

The Mobile Museum of Art
Exit Survey of Visitors
2006 Annual Report

CBER Research Report #72

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Each quarter, the Center for Business and Economic Research (CBER) sends 100 Exit Visitor Surveys to the Mobile Museum of Art. The Mobile Museum of Art'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 Mobile Museum of Art's Exit Visitor Surveys for the year 2006. The number of surveys collected by the Mobile Museum of Art for each quarter is as follows:

January – March:	99
April – June:	56
July – September:	53
October – December:	14

A total of 222 surveys were collected during 2006.

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SECTION 1.
TABULAR SUMMARY

Responses from all visitors to the Mobile Museum of Art

<u>Ranking of overall visit to The Museum of Mobile</u>	<u>Total</u>	<u>Percentage</u>
1	4	1.83
2	3	1.38
3	11	5.05
4	50	22.94
5	150	68.81
Total	218	100.00
Average Ranking	4.56	

<u>Primary residential states/countries</u>	<u>Total</u>	<u>Percentage</u>
Alabama*	79	35.59
Mississippi	22	9.91
Florida	19	8.56
New York	11	4.95
Louisiana	10	4.50
Ohio	7	3.15
Georgia	6	2.70
Texas	6	2.70
Michigan	5	2.25
New Jersey	5	2.25
Tennessee	5	2.25
California	4	1.80
Missouri	4	1.80
Rhode Island	3	1.35
Utah	3	1.35
Virginia	3	1.35
Illinois	2	0.90
Indiana	2	0.90
Kentucky	2	0.90
Maine	2	0.90
North Carolina	2	0.90
Oklahoma	2	0.90
Oregon	2	0.90
Wisconsin	2	0.90
Colorado	1	0.45
Connecticut	1	0.45
Idaho	1	0.45
Iowa	1	0.45
Maryland	1	0.45
Minnesota	1	0.45
Nebraska	1	0.45
North Dakota	1	0.45
South Carolina	1	0.45
Germany	2	0.90
Australia	1	0.45
Denmark	1	0.45
Virgin Islands	1	0.45
Total	222	100.00

*Includes 67 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>
visiting friends/relatives	52	42.62
vacation/pleasure trip	48	39.34
business trip	21	17.21
tour group	1	0.82
convention	0	0.00
Total	122	100.00

<u>Number of people in group</u>	<u>Total</u>	<u>Percentage</u>
1	27	17.76
2	88	57.89
3	16	10.53
4	12	7.89
6	1	0.66
8	1	0.66
15	1	0.66
25	6	3.95
Total	152	100.00
Average Group Size	3.14	

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	58	43.61
1 night	16	12.03
2 nights	14	10.53
3 or more nights	45	33.83
Total	133	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	58	30.05
other	45	23.32
internet/web site	30	15.54
brochures	23	11.92
magazine/newspaper	16	8.29
welcome center	13	6.74
television/radio	6	3.11
travel agency	1	0.52
billboards	1	0.52
Total	193	100.00

<u>Other information sources used</u>	<u>Total</u>	<u>Percentage</u>
School	9	21.43
AAA	5	11.90
Passing through	4	9.52
Previous visit	4	9.52
Former resident	3	7.14
Business	3	7.14
Prior knowledge	3	7.14
USA	2	4.76
Gulf Shores	1	2.38
Elderhostel	1	2.38
North American Classic Car Association	1	2.38
Visitor center	1	2.38
Signs near museum	1	2.38
Hotel map	1	2.38
"Black is Beautiful" show	1	2.38
Foreigner	1	2.38
Member	1	2.38
Total	42	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Museum of Mobile	62	21.02
Bellingrath Gardens and Home	48	16.27
USS Alabama Battleship Memorial Park	41	13.90
Other attractions/festivals/special events	34	11.53
Dauphin Island Estuarium & Sea Lab	20	6.78
Fort Conde Museum & Welcome Center	20	6.78
Gulf Coast Exploreum & IMAX	17	5.76
Oakleigh Period House Museum Complex	13	4.41
Fort Gaines	12	4.07
Conde-Charlotte Museum House	11	3.73
Bragg-Mitchell Mansion	5	1.69
Wildland expeditions	5	1.69
Cruise ships	3	1.02
Mobile Greyhound Park	2	0.68
Richard-DAR House Museum	2	0.68
Total	295	100.00

<u>Other attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Botanical Gardens	5	16.13
Carnival Museum	3	9.68
Fairhope Arts and Crafts Festival	2	6.45
Medical Museum	2	6.45
Mardi Gras	2	6.45
Blakely National Forest	2	6.45
Gulf Shores	2	6.45
Downtown	2	6.45
Bayfest	1	3.23
Bayou La Batre	1	3.23
Wedding	1	3.23
BHS Graduation	1	3.23
Phoenix Fire Museum	1	3.23
DI Beach	1	3.23
Shopping	1	3.23
Ingals NASS	1	3.23
USA	1	3.23
Greek Fest	1	3.23
LuLu's	1	3.23
Total	31	100.00

SECTION 2.
VISITOR COMMENTS

- Relaxing
- The museum is beautiful. The lighting is excellent and the exhibits are stunning. Carman Brown did a fantastic job with "Jazz on the Move." I will recommend to everyone!
- Jazz on the Move – It's wonderful. I have attended both seasons.
- Loved the exhibit and the jazz.
- Extraordinary exhibitions, well installed in a beautiful museum. Mobile should be proud of this cultural gem!
- The exhibit was excellent, and jazz superb.
- Jazz performance was great. I actually got to Ms. Greenwood perform live. Can you believe it – someone who performed with Duke Ellington Chase.
- Love the grounds and museum of art, employees are very friendly.
- Love the jazz group!
- Here to enjoy jazz by Tom's friends!
- Display much more Dr. Harvey glass collection.
- This museum has everything Mobile could ask for – bringing music, poetry out for local artist for Mobilians to enjoy the fullest life has to offer.
- Please continue these jazz programs!! I'll tell and invite others.
- Everything is so pleasant and comforting.
- Very helpful and attentive staff. Some interesting pieces and shame that I missed your up coming exhibition. Perhaps next time.
- The museum is wonderful. Please continue the Sunday music program.
- This is a great museum. Very clean and great art.
- The Bayou Painters exhibit was wonderful!
- "Great inspiration for new and upcoming artist." Keep the culture alive.
- Just moved here from Maryland.
- Not being visitors, I am surprised...we were probably not supposed to fill out survey!
- Enjoy the art showing very much.
- Great jazz!
- The program today was excellent to include music, art, and poetry – fantastic idea!
- I loved Lil Greenwood and Friends; the exhibit. Please have more.
- I didn't know this place was at the Municipal Park; 98.3 advertising has done it again – thanks!
- Do not interrupt the concert with announcements on speakerphone.
- Sunday Jazz Show – delightful!
- I live in Mobile and visit museum often.
- Please do again.
- Wonderful effort and please have again the jazz music.
- Mobile needs more Jazz events.
- The program was very good, hope to have many more.
- Very nice.
- Recently relocated to area.
- Black is a Color and Jazz on the Move – Please, please have more Jazz on the move (or equivalent) and more Lil Greenwood.
- Today's program was excellent! The Jazz and poetry.
- I really enjoyed the Black is a color exhibit- superb- and the Lil Greenwood concert. Thank you!
- The jazz performance by Lil Greenwood was excellent.
- I loved the jazz music!
- Came to hear Lil Greenwood.
- Black is a Color – a marvelous art and musical event. Please continue the events.
- I liked the jazz show.
- A great program of jazz and poetry – please repeat.
- Good program
- Came to support the jazz session and it was wonderful.
- Wonderful show today – More, more!
- I enjoyed the musical program and would like similar programs. Wonderful afternoon.
- Blac is a Color exhibit is very interesting. I have enjoyed it. I have enjoyed the museum visit and I will return. Lil Greenwood was great. Geneo's Poetry was wonderful!
- Thoroughly enjoyed the Jazz on the Move concert; please do more!!
- We must continue Lil Greenwood and related local artists due to the location and ability of the Mobile Museum of Art. More, more Lil Greenwood!!
- The Lil Greenwood show was fabulous! I'd come every Sunday afternoon to hear her! Bravo!

- Very good programs and exhibits.
- Love it!
- The program was great!
- We live here; this is inappropriate.
- Pleasant staff-excellent architecture-special exhibits-and permanent collection also good.
- Great museum, but disappointed-large painting of Battle of Mobile Bay was not on exhibit at this time.
- Just happened upon museum visiting family and saw lake on way to Infirmary-loved everything.
- Very well-weighted collection
- Thank you for exhibiting the 41 Bayou Painters works! We've visited the museum before, but came today especially to see this exhibit. Well mounted and lighted, etc. Worth a very long trip to see this! Would have appreciated a mini-catalog, brochure, or some memento of this Bayou Painters show.
- I only visited the permanent collection galleries, but I found the collection interesting with a variety of genres of art periods, and different cultures. Very enjoyable.
- I really enjoyed my visit to the Museum of Art. There were so many works of art to look at. Variety of arts to look at.
- The museum is a good size.
- There were two visitors in the gallery who were being very loud! I was not able to fully enjoy the exhibit with them. I was very pleased to see so many different artists. I was interested and impressed!
- Appreciate TourMate. Very informative.
- Was amazed at the amount of work on exhibit.
- Very enjoyable.
- Disappointed with Botanical Gardens.
- We make it a point to come to the Museum every year (We come to DI for a month).
- This is a great museum. We will return on our next visit.
- One of the nicest art museums I've visited. Keep up the "GREAT" work.
- Great example of gloss work.
- The Four Horsemen statue needs to be on a revolving display for full enjoyment of the depiction of Death that it represents.
- Thank you. We've had a great afternoon!
- Very well put together.
- The guards followed our kids way too much.
- You have a great museum!
- Enjoyed the Bayou Painters the most.
- Wonderful museum- I have visited museums in California and New England to name only a few of the ones I've seen. This is the finest museum I've ever visited. Spectacular!
- You certainly have some beautiful art!
- Excellent experience.
- Wonderful experience-Front Desk Gals are very knowledgeable and enthusiastic!!

April - June

- Thanks – We loved the paperweights and ceramics.
- Beautiful- Paperweights especially.
- Thank you, very nice museum and building. Thanks for the coke!
- You have an eclectic collection that is very interesting.
- Great museum- too little time.
- Very nice.
- Love the flower garden and quiet atmosphere (carpet) and open spaces. Very helpful staff. Excellent glass collection and woodcuts.
- Loved the glass collection. Loved the exhibit upstairs on mortality and sculpture.
- We were not that appreciative with your special exhibit of "poetic Expressions of Mortality." Found it depressive and not really art.
- Wonderful Paul Stankard show and head show.
- Very nice- Lovely place.
- Very nice museum – Great ceramic show.
- It was a little warm inside.
- We've only been here one night. So far, so good.
- Very nice, nice building and floor plan adding to the mystery a bit while keeping the lure of adventure and expedition at hand. Overall an impressive adventure, a well-rounded display. I liked the mixing in the period pieces of furniture.
- Some of the security guards were not or did not look too enthused to be working today.

- Very interesting art – had no idea this museum was so large.
- I never knew this was here! Quite enjoyable.
- Would like to see more gift shop products reflect the museum’s own collection. Contemporary art collection particularly engaging and fresh.
- We enjoy Mobile and plan on returning.
- Very interesting – Impressive.
- Loved the glass and the wood exhibits. Beautiful building. I had difficulty finding the museum and difficulty finding anyone who knew where it was. Signs off I-10 ??? Thanks.
- The different periods are very mixed and difficult to identify.
- Lovely permanent collection of glass and American craft items. Thank you! Great welcoming and assistive staff.
- Everyone was very helpful.
- Edit collections for display – More space for eye to rest – Smaller signage – Loved handicap accessible wall cases and children’s activity center. Loved contemporary ceramics show – brave choices!
- Mobile is different and unusual. Very enjoyable. Cannot wait to come back. Looking forward to your next exhibit, especially the “Inside the Forbidden City.” We were there shortly after 9/11. Thanks for everything.
- The whole museum is wonderful – I especially loved the Paul Stankard glass and the “Poetic Expressions of Mortality” exhibit. Wonderful!
- Very enjoyable – Would come again.
- I enjoyed the museum. Many fine examples of different styles of art. I enjoyed my visit.
- Wish we had more time to visit. We are en route to North Carolina.
- Cool!

July - September

- My visit to Mobile has been great, the people friendly and all have beautiful and wonderful smiles. I enjoyed all of the exhibits at the museum and found Alabama Art collection very interesting and beautiful. I plan to visit other attractions.
- Very courteous staff, reception very professional and informative. Displays were well-lit and access around exhibits (behind Maisel Gallery) was very cool to see. The glass exhibit was interesting and enjoyable. Thank you!
- Very comprehensive exhibitions, stunning building, helpful staff.
- AWESOME EXPERIENCE!!!
- Very helpful staff.
- Enjoyed the lecture by Jacqueline Bishop.
- Beautiful!
- WONDERFUL.
- A nice collection. Really appreciate the friendliness of the staff!
- It was interesting.
- It was very interesting. I enjoyed it very much.
- Collections were great, especially the European.
- Read about the Nall exhibit and wanted to see it.
- I’m very much impressed from the art of Mobile. I’m from city of Worms, Germany.
- We loved it and will come back!
- This is a beautiful and comprehensive art museum. Thank you.
- Friendly and helpful staff. Tiffany was very courteous.
- I liked the European Art and the J. Bishop art. The museum was very interesting.
- It would be nice if there was more historic pieces of art rather than contemporary. My favorite part of the museum was the European art.
- Very historically significant “old Southern” city. Love the elegance. Love oaks – so revered. Would have purchased postcards (picture) if they’d been available. Beautiful residences in the downtown (LODA) neighborhoods.
- Very nicely laid out especially the Maisel Gallery. The Alabama Art exhibit was also particularly good.
- Beautiful exhibits – wonderfully helpful staff.
- Impressed with the glassware and furniture.
- I feel that you have done a wonderful job on the displays.
- Very beautiful area, great food, friendly people.
- There was a female security guard in the Nall exhibition 2nd floor who was exceptionally friendly, informative, and helpful.
- Wonderful collection. Photography if allowed will be wonderful for a tourist like me.
- Staff was very polite and informative.
- The New York 911 Photo’s are very life like.
- The lady in the gift shop was very helpful and charming.

- The website made it easy to choose what to do and how to get there – Thank you.
- Excellent exhibits – many new media and art forms. Permanent collection very good – I hope to help you with this in time. P.S. The “Artist” NAll is a waste of creative effort – “JUNK” Art – NO MORE!!
- Beautiful exhibits, friendly employees, a very enjoyable atmosphere.
- Excellent. HOWEVER: Where are the Robert Cook bronzes?? (The “one” on display is the LEAST representational of his excellence of the human form. Ya know? Pull-out ‘Pavarti’/Jenny or ‘Jenny-the-Dancer,’ please. THANK YOU. (Some of the Cooks will be visiting Mobile again soon!)
- Beautiful!
- More reduced-admission and/or senior discount times/days.
- Very nice place.
- Better selection –
- Thank you very much for hosting the 9/11 photo exhibit and film.

October - December

- Loved the second floor as well as the permanent collections. The layout of the museum is visitor friendly and allows for a clear passage through all exhibits.
- A place to get a drink or bite to eat would be useful.
- I just think that you all have been amiable with us; I would like to come back.
- The curator should continue the excellent work on the Modern Art collection. Sell the Asian and African collection to a museum with a focus on Asian/African Art and concentrate on the Modern collection!
- This is a beautiful and comprehensive art museum. Thank you.
- This is a lovely museum, marvelously diverse exhibits, stunning setting!
- Warm, friendly people.
- EXCELLENT building with good collection.
- Would have been a 5 if, when we got upstairs, the guards would not have followed us like criminals. That makes me not want to return to this museum. Ever.
- We will be back.

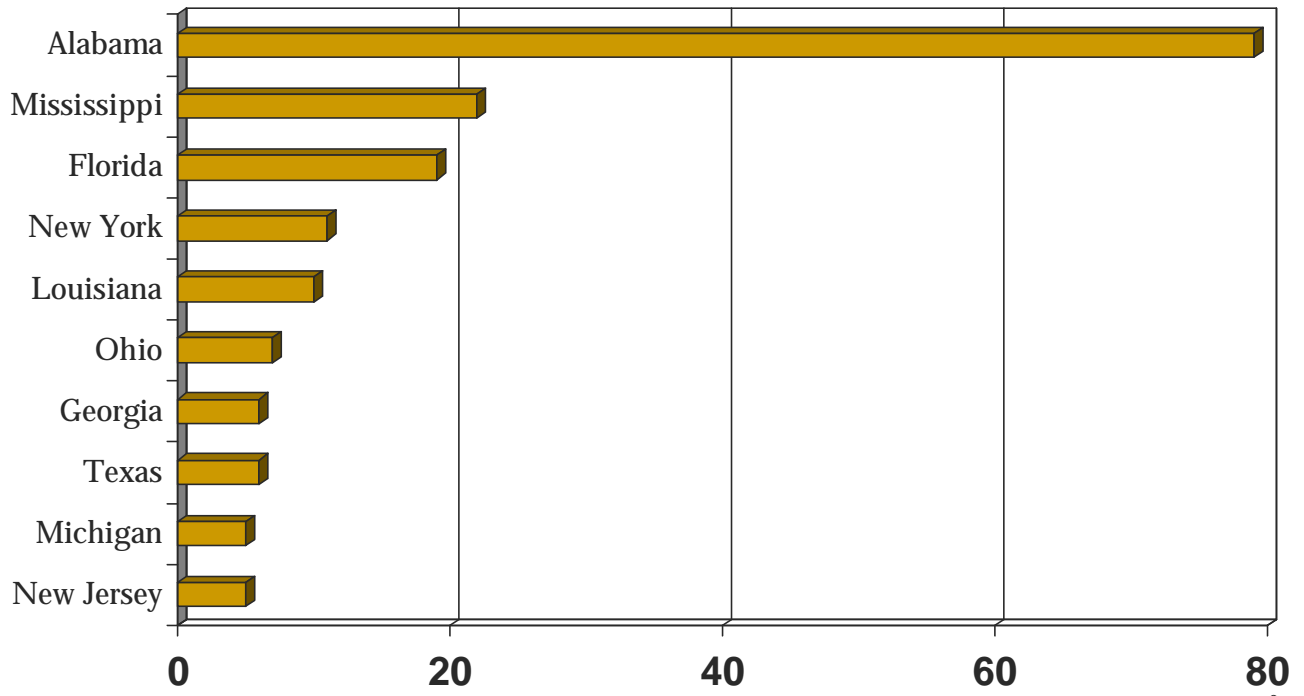
SECTION 3.
POWERPOINT SUMMARY



Mobile Museum of Art

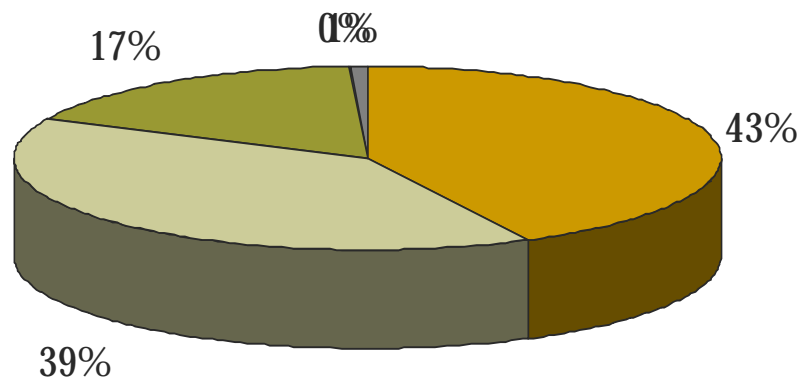
Exit Survey Summary
2006 Annual Report
Total surveys: 222

Primary Residential States



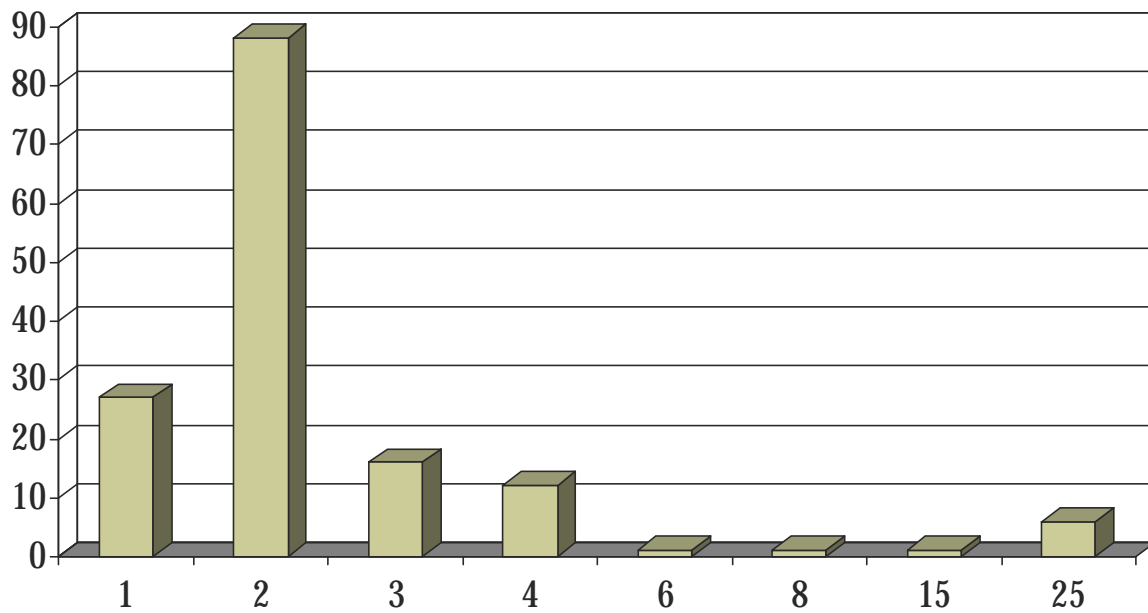
Alabama total includes 67 residents from Mobile and Baldwin Counties.

Reason for Visiting Mobile



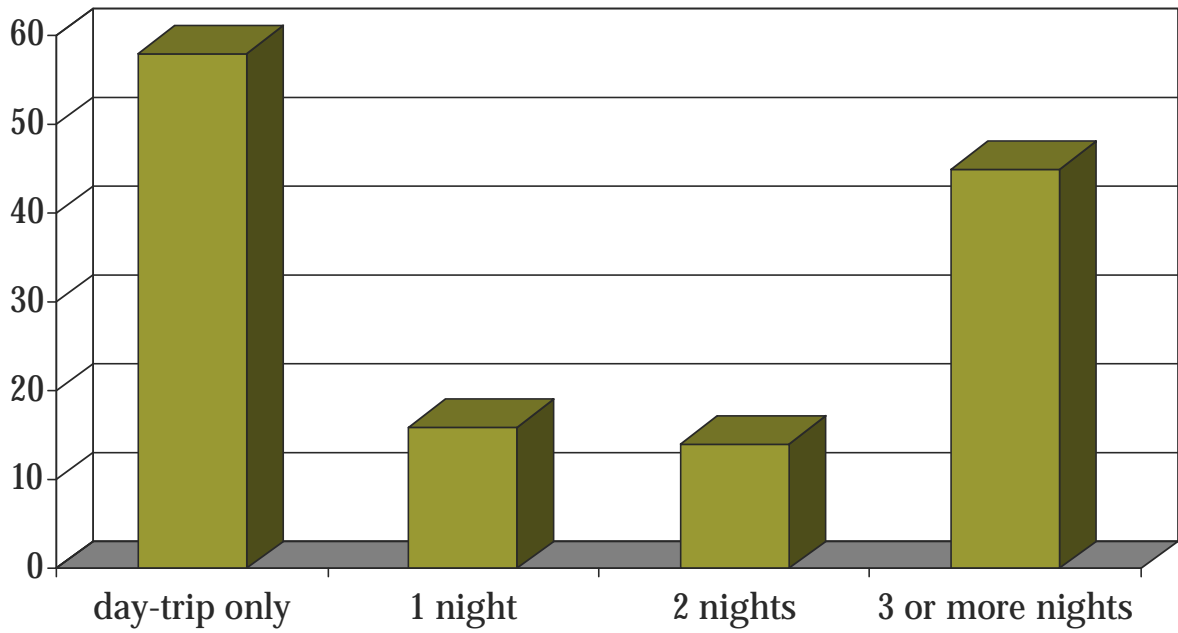
- visiting friends/relatives
- vacation/pleasure trip
- business trip
- convention
- tour group

Number of People in Group

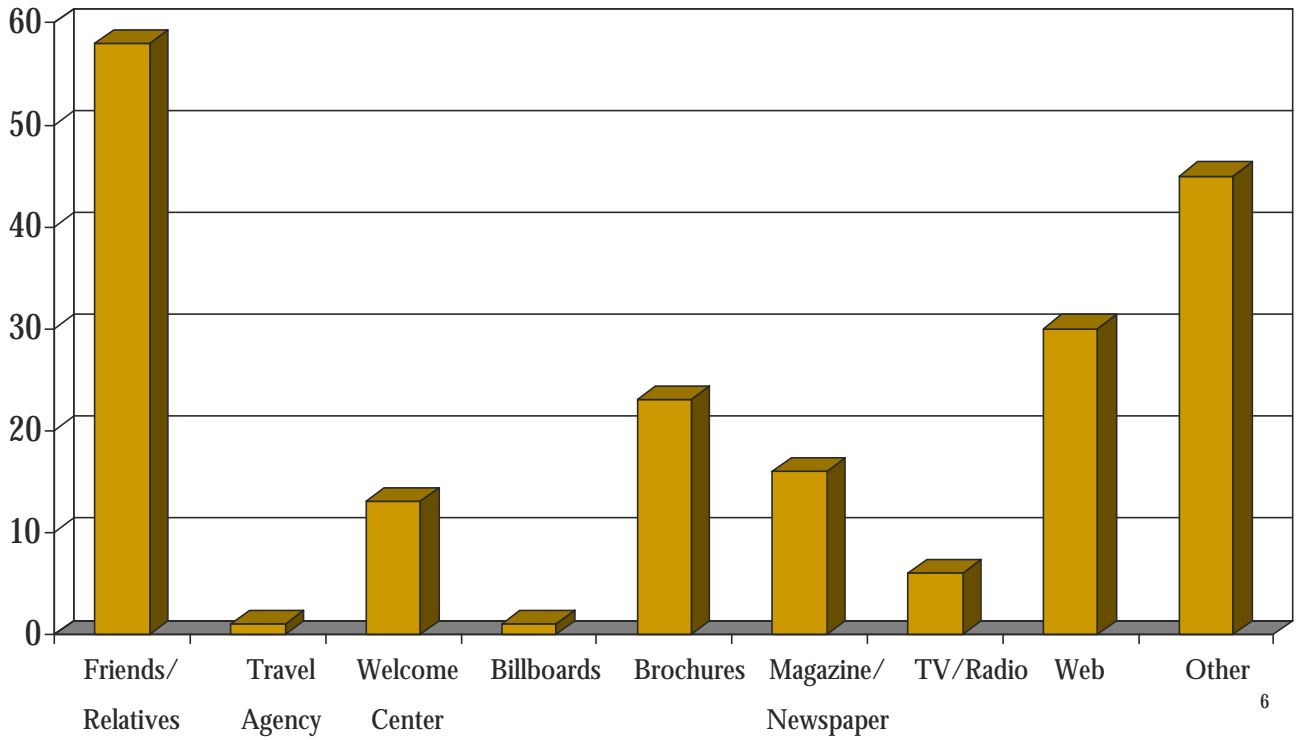


Average Group Size: 3.14

Length of Stay in Mobile



Information Sources Used

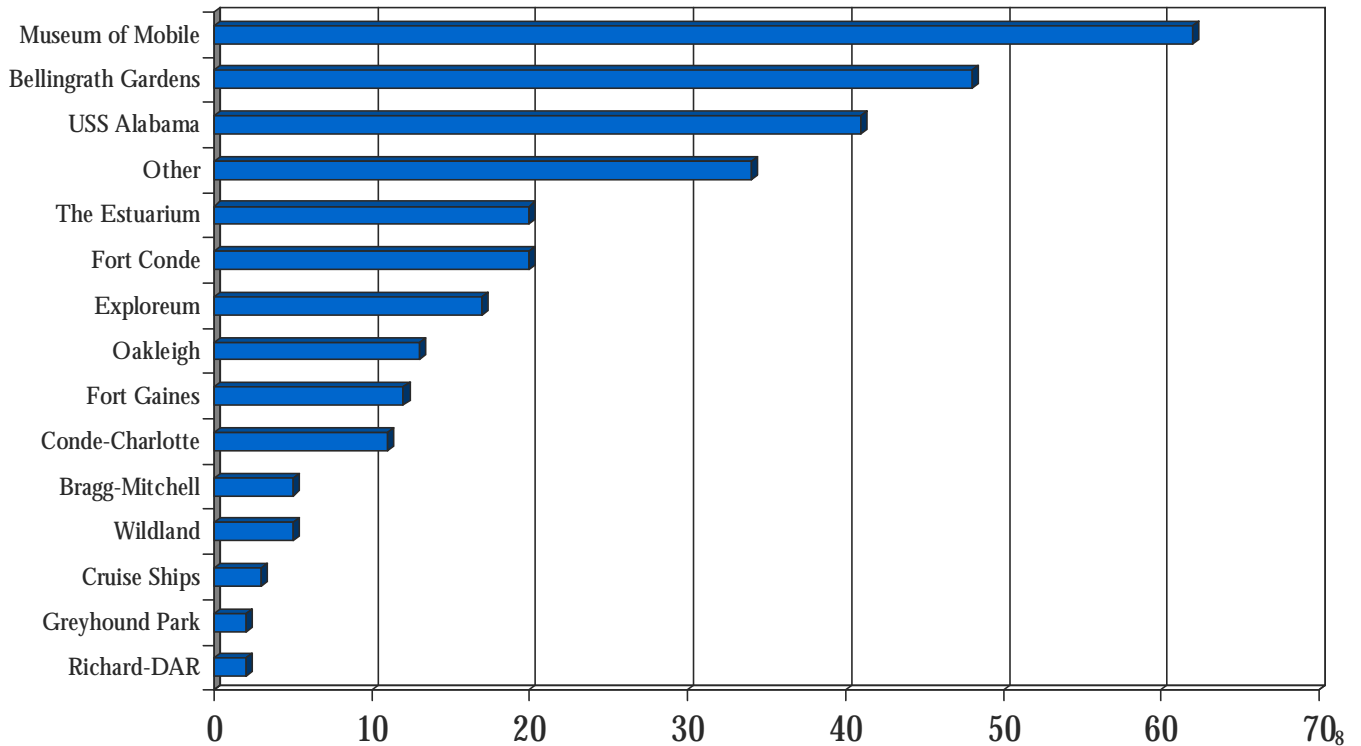


Other Attractions Visited or Planned to Visit by Museum of Art Visitors

Bellingrath Gardens and Home	48
Bragg-Mitchell Mansion	5
Conde-Charlotte Museum House	11
Cruise ships	3
Dauphin Island Estuarium & Sea Lab	20
Fort Conde Museum & Welcome Center	20
Fort Gaines	12
Gulf Coast Exploreum & IMAX	17

Mobile Greyhound Park	2
The Museum of Mobile	62
Oakleigh Period House Museum Complex	13
Richard-DAR House Museum	2
USS Alabama Battleship Memorial Park	41
Wildland Expeditions	5
Other attractions/ festivals/special events	34
TOTAL	295

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



SECTION 4.

CROSS TABLES, BY REASON FOR TRIP

Responses from 52 visitors visiting friends/relatives

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	18	35.29
1 night	3	5.88
2 nights	5	9.80
3 or more nights	25	49.02
Total	51	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	46	65.71
other	8	11.43
internet/web site	6	8.57
brochures	4	5.71
welcome center	2	2.86
television/radio	2	2.86
billboards	1	1.43
magazine/newspaper	1	1.43
travel agency	0	0.00
Total	70	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
The Museum of Mobile	22	24.18
Mobile Museum of Art	13	14.29
USS Alabama Battleship Memorial Park	11	12.09
Other attractions/festivals/special events	11	12.09
Fort Conde Museum & Welcome Center	8	8.79
Dauphin Island Estuarium & Sea Lab	5	5.49
Conde-Charlotte Museum House	4	4.40
Fort Gaines	4	4.40
Oakleigh Period House Museum Complex	4	4.40
Cruise ships	3	3.30
Gulf Coast Exploreum & IMAX	3	3.30
Wildland expeditions	2	2.20
Bragg-Mitchell Mansion	1	1.10
Mobile Greyhound Park	0	0.00
Richard-DAR House Museum	0	0.00
Total	91	100.00

Responses from 48 visitors on a vacation/pleasure trip

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	24	51.06
1 night	7	14.89
2 nights	7	14.89
3 or more nights	9	19.15
Total	47	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
internet/web site	14	20.90
brochures	12	17.91
other	11	16.42
friends/relatives	10	14.93
welcome center	9	13.43
magazine/newspaper	7	10.45
television/radio	3	4.48
billboards	1	1.49
travel agency	0	0.00
Total	67	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
The Museum of Mobile	17	21.79
Bellingrath Gardens and Home	15	19.23
USS Alabama Battleship Memorial Park	12	15.38
Other attractions/festivals/special events	7	8.97
Dauphin Island Estuarium & Sea Lab	6	7.69
Gulf Coast Exploreum & IMAX	6	7.69
Fort Conde Museum & Welcome Center	4	5.13
Conde-Charlotte Museum House	3	3.85
Oakleigh Period House Museum Complex	3	3.85
Wildland expeditions	2	2.56
Bragg-Mitchell Mansion	1	1.28
Fort Gaines	1	1.28
Richard-DAR House Museum	1	1.28
Cruise ships	0	0.00
Mobile Greyhound Park	0	0.00
Total	78	100.00

Responses from 21 visitors in Mobile on a business trip

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	3	15.00
1 night	6	30.00
2 nights	2	10.00
3 or more nights	9	45.00
Total	20	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
other	9	42.86
internet/web site	5	23.81
friends/relatives	3	14.29
magazine/newspaper	2	9.52
travel agency	1	4.76
brochures	1	4.76
welcome center	0	0.00
billboards	0	0.00
television/radio	0	0.00
Total	21	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
The Museum of Mobile	8	21.05
Bellingrath Gardens and Home	6	15.79
USS Alabama Battleship Memorial Park	6	15.79
Other attractions/festivals/special events	6	15.79
Fort Conde Museum & Welcome Center	3	7.89
Gulf Coast Exploreum & IMAX	3	7.89
Bragg-Mitchell Mansion	2	5.26
Oakleigh Period House Museum Complex	2	5.26
Dauphin Island Estuarium & Sea Lab	1	2.63
Conde-Charlotte Museum House	1	2.63
Cruise ships	0	0.00
Fort Gaines	0	0.00
Mobile Greyhound Park	0	0.00
Richard-DAR House Museum	0	0.00
Wildland expeditions	0	0.00
Total	38	100.00

Responses from 1 visitor in a tour group

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

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

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Bellingrath Gardens and Home	1	20.00
Dauphin Island Estuarium & Sea Lab	1	20.00
Fort Gaines	1	20.00
Gulf Coast Exploreum & IMAX	1	20.00
The Museum of Mobile	1	20.00
Bragg-Mitchell Mansion	0	0.00
Conde-Charlotte Museum House	0	0.00
Cruise ships	0	0.00
Fort Conde Museum & Welcome Center	0	0.00
Mobile Greyhound Park	0	0.00
Oakleigh Period House Museum Complex	0	0.00
Richard-DAR House Museum	0	0.00
USS Alabama Battleship Memorial Park	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 58 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	34	61.82
visiting friends/relatives	18	32.73
business trip	3	5.45
convention	0	0.00
tour group	0	0.00
Total	55	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	21	25.93
other	19	23.46
internet/web site	14	17.28
welcome center	8	9.88
magazine/newspaper	7	8.64
brochures	6	7.41
television/radio	4	4.94
billboards	2	2.47
travel agency	0	0.00
Total	81	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Bellingrath Gardens and Home	18	18.75
The Museum of Mobile	15	15.63
USS Alabama Battleship Memorial Park	15	15.63
Other attractions/festivals/special events	10	10.42
Dauphin Island Estuarium & Sea Lab	8	8.33
Fort Conde Museum & Welcome Center	8	8.33
Fort Gaines	7	7.29
Conde-Charlotte Museum House	4	4.17
Gulf Coast Exploreum & IMAX	3	3.13
Cruise ships	2	2.08
Mobile Greyhound Park	2	2.08
Wildland expeditions	2	2.08
Bragg-Mitchell Mansion	1	1.04
Oakleigh Period House Museum Complex	1	1.04
Richard-DAR House Museum	0	0.00
Total	96	100.00

Responses from 16 visitors staying one night

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	7	43.75
business trip	6	37.50
visiting friends/relatives	3	18.75
convention	0	0.00
tour group	0	0.00
Total	16	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
other	9	47.37
friends/relatives	3	15.79
brochures	2	10.53
internet/web site	2	10.53
travel agency	1	5.26
welcome center	1	5.26
magazine/newspaper	1	5.26
billboards	0	0.00
television/radio	0	0.00
Total	19	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
The Museum of Mobile	7	33.33
Other attractions/festivals/special events	4	19.05
Bellingrath Gardens and Home	2	9.52
Fort Conde Museum & Welcome Center	2	9.52
USS Alabama Battleship Memorial Park	2	9.52
Conde-Charlotte Museum House	1	4.76
Dauphin Island Estuarium & Sea Lab	1	4.76
Gulf Coast Exploreum & IMAX	1	4.76
Oakleigh Period House Museum Complex	1	4.76
Bragg-Mitchell Mansion	0	0.00
Cruise ships	0	0.00
Fort Gaines	0	0.00
Mobile Greyhound Park	0	0.00
Richard-DAR House Museum	0	0.00
Wildland expeditions	0	0.00
Total	21	100.00

Responses from 14 visitors staying two nights

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	7	50.00
visiting friends/relatives	5	35.71
business trip	2	14.29
convention	0	0.00
tour group	0	0.00
Total	14	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	6	40.00
internet/web site	5	33.33
other	2	13.33
welcome center	1	6.67
brochures	1	6.67
travel agency	0	0.00
billboards	0	0.00
magazine/newspaper	0	0.00
television/radio	0	0.00
Total	15	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
The Museum of Mobile	6	22.22
USS Alabama Battleship Memorial Park	5	18.52
Other attractions/festivals/special events	5	18.52
Bellingrath Gardens and Home	4	14.81
Oakleigh Period House Museum Complex	3	11.11
Conde-Charlotte Museum House	1	3.70
Dauphin Island Estuarium & Sea Lab	1	3.70
Gulf Coast Exploreum & IMAX	1	3.70
Wildland expeditions	1	3.70
Bragg-Mitchell Mansion	0	0.00
Cruise ships	0	0.00
Fort Conde Museum & Welcome Center	0	0.00
Fort Gaines	0	0.00
Mobile Greyhound Park	0	0.00
Richard-DAR House Museum	0	0.00
Total	27	100.00

Responses from 45 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	25	58.14
vacation/pleasure trip	9	20.93
business trip	9	20.93
convention	0	0.00
tour group	0	0.00
Total	43	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	26	46.43
brochures	9	16.07
other	8	14.29
internet/web site	7	12.50
magazine/newspaper	4	7.14
welcome center	1	1.79
television/radio	1	1.79
travel agency	0	0.00
billboards	0	0.00
Total	56	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
The Museum of Mobile	23	21.90
Bellingrath Gardens and Home	17	16.19
USS Alabama Battleship Memorial Park	14	13.33
Other attractions/festivals/special events	10	9.52
Gulf Coast Exploreum & IMAX	9	8.57
Fort Conde Museum & Welcome Center	8	7.62
Dauphin Island Estuarium & Sea Lab	7	6.67
Oakleigh Period House Museum Complex	5	4.76
Bragg-Mitchell Mansion	4	3.81
Conde-Charlotte Museum House	3	2.86
Wildland expeditions	2	1.90
Cruise ships	1	0.95
Fort Gaines	1	0.95
Richard-DAR House Museum	1	0.95
Mobile Greyhound Park	0	0.00
Total	105	100.00