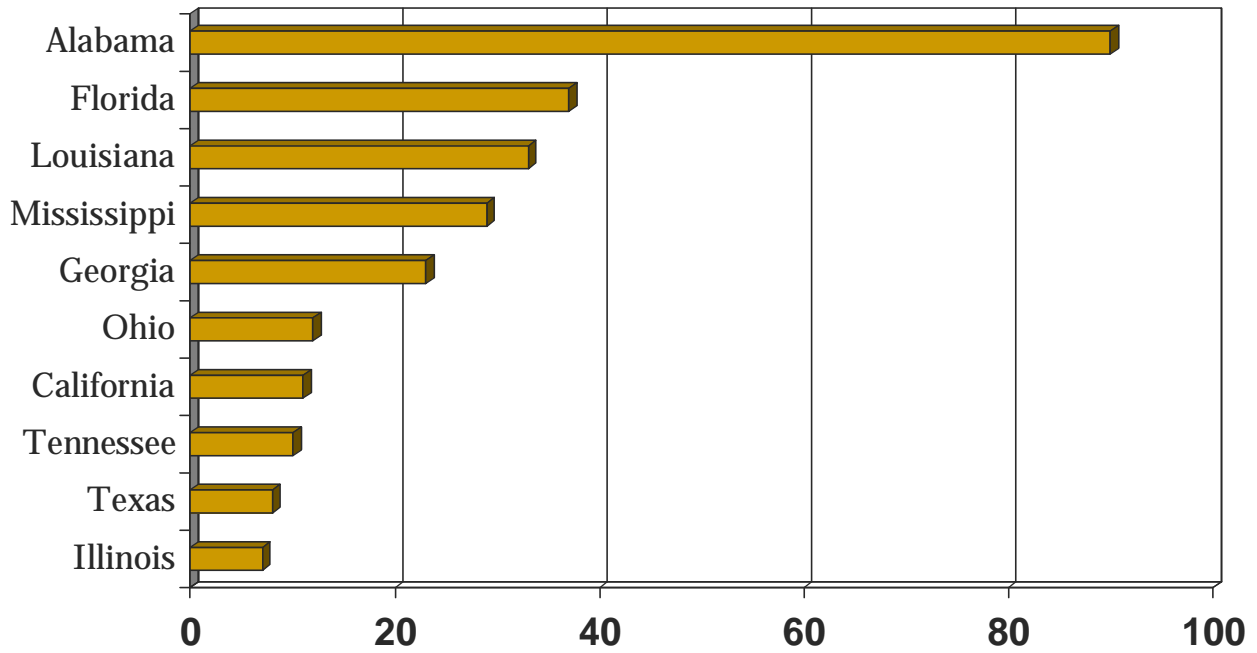
SECTION 3.  
POWERPOINT SUMMARY



# The Museum of Mobile

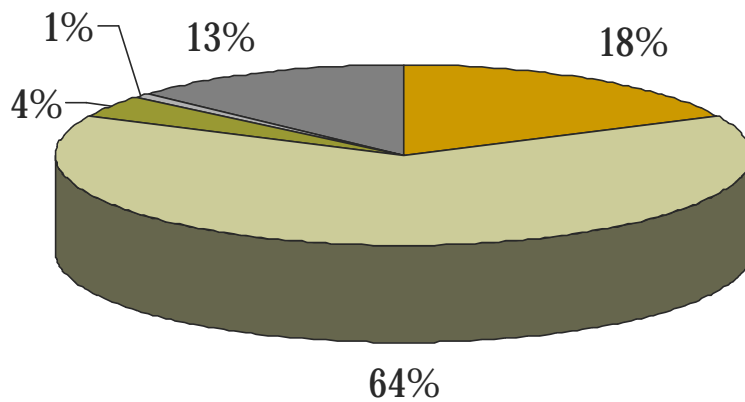
Exit Survey Summary  
2005 Annual Report  
Total surveys: 346

# Primary Residential States



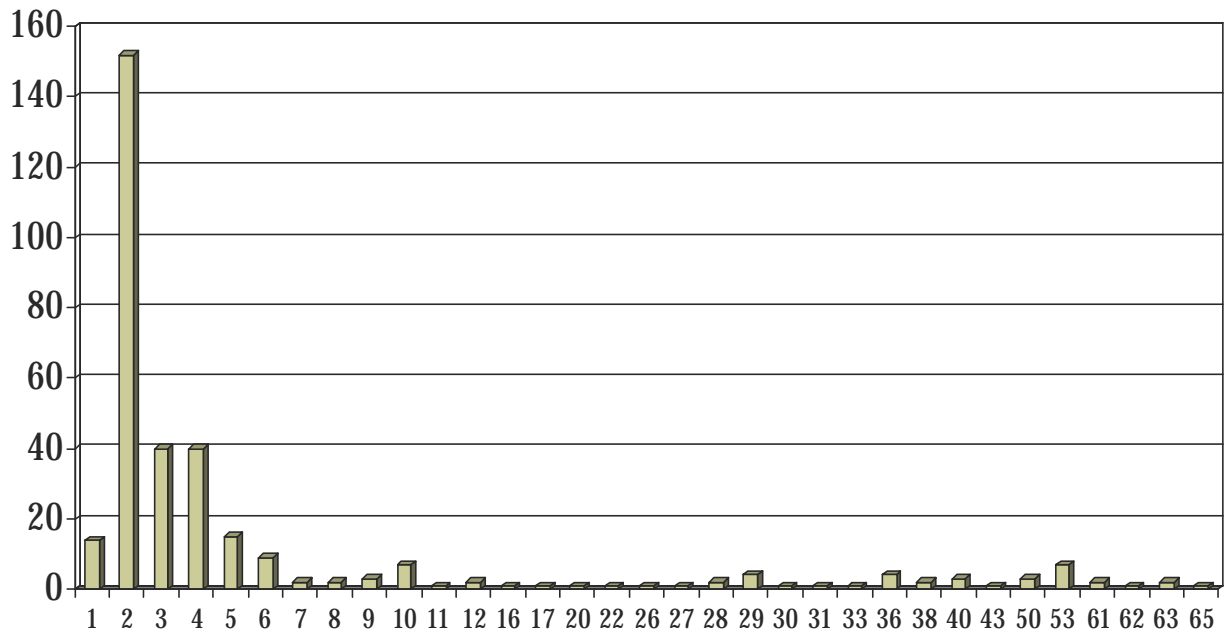
Alabama total includes 14 residents from Mobile and Baldwin Counties.

# [Reason for Visiting Mobile]



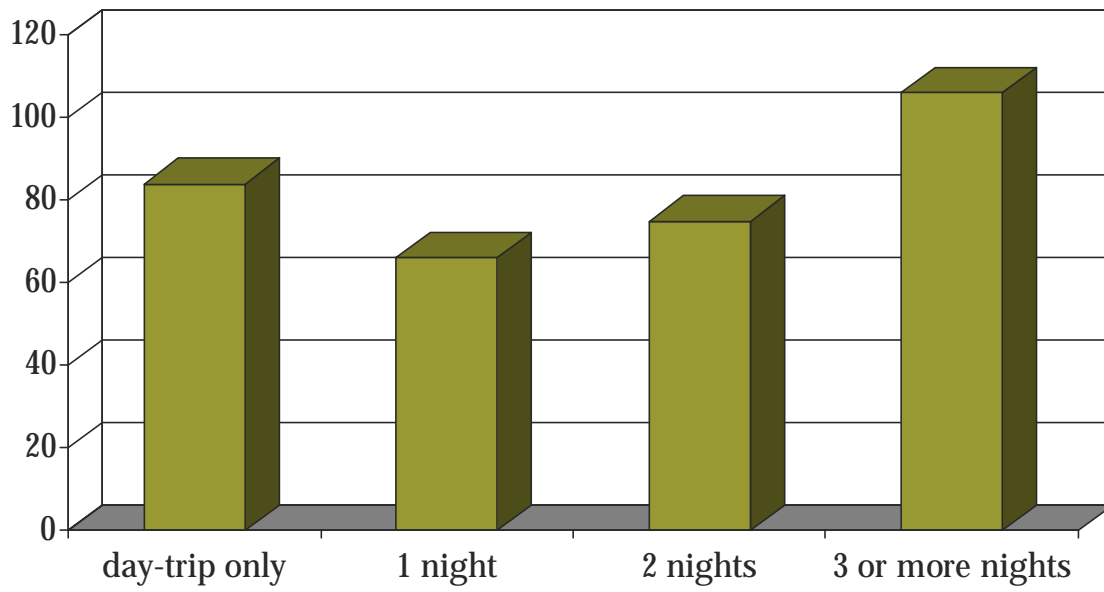
- visiting friends/relatives
- vacation/pleasure trip
- business trip
- convention
- tour group

# [Number of People in Group]

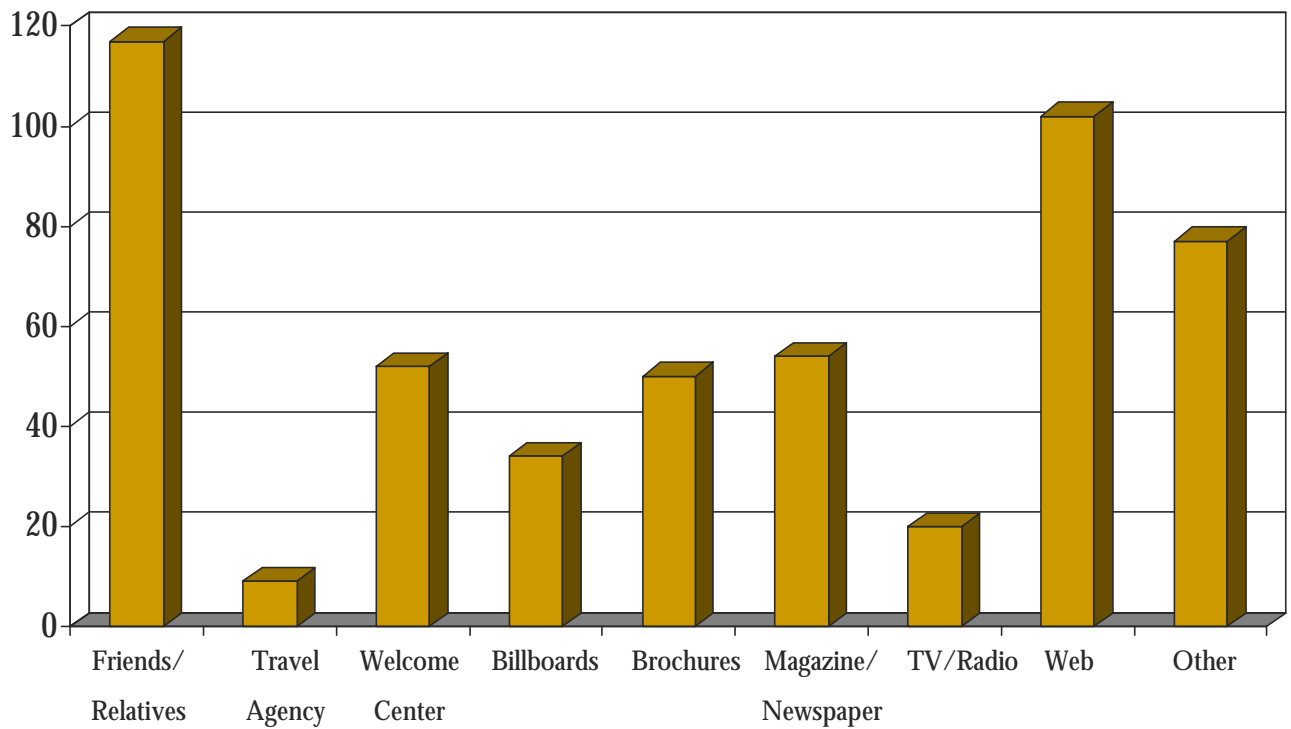


Average Group Size: 7.81

# [ Length of Stay in Mobile ]



# Information Sources Used

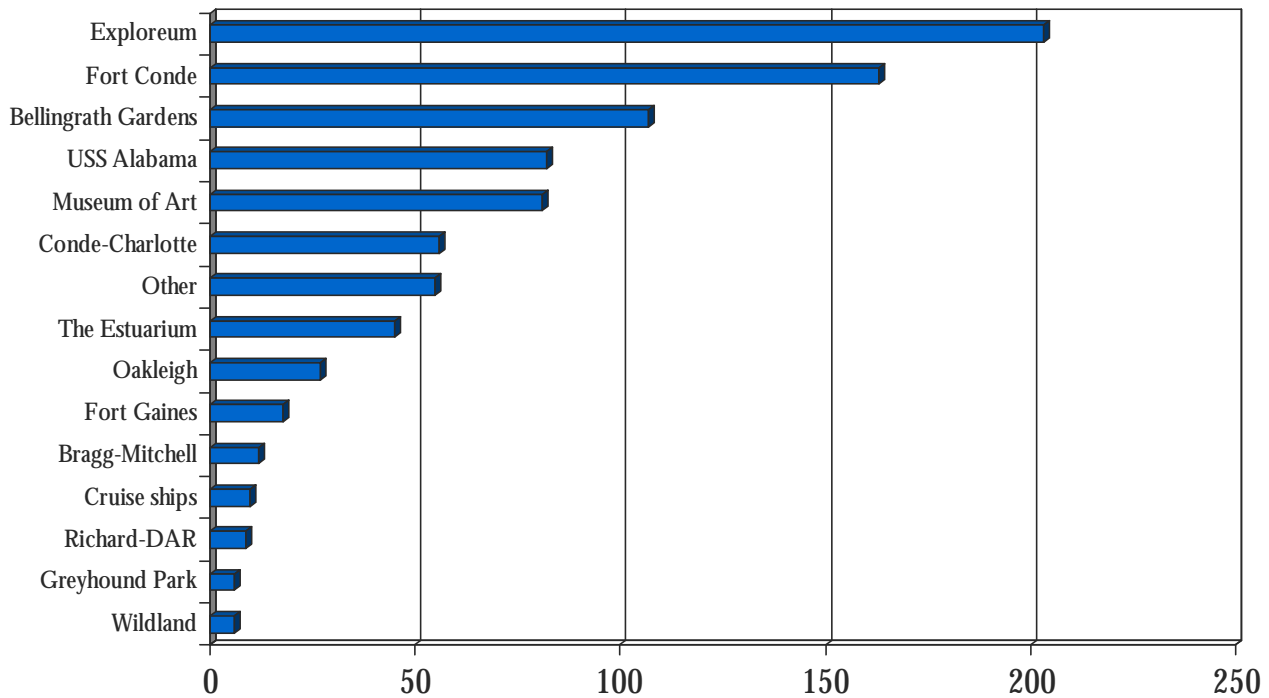


## Other Attractions Visited or Planned to Visit by Museum of Mobile Visitors

Bellingrath Gardens and Home	107
Bragg-Mitchell Mansion	12
Conde-Charlotte Museum House	56
Cruise ships	10
Dauphin Island Estuarium & Sea Lab	45
Fort Conde Museum & Welcome Center	163
Fort Gaines	18
Gulf Coast Exploreum & IMAX	203

Mobile Greyhound Park	6
Mobile Museum of Art	81
Oakleigh Period House Museum Complex	27
Richard-DAR House Museum	9
USS Alabama Battleship Memorial Park	82
Wildland Expeditions	6
Other attractions/ festivals/special events	55
<b>TOTAL</b>	<b>880</b>

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



SECTION 4.

CROSS TABLES, BY REASON FOR TRIP

Responses from 213 visitors on a vacation/pleasure trip

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<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	69	32.55
1 night	47	22.17
2 nights	53	25.00
3 or more nights	43	20.28
Total	212	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
internet/web site	89	25.43
friends/relatives	52	14.86
magazine/newspaper	45	12.86
brochures	39	11.14
welcome center	39	11.14
other	39	11.14
billboards	24	6.86
television/radio	16	4.57
travel agency	7	2.00
Total	350	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Gulf Coast Exploreum & IMAX	146	25.57
Fort Conde Museum & Welcome Center	106	18.56
Bellingrath Gardens and Home	65	11.38
Mobile Museum of Art	61	10.68
USS Alabama Battleship Memorial Park	51	8.93
Conde-Charlotte Museum House	35	6.13
Dauphin Island Estuarium & Sea Lab	29	5.08
Other attractions/festivals/special events	25	4.38
Fort Gaines	13	2.28
Oakleigh Period House Museum Complex	11	1.93
Bragg-Mitchell Mansion	8	1.40
Cruise ships	7	1.23
Mobile Greyhound Park	6	1.05
Richard-DAR House Museum	5	0.88
Wildland expeditions	3	0.53
Total	571	100.00

Responses from 59 visitors visiting friends/relatives

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<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	9	15.25
1 night	4	6.78
2 nights	14	23.73
3 or more nights	32	54.24
Total	59	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	51	56.67
welcome center	11	12.22
billboards	8	8.89
internet/web site	6	6.67
magazine/newspaper	4	4.44
television/radio	4	4.44
brochures	3	3.33
other	3	3.33
travel agency	0	0.00
Total	90	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Gulf Coast Exploreum & IMAX	25	17.01
Fort Conde Museum & Welcome Center	24	16.33
Bellingrath Gardens and Home	17	11.56
USS Alabama Battleship Memorial Park	17	11.56
Mobile Museum of Art	14	9.52
Conde-Charlotte Museum House	11	7.48
Dauphin Island Estuarium & Sea Lab	11	7.48
Other attractions/festivals/special events	11	7.48
Fort Gaines	4	2.72
Cruise ships	3	2.04
Oakleigh Period House Museum Complex	3	2.04
Wildland expeditions	3	2.04
Bragg-Mitchell Mansion	2	1.36
Richard-DAR House Museum	2	1.36
Mobile Greyhound Park	0	0.00
Total	147	100.00

Responses from 43 visitors in a tour group

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<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	3	6.98
1 night	12	27.91
2 nights	4	9.30
3 or more nights	24	55.81
Total	43	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
other	26	54.17
friends/relatives	9	18.75
brochures	5	10.42
internet/web site	3	6.25
magazine/newspaper	3	6.25
travel agency	2	4.17
billboards	0	0.00
television/radio	0	0.00
welcome center	0	0.00
Total	48	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Conde Museum & Welcome Center	28	20.74
Gulf Coast Exploreum & IMAX	27	20.00
Bellingrath Gardens and Home	24	17.78
Oakleigh Period House Museum Complex	12	8.89
USS Alabama Battleship Memorial Park	10	7.41
Other attractions/festivals/special events	10	7.41
Conde-Charlotte Museum House	9	6.67
Dauphin Island Estuarium & Sea Lab	5	3.70
Mobile Museum of Art	5	3.70
Bragg-Mitchell Mansion	2	1.48
Richard-DAR House Museum	2	1.48
Fort Gaines	1	0.74
Cruise ships	0	0.00
Mobile Greyhound Park	0	0.00
Wildland expeditions	0	0.00
Total	135	100.00

Responses from 13 visitors on a business trip

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<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	2	15.38
1 night	2	15.38
2 nights	3	23.08
3 or more nights	6	46.15
Total	13	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
other	6	31.58
brochures	3	15.79
friends/relatives	3	15.79
internet/web site	3	15.79
magazine/newspaper	2	10.53
billboards	1	5.26
welcome center	1	5.26
television/radio	0	0.00
travel agency	0	0.00
Total	19	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Other attractions/festivals/special events	5	35.71
Fort Conde Museum & Welcome Center	3	21.43
Gulf Coast Exploreum & IMAX	3	21.43
USS Alabama Battleship Memorial Park	2	14.29
Conde-Charlotte Museum House	1	7.14
Bellingrath Gardens and Home	0	0.00
Bragg-Mitchell Mansion	0	0.00
Cruise ships	0	0.00
Dauphin Island Estuarium & Sea Lab	0	0.00
Fort Gaines	0	0.00
Mobile Greyhound Park	0	0.00
Mobile Museum of Art	0	0.00
Oakleigh Period House Museum Complex	0	0.00
Richard-DAR House Museum	0	0.00
Wildland expeditions	0	0.00
Total	14	100.00

Responses from 3 visitors in Mobile for a convention

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<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	1	33.33
1 night	1	33.33
2 nights	1	33.33
3 or more nights	0	0.00
Total	3	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
other	2	66.67
friends/relatives	1	33.33
billboards	0	0.00
brochures	0	0.00
internet/web site	0	0.00
magazine/newspaper	0	0.00
television/radio	0	0.00
travel agency	0	0.00
welcome center	0	0.00
Total	3	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Gulf Coast Exploreum & IMAX	2	40.00
Fort Conde Museum & Welcome Center	1	20.00
Oakleigh Period House Museum Complex	1	20.00
USS Alabama Battleship Memorial Park	1	20.00
Bellingrath Gardens and Home	0	0.00
Bragg-Mitchell Mansion	0	0.00
Conde-Charlotte Museum House	0	0.00
Cruise ships	0	0.00
Dauphin Island Estuarium & Sea Lab	0	0.00
Fort Gaines	0	0.00
Mobile Greyhound Park	0	0.00
Mobile Museum of Art	0	0.00
Richard-DAR House Museum	0	0.00
Wildland expeditions	0	0.00
Other attractions/festivals/special events	0	0.00
Total	5	100.00

SECTION 5.

CROSS TABLES, BY LENGTH OF STAY

Responses from 84 visitors on a day-trip only

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<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	69	82.14
visiting friends/relatives	9	10.71
tour group	3	3.57
business trip	2	2.38
convention	1	1.19
Total	84	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
internet/web site	28	22.76
friends/relatives	26	21.14
magazine/newspaper	17	13.82
welcome center	13	10.57
other	12	9.76
television/radio	10	8.13
billboards	9	7.32
brochures	7	5.69
travel agency	1	0.81
Total	123	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Gulf Coast Exploreum & IMAX	60	32.97
Fort Conde Museum & Welcome Center	28	15.38
Mobile Museum of Art	19	10.44
USS Alabama Battleship Memorial Park	15	8.24
Bellingrath Gardens and Home	14	7.69
Conde-Charlotte Museum House	14	7.69
Other attractions/festivals/special events	11	6.04
Dauphin Island Estuarium & Sea Lab	8	4.40
Fort Gaines	4	2.20
Oakleigh Period House Museum Complex	3	1.65
Bragg-Mitchell Mansion	2	1.10
Mobile Greyhound Park	2	1.10
Cruise ships	1	0.55
Wildland expeditions	1	0.55
Richard-DAR House Museum	0	0.00
Total	182	100.00

Responses from 66 visitors staying one night

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<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	47	71.21
tour group	12	18.18
visiting friends/relatives	4	6.06
business trip	2	3.03
convention	1	1.52
Total	66	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
internet/web site	24	26.97
friends/relatives	20	22.47
other	15	16.85
brochures	9	10.11
magazine/newspaper	7	7.87
welcome center	6	6.74
billboards	4	4.49
television/radio	3	3.37
travel agency	1	1.12
Total	89	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Gulf Coast Exploreum & IMAX	45	32.85
Fort Conde Museum & Welcome Center	26	18.98
Bellingrath Gardens and Home	14	10.22
Mobile Museum of Art	13	9.49
USS Alabama Battleship Memorial Park	8	5.84
Other attractions/festivals/special events	8	5.84
Conde-Charlotte Museum House	6	4.38
Dauphin Island Estuarium & Sea Lab	5	3.65
Cruise ships	4	2.92
Mobile Greyhound Park	3	2.19
Fort Gaines	2	1.46
Oakleigh Period House Museum Complex	2	1.46
Wildland expeditions	1	0.73
Bragg-Mitchell Mansion	0	0.00
Richard-DAR House Museum	0	0.00
Total	137	100.00

Responses from 75 visitors staying two nights

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<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	53	70.67
visiting friends/relatives	14	18.67
tour group	4	5.33
business trip	3	4.00
convention	1	1.33
Total	75	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	25	22.12
internet/web site	25	22.12
brochures	16	14.16
other	13	11.50
magazine/newspaper	10	8.85
welcome center	10	8.85
travel agency	6	5.31
billboards	4	3.54
television/radio	4	3.54
Total	113	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Gulf Coast Exploreum & IMAX	51	24.52
Fort Conde Museum & Welcome Center	44	21.15
Bellingrath Gardens and Home	26	12.50
USS Alabama Battleship Memorial Park	20	9.62
Mobile Museum of Art	19	9.13
Other attractions/festivals/special events	12	5.77
Conde-Charlotte Museum House	10	4.81
Dauphin Island Estuarium & Sea Lab	10	4.81
Oakleigh Period House Museum Complex	7	3.37
Cruise ships	4	1.92
Fort Gaines	3	1.44
Richard-DAR House Museum	1	0.48
Wildland expeditions	1	0.48
Bragg-Mitchell Mansion	0	0.00
Mobile Greyhound Park	0	0.00
Total	208	100.00

Responses from 106 visitors staying three or more nights

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<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	43	40.95
visiting friends/relatives	32	30.48
tour group	24	22.86
business trip	6	5.71
convention	0	0.00
Total	105	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	46	24.73
other	36	19.35
internet/web site	24	12.90
welcome center	22	11.83
magazine/newspaper	20	10.75
brochures	18	9.68
billboards	16	8.60
television/radio	3	1.61
travel agency	1	0.54
Total	186	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Fort Conde Museum & Welcome Center	64	18.39
Bellingrath Gardens and Home	52	14.94
Gulf Coast Exploreum & IMAX	47	13.51
USS Alabama Battleship Memorial Park	38	10.92
Mobile Museum of Art	29	8.33
Conde-Charlotte Museum House	26	7.47
Other attractions/festivals/special events	23	6.61
Dauphin Island Estuarium & Sea Lab	22	6.32
Oakleigh Period House Museum Complex	15	4.31
Bragg-Mitchell Mansion	10	2.87
Fort Gaines	9	2.59
Richard-DAR House Museum	8	2.30
Wildland expeditions	3	0.86
Cruise ships	1	0.29
Mobile Greyhound Park	1	0.29
Total	348	100.00