

Bellingrath Gardens and Home  
Exit Survey of Visitors  
2007 Annual Report

CBER Research Report #77

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Bellingrath Gardens and Home distributes Exit Visitor Surveys to their visitors throughout the year. The surveys were created by the Center for Business and Economic Research (CBER) and then modified by Bellingrath Gardens to add more questions of rank. Each quarter, Bellingrath Gardens' managers collect the completed surveys 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 Bellingrath Gardens' Exit Visitor Surveys for the year 2007. The number of surveys collected by Bellingrath Gardens for each quarter is as follows:

January – March:	11
April – June:	43
July – September:	22
October – December:	22

A total of 98 surveys were collected during 2007.

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SECTION 1.  
TABULAR SUMMARY

Responses from all visitors to Bellingrath Gardens and Home

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1. <u>Ranking of overall visit to Bellingrath Gardens and Home</u>	<u>Total</u>	<u>Percentage</u>
1	0	0.00
2	8	8.25
3	7	7.22
4	33	34.02
5	49	50.52
Total	97	100.00
Average Ranking	4.22	

2. Ranking of overall experience with Bellingrath Gardens and Home

<u>Theater Film</u>	<u>Total</u>	<u>Percentage</u>
1	2	6.45
2	1	3.23
3	1	3.23
4	7	22.58
5	20	64.52
Total	31	100.00
Average Ranking	4.41	

<u>Restrooms</u>	<u>Total</u>	<u>Percentage</u>
1	1	1.35
2	1	1.35
3	7	9.46
4	11	14.86
5	54	72.97
Total	74	100.00
Average Ranking	4.46	

<u>Food Quality</u>	<u>Total</u>	<u>Percentage</u>
1	2	5.00
2	2	5.00
3	3	7.50
4	11	27.50
5	22	55.00
Total	40	100.00
Average Ranking	4.03	

<u>Gardens (overall)</u>	<u>Total</u>	<u>Percentage</u>
1	5	6.10
2	4	4.88
3	4	4.88
4	15	18.29
5	54	65.85
Total	82	100.00
Average Ranking	4.21	

<u>Bayou Boardwalk</u>	<u>Total</u>	<u>Percentage</u>
1	0	0.00
2	0	0.00
3	4	8.16
4	8	16.33
5	37	75.51
Total	49	100.00
Average Ranking	4.70	

<u>Staff Courtesy</u>	<u>Total</u>	<u>Percentage</u>
1	1	1.39
2	2	2.78
3	3	4.17
4	11	15.28
5	55	76.39
Total	72	100.00
Average Ranking	4.68	

<u>Admission Price</u>	<u>Total</u>	<u>Percentage</u>
1	6	8.45
2	5	7.04
3	14	19.72
4	19	26.76
5	27	38.03
Total	71	100.00
Average Ranking	3.75	

<u>Price of Food</u>	<u>Total</u>	<u>Percentage</u>
1	3	8.11
2	0	0.00
3	7	18.92
4	8	21.62
5	19	51.35
Total	37	100.00
Average Ranking	4.015	

<u>Bellingrath Home (overall)</u>	<u>Total</u>	<u>Percentage</u>
1	1	2.13
2	2	4.26
3	5	10.64
4	4	8.51
5	35	74.47
Total	47	100.00
Average Ranking	4.53	

<u>Boehm Gallery</u>	<u>Total</u>	<u>Percentage</u>
1	1	1.92
2	3	5.77
3	4	7.69
4	17	32.69
5	27	51.92
Total	52	100.00
Average Ranking	4.38	

<u>Entrance Building</u>	<u>Total</u>	<u>Percentage</u>
1	0	0.00
2	3	4.69
3	5	7.81
4	12	18.75
5	44	68.75
Total	64	100.00
Average Ranking	4.61	

<u>Gift Shop Merchandise</u>	<u>Total</u>	<u>Percentage</u>
1	2	2.94
2	4	5.88
3	14	20.59
4	10	14.71
5	38	55.88
Total	68	100.00
Average Ranking	4.22	

<u>Speed of Service</u>	<u>Total</u>	<u>Percentage</u>
1	1	1.79
2	2	3.57
3	3	5.36
4	9	16.07
5	41	73.21
Total	56	100.00
Average Ranking	4.60	

<u>River Cruise</u>	<u>Total</u>	<u>Percentage</u>
1	3	8.82
2	2	5.88
3	3	8.82
4	2	5.88
5	24	70.59
Total	34	100.00
Average Ranking	4.32	

3.

<u>Primary residential states</u>	<u>Total</u>	<u>Percentage</u>
Alabama*	27	27.55
Mississippi	15	15.31
Louisiana	10	10.20
Texas	10	10.20
Florida	9	9.18
Georgia	3	3.06
Pennsylvania	3	3.06
California	2	2.04
Colorado	2	2.04
Kansas	2	2.04
Kentucky	2	2.04
Missouri	2	2.04
Arizona	1	1.02
Arkansas	1	1.02
Illinois	1	1.02
Maine	1	1.02
New york	1	1.02
Oklahoma	1	1.02
South Carolina	1	1.02
Tennessee	1	1.02
Virginia	1	1.02
Australia	2	2.04
Total	98	100.00

\*Includes 18 residents from Mobile and Baldwin Counties

Responses from non-residents of Mobile and Baldwin Counties only

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4.	<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
	vacation/pleasure trip	44	57.89
	visiting friends/relatives	16	21.05
	tour group	11	14.47
	business trip	3	3.95
	convention	2	2.63
	Total	76	100.00

5.	<u>Number of people in group</u>	<u>Total</u>	<u>Percentage</u>
	2	26	35.62
	3	10	13.70
	4	8	10.96
	5	4	5.48
	6	5	6.85
	7	1	1.37
	8	4	5.48
	10	3	4.11
	11	3	4.11
	12	2	2.74
	14	1	1.37
	20	1	1.37
	30	2	2.74
	40	1	1.37
	70	1	1.37
	210	1	1.37
	Total	73	100.00
	Average Group Size	7.81	

6.	<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
	day-trip only	31	41.33
	1 night	14	18.67
	2 nights	11	14.67
	3 or more nights	19	25.33
	Total	75	100.00

7.	<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
	friends/relatives	35	37.63
	internet/web site	17	18.28
	other	17	18.28
	brochures	10	10.75
	magazine/newspaper	4	4.30
	travel agency	3	3.23
	welcome center	3	3.23
	billboards	3	3.23
	television/radio	1	1.08
	Total	93	100.00

	<u>Other information sources used</u>	<u>Total</u>	<u>Percentage</u>
	Previous visit	7	38.89
	Passing through	2	11.11
	Word of mouth	2	11.11
	School	2	11.11
	God	1	5.56
	AAA	1	5.56
	Bellingrath sign	1	5.56
	Birmingham, AL	1	5.56
	Map	1	5.56
	Total	18	100.00

8.

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	11	15.28
Dauphin Island Estuarium & Sea Lab	10	13.89
Gulf Coast Exploreum & IMAX	10	13.89
Other attractions/festivals/special events	6	8.33
Conde-Charlotte Museum House	4	5.56
Cruise ships	4	5.56
Fort Conde Museum & Welcome Center	4	5.56
Fort Gaines	4	5.56
Mobile Museum of Art	4	5.56
The Museum of Mobile	4	5.56
Bragg-Mitchell Mansion	3	4.17
Mobile Greyhound Park	3	4.17
Oakleigh Period House Museum Complex	2	2.78
Richard-DAR House Museum	2	2.78
Wildland expeditions	1	1.39
Total	72	100.00

<u>Other attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Festival of Flowers	1	20.00
Gulf Shores	1	20.00
Great seafood	1	20.00
Foley outlet	1	20.00
Church	1	20.00
Total	5	100.00

SECTION 2.  
VISITOR COMMENTS

## April - June

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- Please label flowers and trees.
- Need senior discount.
- Flowers should have been named.
- It (rank) would have been a 5+ except for a group of young people throwing rocks at birds.
- Amazing!
- Failed to inform senior citizen of discount.

## July - September

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- Kill the ants at the wedding green.
- Very rewarding visit. Thank you! (Visitor from Australia ☺ )
- Men's restroom somewhat untidy.
- Not all that impressive – been to Longwood in PA and the one in Canada Vancouver Island.
- Captain (of River Cruise) was extremely RUDE!

## October - December

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- Overall: the experience was bright!
- Please make a book of photos of the inside of the house!
- Need some bathrooms on the walk around the lake. And if you had more speakers playing Christmas music and if it was a little louder it would be so nice.
- It was the awesomest place I have ever been to.
- Beautiful.
- It's great.
- We love all the lights and the Cajun Christmas!
- This was so wonderful. I will return with my mother.
- I thought it was absolutely beautiful, everything was so nice! Will recommend.
- We loved it! Tour guide Ms. Varner (?) was wonderful!
- Don't leave as many unfinished roads.
- Need postcards of Christmas lights and video, otherwise beautiful!
- We brought our church group from Bassfield Baptist Church, Bassfield, MS. Ms. Shana and Angie were very gracious and helpful. Will recommend it to all my friends.

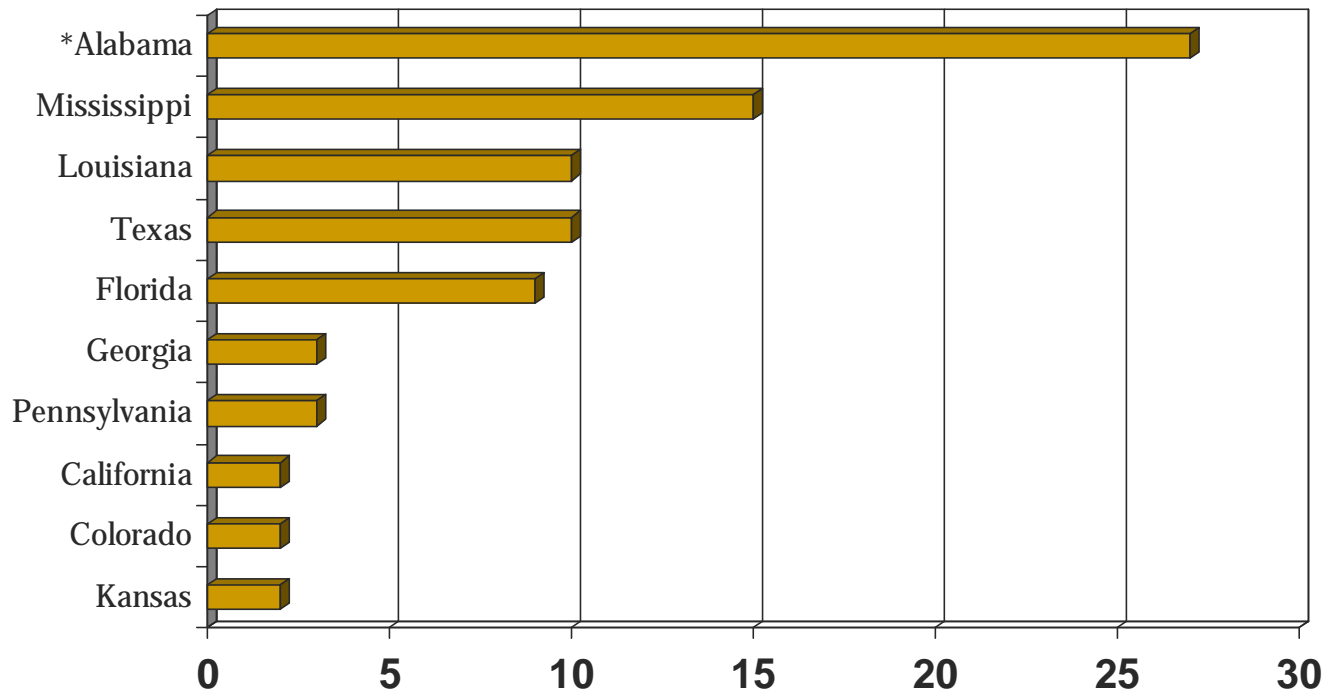
SECTION 3.  
POWERPOINT SUMMARY



# Bellingrath Gardens & Home

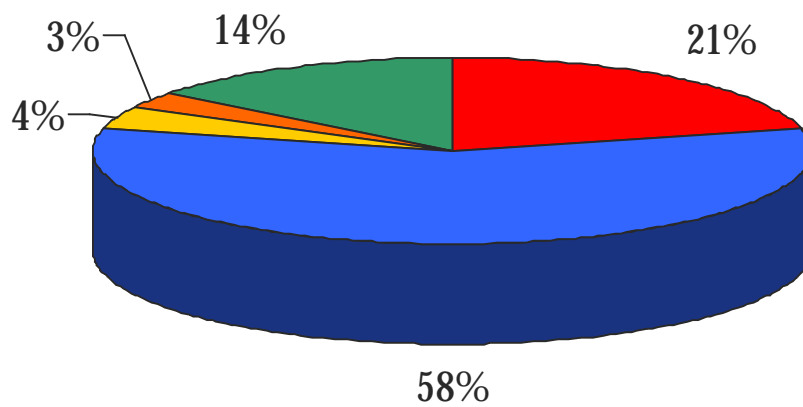
Exit Survey Summary  
2007 Annual Report  
Total surveys: 98

# Primary Residential States



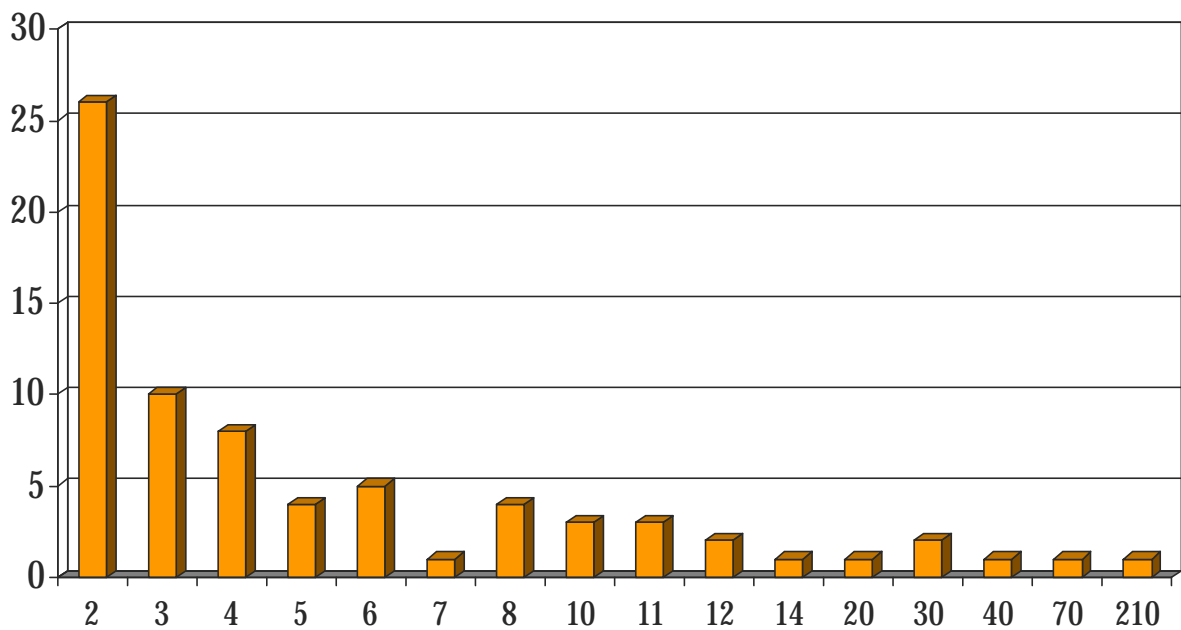
\*Alabama total includes 18 residents from Mobile and Baldwin Counties.

# [ Reason for Visiting Mobile ]



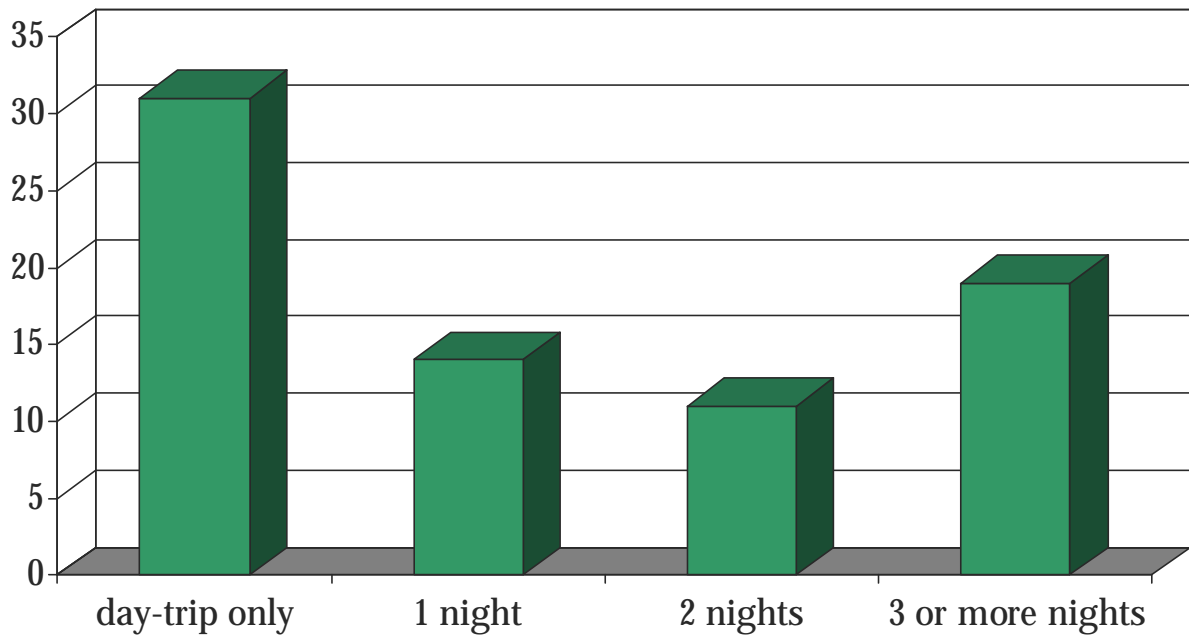
- visiting friends/relatives
- vacation/pleasure trip
- business trip
- convention
- tour group

# [Number of People in Group]

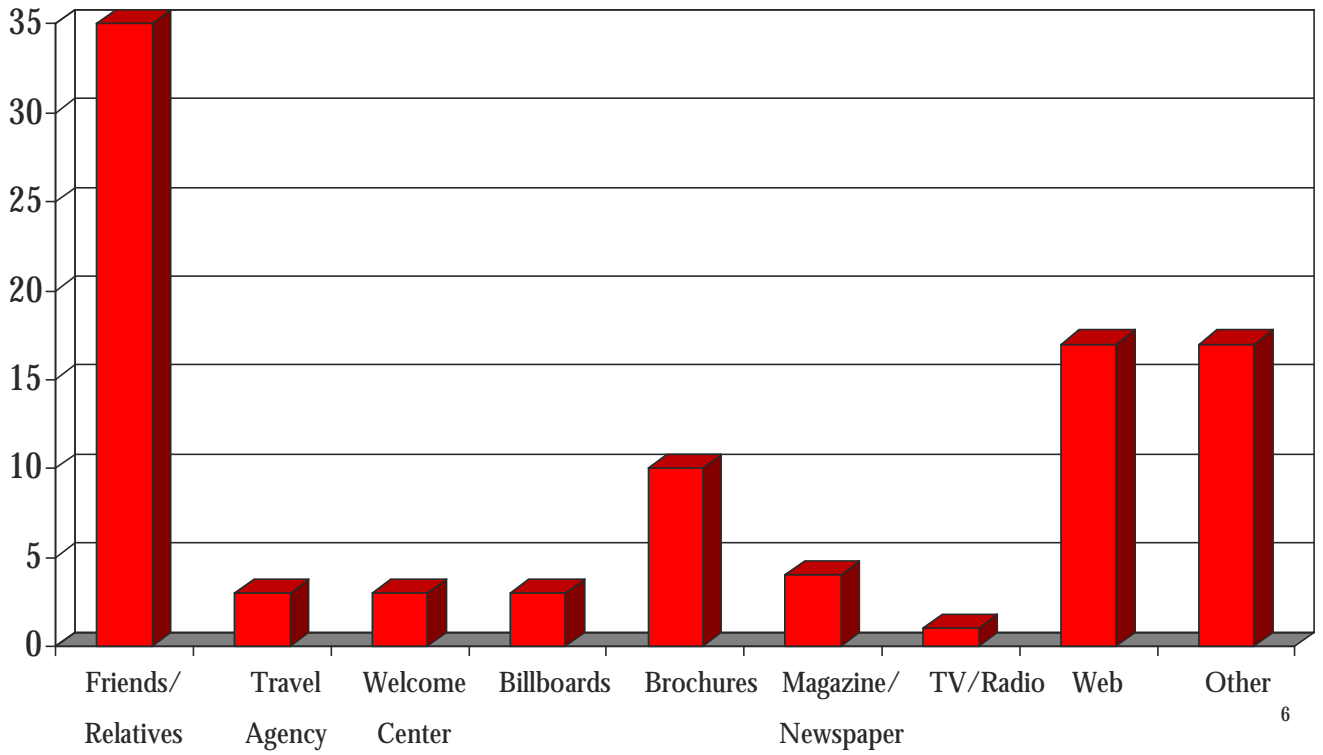


Average Group Size: 7.81

# Length of Stay in Mobile



# [ Information Sources Used ]

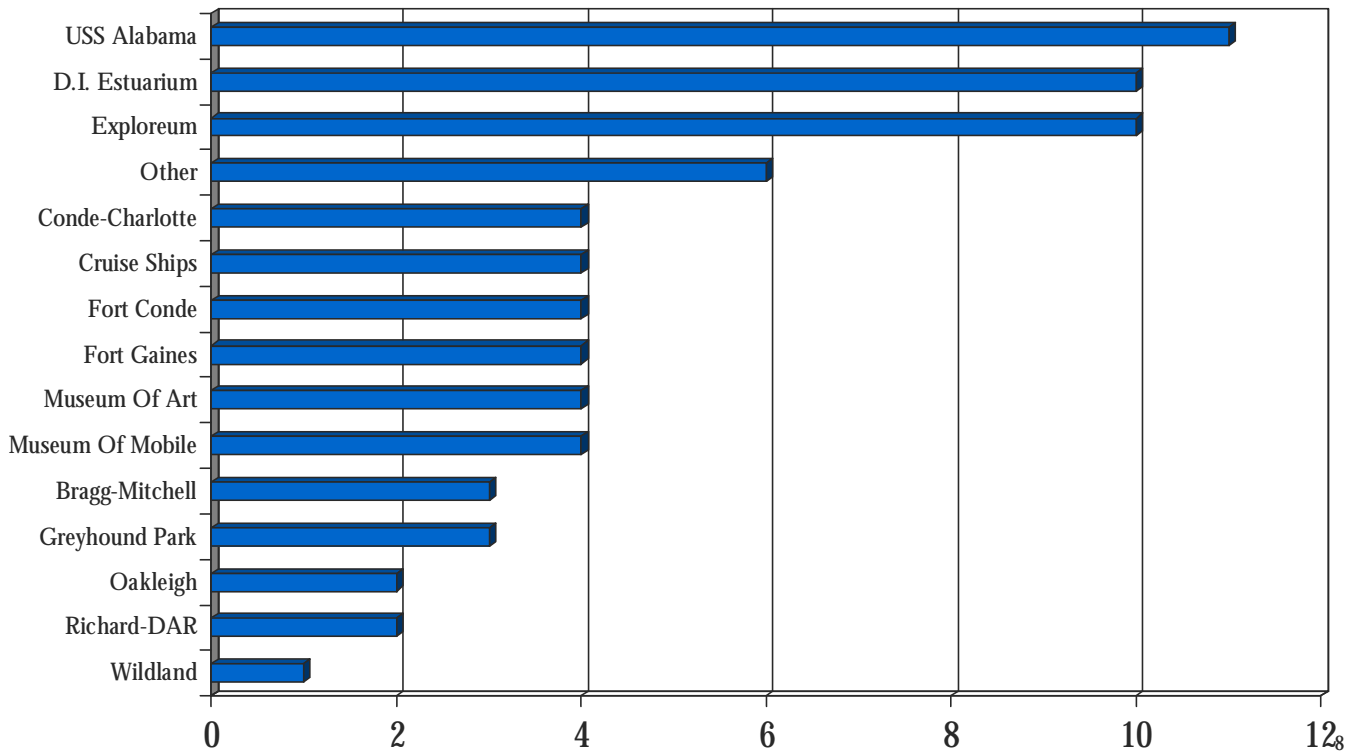


## Other Attractions Visited or Planned to Visit by Bellingrath Gardens Visitors

Bragg-Mitchell Mansion	3
Conde-Charlotte Museum House	4
Cruise ships	4
Dauphin Island Estuarium & Sea Lab	10
Fort Conde Museum & Welcome Center	4
Fort Gaines	4
Gulf Coast Exploreum & IMAX	10
Mobile Greyhound Park	3

Mobile Museum of Art	4
The Museum of Mobile	4
Oakleigh Period House Museum Complex	2
Richard-DAR House Museum	2
USS Alabama Battleship Memorial Park	11
Wildland Expeditions	1
Other attractions/ festivals/special events	6
TOTAL	72

# Other Attractions Visited or Planned to Visit by Bellingrath Gardens Visitors



SECTION 4.

CROSS TABLES, BY REASON FOR TRIP

Responses from 44 visitors on a vacation/pleasure trip

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	20	45.45
1 night	10	22.73
2 nights	8	18.18
3 or more nights	6	13.64
Total	44	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	17	30.91
internet/web site	15	27.27
other	9	16.36
brochures	7	12.73
magazine/newspaper	3	5.45
billboards	2	3.64
travel agency	1	1.82
welcome center	1	1.82
television/radio	0	0.00
Total	55	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	7	25.00
Dauphin Island Estuarium & Sea Lab	5	17.86
Gulf Coast Exploreum & IMAX	4	14.29
Conde-Charlotte Museum House	2	7.14
Cruise ships	2	7.14
Fort Gaines	2	7.14
The Museum of Mobile	2	7.14
Other attractions/festivals/special events	2	7.14
Fort Conde Museum & Welcome Center	1	3.57
Mobile Museum of Art	1	3.57
Bragg-Mitchell Mansion	0	0.00
Mobile Greyhound Park	0	0.00
Oakleigh Period House Museum Complex	0	0.00
Richard-DAR House Museum	0	0.00
Wildland expeditions	0	0.00
Total	28	100.00

Responses from 16 visitors visiting friends/relatives

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	4	26.67
1 night	1	6.67
2 nights	2	13.33
3 or more nights	8	53.33
Total	15	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	12	85.71
other	2	14.29
travel agency	0	0.00
welcome center	0	0.00
billboards	0	0.00
brochures	0	0.00
magazine/newspaper	0	0.00
television/radio	0	0.00
internet/web site	0	0.00
Total	14	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Dauphin Island Estuarium & Sea Lab	3	15.00
Cruise ships	2	10.00
Mobile Museum of Art	2	10.00
Other attractions/festivals/special events	2	10.00
Bragg-Mitchell Mansion	1	5.00
Conde-Charlotte Museum House	1	5.00
Fort Conde Museum & Welcome Center	1	5.00
Fort Gaines	1	5.00
Gulf Coast Exploreum & IMAX	1	5.00
Mobile Greyhound Park	1	5.00
The Museum of Mobile	1	5.00
Oakleigh Period House Museum Complex	1	5.00
Richard-DAR House Museum	1	5.00
USS Alabama Battleship Memorial Park	1	5.00
Wildland expeditions	1	5.00
Total	20	100.00

Responses from 11 visitors in a tour group

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	6	54.55
1 night	3	27.27
2 nights	0	0.00
3 or more nights	2	18.18
Total	11	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	4	33.33
other	4	33.33
travel agency	1	8.33
welcome center	1	8.33
brochures	1	8.33
internet/web site	1	8.33
billboards	0	0.00
magazine/newspaper	0	0.00
television/radio	0	0.00
Total	12	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Gulf Coast Exploreum & IMAX	5	22.73
Bragg-Mitchell Mansion	2	9.09
Dauphin Island Estuarium & Sea Lab	2	9.09
Fort Conde Museum & Welcome Center	2	9.09
Mobile Greyhound Park	2	9.09
USS Alabama Battleship Memorial Park	2	9.09
Conde-Charlotte Museum House	1	4.55
Fort Gaines	1	4.55
Mobile Museum of Art	1	4.55
The Museum of Mobile	1	4.55
Oakleigh Period House Museum Complex	1	4.55
Richard-DAR House Museum	1	4.55
Other attractions/festivals/special events	1	4.55
Cruise ships	0	0.00
Wildland expeditions	0	0.00
Total	22	100.00

Responses from 3 visitors in Mobile on a business trip

<u>Length of stay in Mobile</u>	<u>Total</u>	<u>Percentage</u>
day-trip only	2	66.67
1 night	0	0.00
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	50.00
friends/relatives	1	25.00
brochures	1	25.00
travel agency	0	0.00
welcome center	0	0.00
billboards	0	0.00
magazine/newspaper	0	0.00
television/radio	0	0.00
internet/web site	0	0.00
Total	4	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	1	100.00
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 Conde Museum & Welcome Center	0	0.00
Fort Gaines	0	0.00
Gulf Coast Exploreum & IMAX	0	0.00
Mobile Greyhound Park	0	0.00
Mobile Museum of Art	0	0.00
The Museum of Mobile	0	0.00
Oakleigh Period House Museum Complex	0	0.00
Richard-DAR House Museum	0	0.00
Wildland expeditions	0	0.00
Other attractions/festivals/special events	0	0.00
Total	1	100.00

Responses from 2 visitors for a convention

<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	2	100.00
Total	2	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	1	12.50
travel agency	1	12.50
welcome center	1	12.50
billboards	1	12.50
brochures	1	12.50
magazine/newspaper	1	12.50
television/radio	1	12.50
internet/web site	1	12.50
other	0	0.00
Total	8	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Other attractions/festivals/special events	1	100.00
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 Conde Museum & Welcome Center	0	0.00
Fort Gaines	0	0.00
Gulf Coast Exploreum & IMAX	0	0.00
Mobile Greyhound Park	0	0.00
Mobile Museum of Art	0	0.00
The Museum of Mobile	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
Total	1	100.00

SECTION 5.

CROSS TABLES, BY LENGTH OF STAY

Responses from 31 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	19	61.29
tour group	6	19.35
visiting friends/relatives	4	12.90
business trip	2	6.45
convention	0	0.00
Total	31	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	13	38.24
other	10	29.41
internet/web site	7	20.59
brochures	2	5.88
billboards	1	2.94
magazine/newspaper	1	2.94
travel agency	0	0.00
welcome center	0	0.00
television/radio	0	0.00
Total	34	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	2	22.22
Dauphin Island Estuarium & Sea Lab	1	11.11
Conde-Charlotte Museum House	1	11.11
Cruise ships	1	11.11
Fort Conde Museum & Welcome Center	1	11.11
Gulf Coast Exploreum & IMAX	1	11.11
The Museum of Mobile	1	11.11
Other attractions/festivals/special events	1	11.11
Bragg-Mitchell Mansion	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	9	100.00

Responses from 14 visitors staying one night

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	10	71.43
tour group	3	21.43
visiting friends/relatives	1	7.14
business trip	0	0.00
convention	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	7	38.89
brochures	3	16.67
internet/web site	3	16.67
other	3	16.67
travel agency	1	5.56
welcome center	1	5.56
billboards	0	0.00
magazine/newspaper	0	0.00
television/radio	0	0.00
Total	18	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Bragg-Mitchell Mansion	2	18.18
Gulf Coast Exploreum & IMAX	2	18.18
USS Alabama Battleship Memorial Park	2	18.18
Conde-Charlotte Museum House	1	9.09
Dauphin Island Estuarium & Sea Lab	1	9.09
Fort Conde Museum & Welcome Center	1	9.09
Fort Gaines	1	9.09
The Museum of Mobile	1	9.09
Cruise ships	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
Other attractions/festivals/special events	0	0.00
Total	11	100.00

Responses from 11 visitors staying two nights

<u>Primary reason for trip to the Mobile area</u>	<u>Total</u>	<u>Percentage</u>
vacation/pleasure trip	8	72.73
visiting friends/relatives	2	18.18
business trip	1	9.09
convention	0	0.00
tour group	0	0.00
Total	11	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	4	30.77
internet/web site	3	23.08
other	3	23.08
welcome center	1	7.69
brochures	1	7.69
magazine/newspaper	1	7.69
travel agency	0	0.00
billboards	0	0.00
television/radio	0	0.00
Total	13	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
USS Alabama Battleship Memorial Park	5	31.25
Dauphin Island Estuarium & Sea Lab	3	18.75
Gulf Coast Exploreum & IMAX	3	18.75
Conde-Charlotte Museum House	1	6.25
Cruise ships	1	6.25
Fort Gaines	1	6.25
Mobile Museum of Art	1	6.25
Other attractions/festivals/special events	1	6.25
Bragg-Mitchell Mansion	0	0.00
Fort Conde Museum & Welcome Center	0	0.00
Mobile Greyhound Park	0	0.00
The Museum of Mobile	0	0.00
Oakleigh Period House Museum Complex	0	0.00
Richard-DAR House Museum	0	0.00
Wildland expeditions	0	0.00
Total	16	100.00

Responses from 19 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	8	44.44
vacation/pleasure trip	6	33.33
convention	2	11.11
tour group	2	11.11
business trip	0	0.00
Total	18	100.00

<u>Information sources used in deciding to visit Mobile</u>	<u>Total</u>	<u>Percentage</u>
friends/relatives	10	37.04
brochures	4	14.81
internet/web site	4	14.81
travel agency	2	7.41
billboards	2	7.41
magazine/newspaper	2	7.41
welcome center	1	3.70
television/radio	1	3.70
other	1	3.70
Total	27	100.00

<u>Attractions visited or planned to visit</u>	<u>Total</u>	<u>Percentage</u>
Dauphin Island Estuarium & Sea Lab	5	13.89
Gulf Coast Exploreum & IMAX	4	11.11
Other attractions/festivals/special events	4	11.11
Mobile Greyhound Park	3	8.33
Mobile Museum of Art	3	8.33
Cruise ships	2	5.56
Fort Conde Museum & Welcome Center	2	5.56
Fort Gaines	2	5.56
The Museum of Mobile	2	5.56
Oakleigh Period House Museum Complex	2	5.56
Richard-DAR House Museum	2	5.56
USS Alabama Battleship Memorial Park	2	5.56
Bragg-Mitchell Mansion	1	2.78
Conde-Charlotte Museum House	1	2.78
Wildland expeditions	1	2.78
Total	36	100.00