

Dauphin Island Estuarium
Exit Survey of Visitors
2007 Annual Report

CBER Research Report #78

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The Estuarium at the Dauphin Island Sea Lab 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 The Estuarium to add more questions of rank. Each quarter, The Estuarium's 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 The Estuarium's Exit Visitor Surveys for the year 2007. The number of surveys collected by The Estuarium is as follows:

| | |
|---------------------|----|
| January – March: | 8 |
| April – June: | 43 |
| July – September: | 43 |
| October – December: | 7 |

A total of 101 surveys were collected during 2007.

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TABULAR SUMMARY

Responses from all visitors to The Estuarium at the Dauphin Island Sea Lab

Rankings based on experience visiting The Estuarium

| <u>Courtesy of staff & docents</u> | <u>Total</u> | <u>Percentage</u> |
|--|--------------|-------------------|
| 1 | 0 | 0.00 |
| 2 | 3 | 3.03 |
| 3 | 6 | 6.06 |
| 4 | 16 | 16.16 |
| 5 | 74 | 74.75 |
| Total | 99 | 100.00 |
| Average Ranking | 4.57 | |

| <u>Knowledge of staff & docents</u> | <u>Total</u> | <u>Percentage</u> |
|---|--------------|-------------------|
| 1 | 2 | 2.27 |
| 2 | 0 | 0.00 |
| 3 | 7 | 7.95 |
| 4 | 14 | 15.91 |
| 5 | 65 | 73.86 |
| Total | 88 | 100.00 |
| Average Ranking | 4.63 | |

| <u>Ability of view and study exhibits</u> | <u>Total</u> | <u>Percentage</u> |
|---|--------------|-------------------|
| 1 | 0 | 0.00 |
| 2 | 3 | 3.13 |
| 3 | 7 | 7.29 |
| 4 | 27 | 28.13 |
| 5 | 59 | 61.46 |
| Total | 96 | 100.00 |
| Average Ranking | 4.47 | |

| <u>Cleanliness</u> | <u>Total</u> | <u>Percentage</u> |
|------------------------|--------------|-------------------|
| 1 | 0 | 0.00 |
| 2 | 0 | 0.00 |
| 3 | 5 | 5.05 |
| 4 | 20 | 20.20 |
| 5 | 74 | 74.75 |
| Total | 99 | 100.00 |
| Average Ranking | 4.65 | |

| <u>Educational experience</u> | <u>Total</u> | <u>Percentage</u> |
|-------------------------------|--------------|-------------------|
| 1 | 0 | 0.00 |
| 2 | 2 | 2.06 |
| 3 | 3 | 3.09 |
| 4 | 14 | 14.43 |
| 5 | 78 | 80.41 |
| Total | 97 | 100.00 |
| Average Ranking | 4.70 | |

| <u>Entertainment experience</u> | <u>Total</u> | <u>Percentage</u> |
|---------------------------------|--------------|-------------------|
| 1 | 1 | 1.04 |
| 2 | 2 | 2.08 |
| 3 | 9 | 9.38 |
| 4 | 25 | 26.04 |
| 5 | 59 | 61.46 |
| Total | 96 | 100.00 |
| Average Ranking | 4.42 | |

| <u>Gift Shop selection</u> | <u>Total</u> | <u>Percentage</u> |
|----------------------------|--------------|-------------------|
| 1 | 1 | 1.23 |
| 2 | 2 | 2.47 |
| 3 | 12 | 14.81 |
| 4 | 23 | 28.40 |
| 5 | 43 | 53.09 |
| Total | 81 | 100.00 |
| Average Ranking | 4.20 | |

| <u>Overall visit</u> | <u>Total</u> | <u>Percentage</u> |
|------------------------|--------------|-------------------|
| 1 | 0 | 0.00 |
| 2 | 1 | 1.02 |
| 3 | 4 | 4.08 |
| 4 | 20 | 20.41 |
| 5 | 73 | 74.49 |
| Total | 98 | 100.00 |
| Average Ranking | 4.64 | |

| <u>Primary residential states/countries</u> | <u>Total</u> | <u>Percentage</u> |
|---|--------------|-------------------|
| Alabama* | 28 | 27.72 |
| Arkansas | 15 | 14.85 |
| Mississippi | 9 | 8.91 |
| Tennessee | 9 | 8.91 |
| Missouri | 6 | 5.94 |
| Georgia | 3 | 2.97 |
| Louisiana | 3 | 2.97 |
| Illinois | 3 | 2.97 |
| Indiana | 3 | 2.97 |
| Montana | 3 | 2.97 |
| Florida | 2 | 1.98 |
| Kansas | 2 | 1.98 |
| Virginia | 2 | 1.98 |
| California | 1 | 0.99 |
| Colorado | 1 | 0.99 |
| Kentucky | 1 | 0.99 |
| Michigan | 1 | 0.99 |
| North Carolina | 1 | 0.99 |
| Ohio | 1 | 0.99 |
| Oklahoma | 1 | 0.99 |
| Oregon | 1 | 0.99 |
| South Dakota | 1 | 0.99 |
| Texas | 1 | 0.99 |
| Washington | 1 | 0.99 |
| Wisconsin | 1 | 0.99 |
| Canada | 1 | 0.99 |
| Total | 101 | 100.00 |

*Includes 16 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 | 66 | 77.65 |
| visiting friends/relatives | 16 | 18.82 |
| tour group | 2 | 2.35 |
| convention | 1 | 1.18 |
| business trip | 0 | 0.00 |
| Total | 85 | 100.00 |

| <u>Number of people in group</u> | <u>Total</u> | <u>Percentage</u> |
|----------------------------------|--------------|-------------------|
| 1 | 1 | 1.18 |
| 2 | 10 | 11.76 |
| 3 | 12 | 14.12 |
| 4 | 15 | 17.65 |
| 5 | 12 | 14.12 |
| 6 | 3 | 3.53 |
| 7 | 7 | 8.24 |
| 8 | 4 | 4.71 |
| 9 | 1 | 1.18 |
| 10 | 2 | 2.35 |
| 11 | 6 | 7.06 |
| 14 | 1 | 1.18 |
| 27 | 4 | 4.71 |
| 30 | 7 | 8.24 |
| Total | 85 | 100.00 |
| Average Group Size | 6.92 | |

| <u>Length of stay in Mobile</u> | <u>Total</u> | <u>Percentage</u> |
|---------------------------------|--------------|-------------------|
| day-trip only | 16 | 18.82 |
| 1 night | 3 | 3.53 |
| 2 nights | 5 | 5.88 |
| 3 or more nights | 61 | 71.76 |
| Total | 85 | 100.00 |

| <u>Information sources used in deciding to visit Mobile</u> | <u>Total</u> | <u>Percentage</u> |
|---|--------------|-------------------|
| friends/relatives | 44 | 38.94 |
| brochures | 23 | 20.35 |
| internet/web site | 22 | 19.47 |
| other | 13 | 11.50 |
| welcome center | 7 | 6.19 |
| magazine/newspaper | 2 | 1.77 |
| travel agency | 1 | 0.88 |
| television/radio | 1 | 0.88 |
| billboards | 0 | 0.00 |
| Total | 113 | 100.00 |

| <u>Other information source used</u> | <u>Total</u> | <u>Percentage</u> |
|--------------------------------------|--------------|-------------------|
| Previous visit | 3 | 27.27 |
| Computer | 1 | 9.09 |
| Passing through | 1 | 9.09 |
| Beaches | 1 | 9.09 |
| Former resident | 1 | 9.09 |
| Vacation | 1 | 9.09 |
| Convention | 1 | 9.09 |
| Pensacola | 1 | 9.09 |
| Girl Scout leaders | 1 | 9.09 |
| Total | 11 | 100.00 |

| <u>Attractions visited or planned to visit</u> | <u>Total</u> | <u>Percentage</u> |
|--|--------------|-------------------|
| Fort Gaines | 45 | 29.80 |
| USS Alabama Battleship Memorial Park | 32 | 21.19 |
| Bellingrath Gardens and Home | 24 | 15.89 |
| Other attractions/festivals/special events | 20 | 13.25 |
| Gulf Coast Exploreum & IMAX | 7 | 4.64 |
| Cruise ships | 5 | 3.31 |
| Wildland expeditions | 5 | 3.31 |
| Fort Conde Museum & Welcome Center | 3 | 1.99 |
| The Museum of Mobile | 3 | 1.99 |
| Bragg-Mitchell Mansion | 2 | 1.32 |
| Conde-Charlotte Museum House | 2 | 1.32 |
| Mobile Museum of Art | 2 | 1.32 |
| Oakleigh Period House Museum Complex | 1 | 0.66 |
| Mobile Greyhound Park | 0 | 0.00 |
| Richard-DAR House Museum | 0 | 0.00 |
| Total | 151 | 100.00 |

| <u>Other attractions visited or planned to visit</u> | <u>Total</u> | <u>Percentage</u> |
|--|--------------|-------------------|
| Ft. Morgan | 8 | 36.36 |
| Gulf Shores | 3 | 13.64 |
| Fairhope Art Festival | 2 | 9.09 |
| Shrimp Fest | 2 | 9.09 |
| Beaches | 2 | 9.09 |
| Loxley Strawberry Festival | 1 | 4.55 |
| Bird Sanctuary | 1 | 4.55 |
| Dauphin Island | 1 | 4.55 |
| Mardi Gras | 1 | 4.55 |
| Aligator Alley | 1 | 4.55 |
| Total | 22 | 100.00 |

SECTION 2.
VISITOR COMMENTS

January - March

- Need to enlarge.
- Everyone so cordial and helpful.

April - June

- Very informative. Great place to bring the kids.
- I think it was very fun, I would like to go there again!
- Love your beaches!
- Did not get opportunity to interact with staff and docents.
- Great place.
- The man explaining animals was very good – educational. Would like to see dolphins or sharks.
- Some of the names were not on the exhibit.
- A wonderful experience – thanks!
- Too small for the fee charged.
- We loved Jim and all that he shared with us – great knowledge and interaction: you have a very thorough and quality assortment of sea life. And our kids loved the game with the camera in the fish tank.
- Thanks for being here for us! Gift shop: (Charlene) – young blonde girl, very nice and helpful; older dark haired lady – she was not very pleasant or helpful! (Amy)
- Great fun. See something we never knew about. Great!

July - September

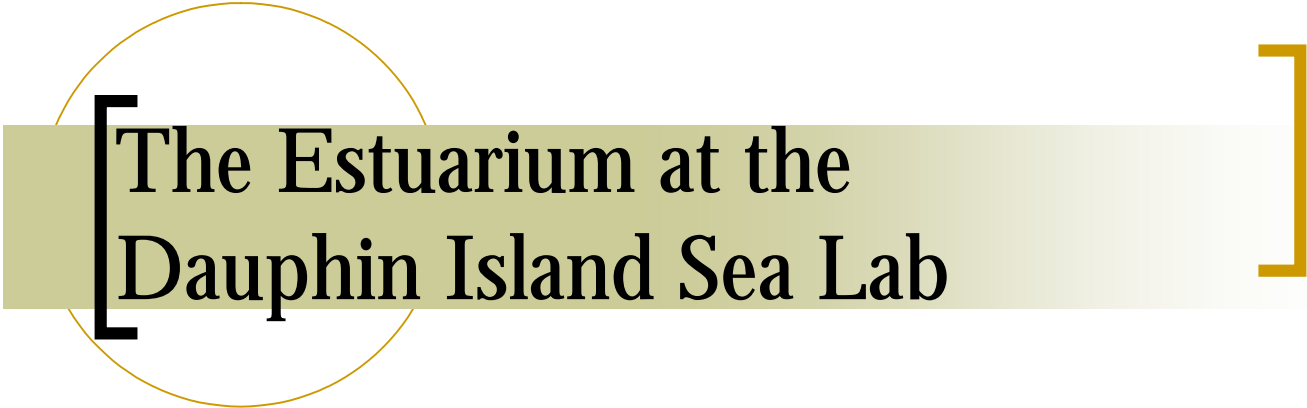
- I like the hands on demonstrations.
- It's very exciting!
- Very interesting and stimulating.
- Hard for little kids to view the exhibits.
- Brian from the sea lab came out and answered questions for my daughter. Charlene was extremely helpful and friendly. Thanks so much!
- I have visited estuaries and aquariums all over the country - the courtesy and knowledge here is incredible. Thank you for the experience.
- Some of the exhibits were not labeled properly.
- This is our second visit to the Estuarium. My husband and I were impressed enough to bring my husband's 9-year-old son for a visit. Excellent!
- I really think this is a great place to educate kids!
- Our son has spent many summers here and we were so excited to see his picture on the wall – It is a Great Place –
- I love this Estuarium, it's sooo cool – especially the combjellies!
- Thank you!
- Too expensive!!!
- Excellent experience. Thank you for providing a dedicated, educational and preservation resource.
- Very nice and relaxing.
- The Estuarium is very good! We really loved it!
- The Estuarium is great!!!
- Great!
- We love the horseshoe crabs. Thanks Joe!
- Wonderful. Saw it years ago!
- Great

October - December

- Wonderful afternoon – can't believe there is no where to eat close by.
- Sweet.
- Very fun, entertaining
- It was fun!
- Fun, enjoyable, awesome
- I liked it, but it should have more interactive, hands-on learning experiences and maybe some presentations about the animals. I think kids might learn more this way. Kid-friendly sessions that tell about the animals would also be great! I look forward to my next visit and the changes there may be.

SECTION 3.

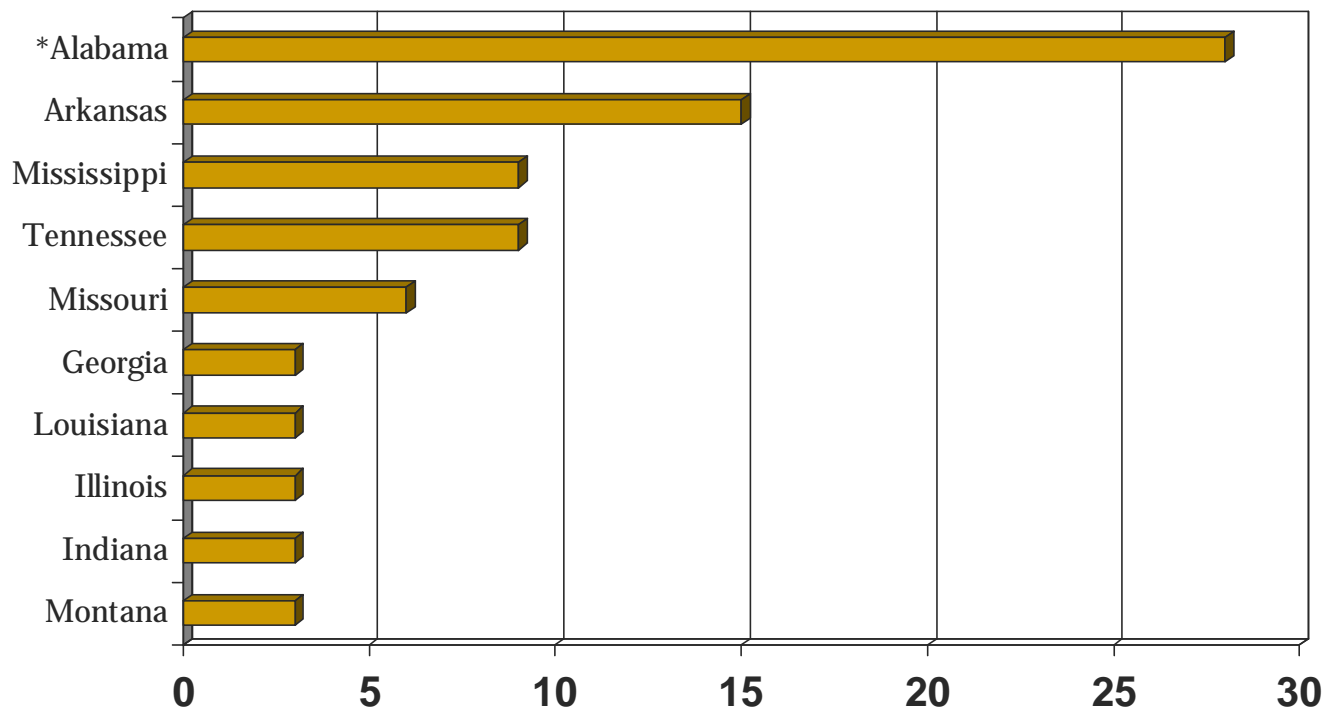
POWERPOINT SUMMARY



The Estuarium at the Dauphin Island Sea Lab

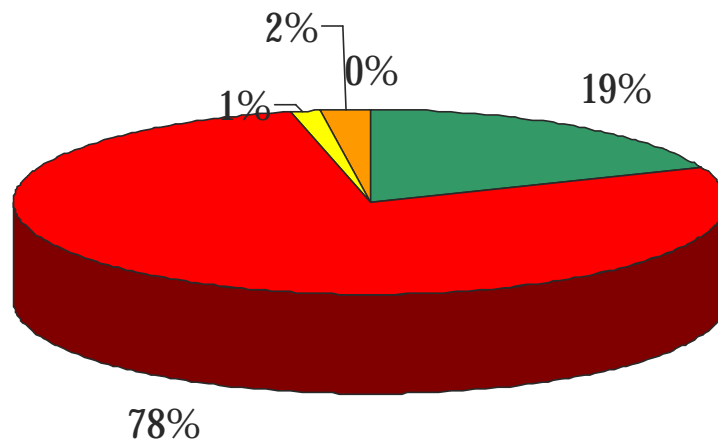
Exit Survey Summary
2007 Annual Report
Total surveys: 101

[Primary Residential States]



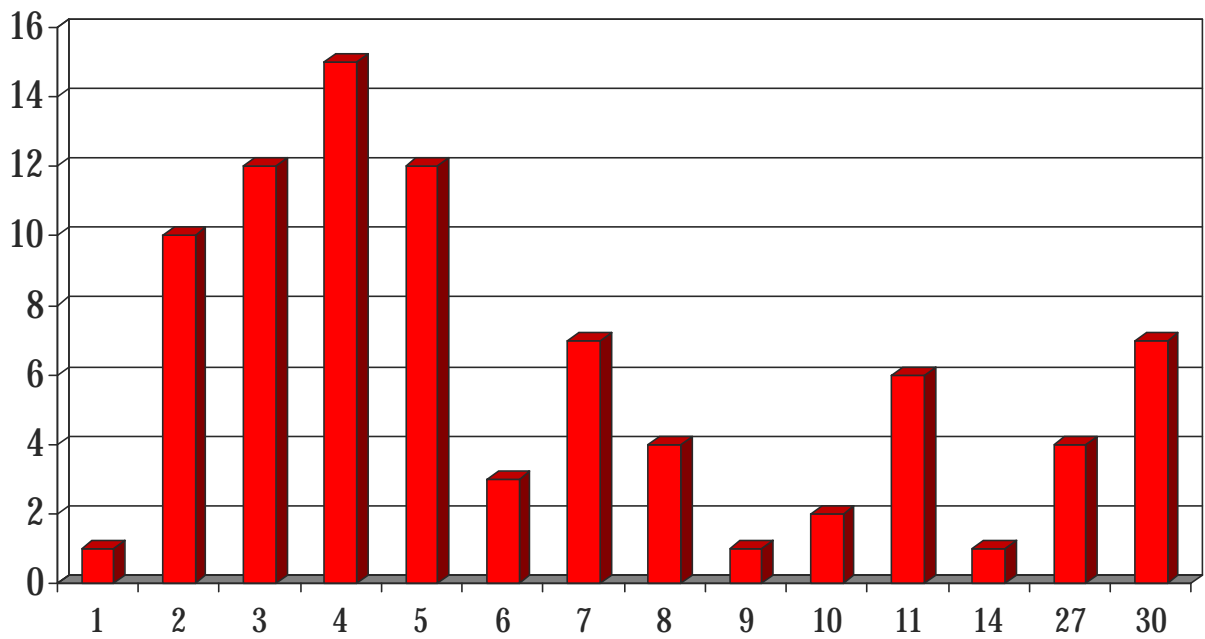
*Alabama total includes 16 residents from Mobile and Baldwin Counties.

[Reason for Visiting Mobile]



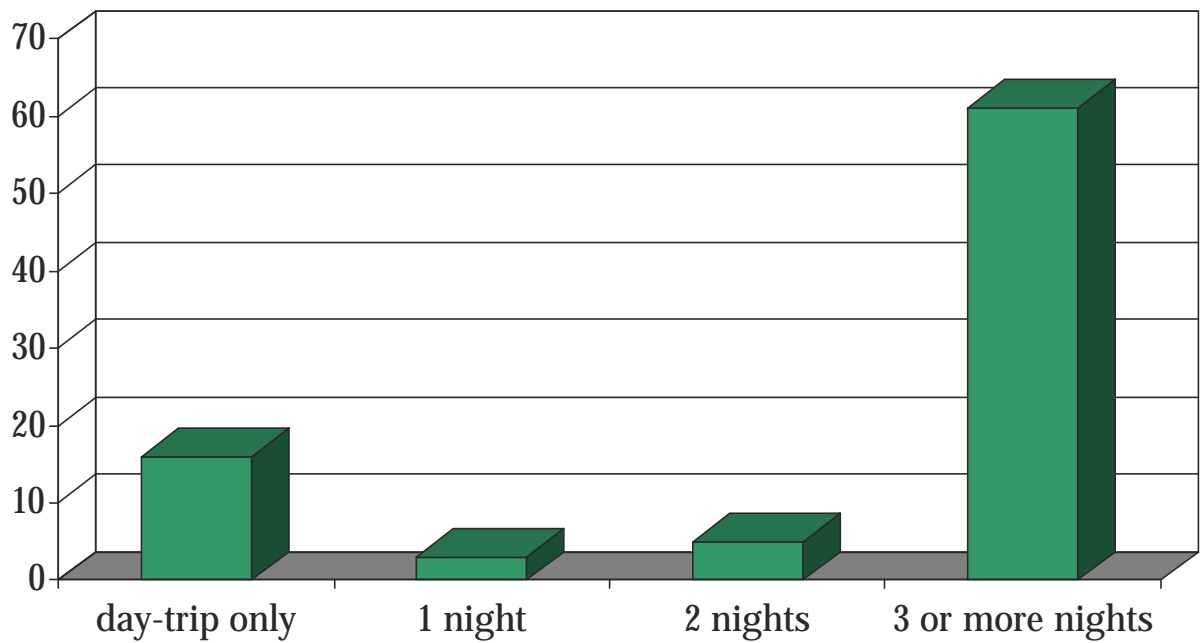
- visiting friends/relatives
- vacation/pleasure trip
- convention
- tour group
- business trip

Number of People in Group

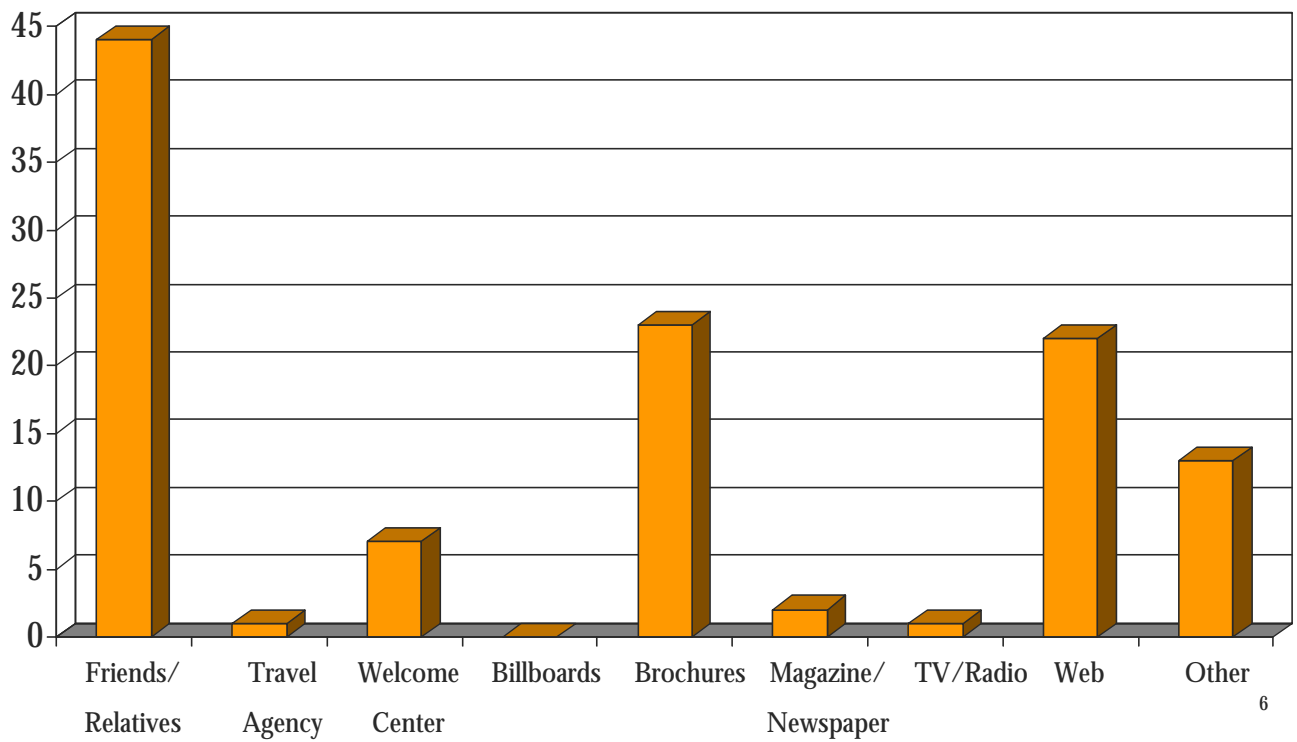


Average Group Size: 6.92

[Length of Stay in Mobile]



[Information Sources Used]

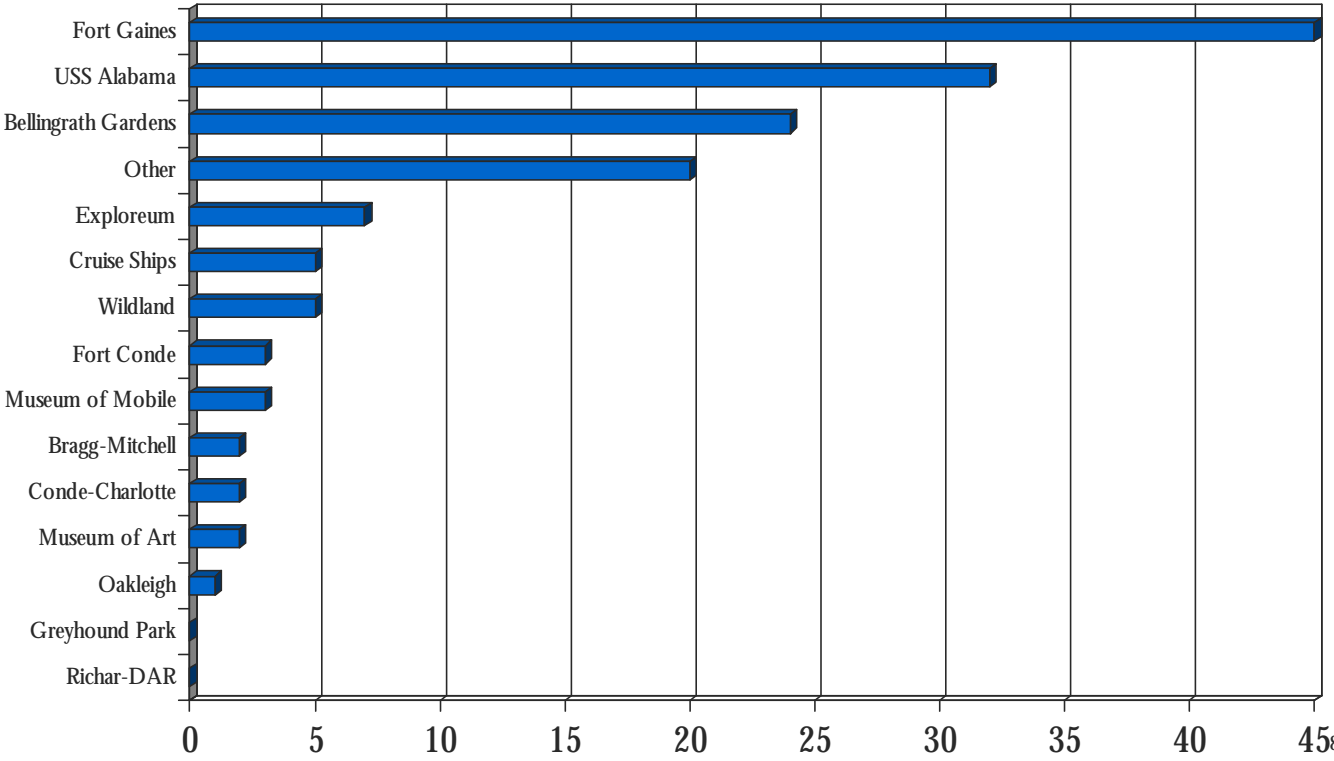


Other Attractions Visited or Planned to Visit by Estuarium Visitors

| | |
|------------------------------------|----|
| Bellingrath Gardens and Home | 24 |
| Bragg-Mitchell Mansion | 2 |
| Conde-Charlotte Museum House | 2 |
| Cruise ships | 5 |
| Fort Conde Museum & Welcome Center | 3 |
| Fort Gaines | 45 |
| Gulf Coast Exploreum & IMAX | 7 |
| Mobile Greyhound Park | 0 |

| | |
|--|-----|
| Mobile Museum of Art | 2 |
| The Museum of Mobile | 3 |
| Oakleigh Period House Museum Complex | 1 |
| Richard-DAR House Museum | 0 |
| USS Alabama Battleship Memorial Park | 32 |
| Wildland Expeditions | 5 |
| Other attractions/ festivals/special events | 20 |
| TOTAL | 151 |

Other Attractions Visited or Planned to Visit by Estuarium Visitors



SECTION 4.

CROSS TABLES, BY REASON FOR TRIP

Responses from 66 visitors on a vacation/pleasure trip

| <u>Length of stay in Mobile</u> | <u>Total</u> | <u>Percentage</u> |
|---------------------------------|--------------|-------------------|
| day-trip only | 14 | 21.21 |
| 1 night | 3 | 4.55 |
| 2 nights | 1 | 1.52 |
| 3 or more nights | 48 | 72.73 |
| Total | 66 | 100.00 |

| <u>Information sources used in deciding to visit Mobile</u> | <u>Total</u> | <u>Percentage</u> |
|---|--------------|-------------------|
| friends/relatives | 28 | 31.82 |
| brochures | 21 | 23.86 |
| internet/web site | 20 | 22.73 |
| other | 10 | 11.36 |
| welcome center | 5 | 5.68 |
| magazine/newspaper | 2 | 2.27 |
| travel agency | 1 | 1.14 |
| television/radio | 1 | 1.14 |
| billboards | 0 | 0.00 |
| Total | 88 | 100.00 |

| <u>Attractions visited or planned to visit</u> | <u>Total</u> | <u>Percentage</u> |
|--|--------------|-------------------|
| Fort Gaines | 40 | 32.52 |
| USS Alabama Battleship Memorial Park | 25 | 20.33 |
| Bellingrath Gardens and Home | 19 | 15.45 |
| Other attractions/festivals/special events | 17 | 13.82 |
| Cruise ships | 5 | 4.07 |
| Gulf Coast Exploreum & IMAX | 5 | 4.07 |
| Wildland expeditions | 4 | 3.25 |
| Bragg-Mitchell Mansion | 2 | 1.63 |
| Mobile Museum of Art | 2 | 1.63 |
| The Museum of Mobile | 2 | 1.63 |
| Conde-Charlotte Museum House | 1 | 0.81 |
| Oakleigh Period House Museum Complex | 1 | 0.81 |
| Fort Conde Museum & Welcome Center | 0 | 0.00 |
| Mobile Greyhound Park | 0 | 0.00 |
| Richard-DAR House Museum | 0 | 0.00 |
| Total | 123 | 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 | 1 | 6.25 |
| 1 night | 0 | 0.00 |
| 2 nights | 4 | 25.00 |
| 3 or more nights | 11 | 68.75 |
| Total | 16 | 100.00 |

| <u>Information sources used in deciding to visit Mobile</u> | <u>Total</u> | <u>Percentage</u> |
|---|--------------|-------------------|
| friends/relatives | 14 | 70.00 |
| other | 3 | 15.00 |
| welcome center | 2 | 10.00 |
| internet/web site | 1 | 5.00 |
| travel agency | 0 | 0.00 |
| billboards | 0 | 0.00 |
| brochures | 0 | 0.00 |
| magazine/newspaper | 0 | 0.00 |
| television/radio | 0 | 0.00 |
| Total | 20 | 100.00 |

| <u>Attractions visited or planned to visit</u> | <u>Total</u> | <u>Percentage</u> |
|--|--------------|-------------------|
| USS Alabama Battleship Memorial Park | 4 | 20.00 |
| Bellingrath Gardens and Home | 3 | 15.00 |
| Fort Conde Museum & Welcome Center | 3 | 15.00 |
| Fort Gaines | 3 | 15.00 |
| Other attractions/festivals/special events | 3 | 15.00 |
| Conde-Charlotte Museum House | 1 | 5.00 |
| Gulf Coast Exploreum & IMAX | 1 | 5.00 |
| The Museum of Mobile | 1 | 5.00 |
| Wildland expeditions | 1 | 5.00 |
| Bragg-Mitchell Mansion | 0 | 0.00 |
| 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 |
| Total | 20 | 100.00 |

Responses from 2 visitors 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 | 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 | 2 | 40.00 |
| brochures | 2 | 40.00 |
| internet/web site | 1 | 20.00 |
| travel agency | 0 | 0.00 |
| welcome center | 0 | 0.00 |
| billboards | 0 | 0.00 |
| magazine/newspaper | 0 | 0.00 |
| television/radio | 0 | 0.00 |
| other | 0 | 0.00 |
| Total | 5 | 100.00 |

| <u>Attractions visited or planned to visit</u> | <u>Total</u> | <u>Percentage</u> |
|--|--------------|-------------------|
| Bellingrath Gardens and Home | 2 | 33.33 |
| Fort Gaines | 2 | 33.33 |
| USS Alabama Battleship Memorial Park | 2 | 33.33 |
| 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 |
| 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 | 6 | 100.00 |

Responses from 1 visitor in Mobile for a convention

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

| <u>Information sources used in deciding to visit Mobile</u> | <u>Total</u> | <u>Percentage</u> |
|---|--------------|-------------------|
| other | 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 |
| magazine/newspaper | 0 | 0.00 |
| television/radio | 0 | 0.00 |
| internet/web site | 0 | 0.00 |
| Total | 1 | 100.00 |

| <u>Attractions visited or planned to visit</u> | <u>Total</u> | <u>Percentage</u> |
|--|--------------|-------------------|
| Gulf Coast Exploreum & IMAX | 1 | 50.00 |
| USS Alabama Battleship Memorial Park | 1 | 50.00 |
| 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 |
| Fort Conde Museum & Welcome Center | 0 | 0.00 |
| Fort Gaines | 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 | 2 | 100.00 |

SECTION 5.

CROSS TABLES, BY LENGTH OF STAY

Responses from 16 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 | 14 | 87.50 |
| visiting friends/relatives | 1 | 6.25 |
| convention | 1 | 6.25 |
| business trip | 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> |
|---|--------------|-------------------|
| brochures | 8 | 36.36 |
| friends/relatives | 4 | 18.18 |
| internet/web site | 4 | 18.18 |
| welcome center | 3 | 13.64 |
| magazine/newspaper | 1 | 4.55 |
| television/radio | 1 | 4.55 |
| other | 1 | 4.55 |
| travel agency | 0 | 0.00 |
| billboards | 0 | 0.00 |
| Total | 22 | 100.00 |

| <u>Attractions visited or planned to visit</u> | <u>Total</u> | <u>Percentage</u> |
|--|--------------|-------------------|
| USS Alabama Battleship Memorial Park | 7 | 29.17 |
| Fort Gaines | 6 | 25.00 |
| Gulf Coast Exploreum & IMAX | 3 | 12.50 |
| Bellingrath Gardens and Home | 2 | 8.33 |
| Other attractions/festivals/special events | 2 | 8.33 |
| Cruise ships | 1 | 4.17 |
| The Museum of Mobile | 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 |
| Fort Conde Museum & Welcome Center | 0 | 0.00 |
| Mobile Greyhound Park | 0 | 0.00 |
| Mobile Museum of Art | 0 | 0.00 |
| Richard-DAR House Museum | 0 | 0.00 |
| Total | 24 | 100.00 |

Responses from 3 visitors staying one night

| <u>Primary reason for trip to the Mobile area</u> | <u>Total</u> | <u>Percentage</u> |
|---|--------------|-------------------|
| vacation/pleasure trip | 3 | 100.00 |
| visiting friends/relatives | 0 | 0.00 |
| business trip | 0 | 0.00 |
| convention | 0 | 0.00 |
| tour group | 0 | 0.00 |
| Total | 3 | 100.00 |

| <u>Information sources used in deciding to visit Mobile</u> | <u>Total</u> | <u>Percentage</u> |
|---|--------------|-------------------|
| brochures | 2 | 50.00 |
| welcome center | 1 | 25.00 |
| other | 1 | 25.00 |
| friends/relatives | 0 | 0.00 |
| travel agency | 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> |
|--|--------------|-------------------|
| Bellingrath Gardens and Home | 1 | 25.00 |
| Gulf Coast Exploreum & IMAX | 1 | 25.00 |
| Mobile Museum of Art | 1 | 25.00 |
| The Museum of Mobile | 1 | 25.00 |
| 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 |
| Fort Gaines | 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 | 4 | 100.00 |

Responses from 5 visitors staying two nights

| <u>Primary reason for trip to the Mobile area</u> | <u>Total</u> | <u>Percentage</u> |
|---|--------------|-------------------|
| visiting friends/relatives | 4 | 80.00 |
| vacation/pleasure trip | 1 | 20.00 |
| business trip | 0 | 0.00 |
| convention | 0 | 0.00 |
| tour group | 0 | 0.00 |
| Total | 5 | 100.00 |

| <u>Information sources used in deciding to visit Mobile</u> | <u>Total</u> | <u>Percentage</u> |
|---|--------------|-------------------|
| friends/relatives | 4 | 80.00 |
| brochures | 1 | 20.00 |
| 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 |
| other | 0 | 0.00 |
| Total | 5 | 100.00 |

| <u>Attractions visited or planned to visit</u> | <u>Total</u> | <u>Percentage</u> |
|--|--------------|-------------------|
| Fort Gaines | 3 | 33.33 |
| USS Alabama Battleship Memorial Park | 3 | 33.33 |
| Fort Conde Museum & Welcome Center | 1 | 11.11 |
| Gulf Coast Exploreum & IMAX | 1 | 11.11 |
| Wildland expeditions | 1 | 11.11 |
| 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 |
| 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 |
| Other attractions/festivals/special events | 0 | 0.00 |
| Total | 9 | 100.00 |

Responses from 61 visitors staying three or more nights

| <u>Primary reason for trip to the Mobile area</u> | <u>Total</u> | <u>Percentage</u> |
|---|--------------|-------------------|
| vacation/pleasure trip | 48 | 78.69 |
| visiting friends/relatives | 11 | 18.03 |
| tour group | 2 | 3.28 |
| business trip | 0 | 0.00 |
| convention | 0 | 0.00 |
| Total | 61 | 100.00 |

| <u>Information sources used in deciding to visit Mobile</u> | <u>Total</u> | <u>Percentage</u> |
|---|--------------|-------------------|
| friends/relatives | 36 | 43.37 |
| internet/web site | 18 | 21.69 |
| other | 12 | 14.46 |
| brochures | 11 | 13.25 |
| welcome center | 3 | 3.61 |
| travel agency | 1 | 1.20 |
| billboards | 1 | 1.20 |
| magazine/newspaper | 1 | 1.20 |
| television/radio | 0 | 0.00 |
| Total | 83 | 100.00 |

| <u>Attractions visited or planned to visit</u> | <u>Total</u> | <u>Percentage</u> |
|--|--------------|-------------------|
| Fort Gaines | 36 | 31.58 |
| USS Alabama Battleship Memorial Park | 22 | 19.30 |
| Bellingrath Gardens and Home | 21 | 18.42 |
| Other attractions/festivals/special events | 18 | 15.79 |
| Cruise ships | 4 | 3.51 |
| Wildland expeditions | 3 | 2.63 |
| Bragg-Mitchell Mansion | 2 | 1.75 |
| Conde-Charlotte Museum House | 2 | 1.75 |
| Gulf Coast Exploreum & IMAX | 2 | 1.75 |
| Fort Conde Museum & Welcome Center | 2 | 1.75 |
| Mobile Museum of Art | 1 | 0.88 |
| The Museum of Mobile | 1 | 0.88 |
| Mobile Greyhound Park | 0 | 0.00 |
| Oakleigh Period House Museum Complex | 0 | 0.00 |
| Richard-DAR House Museum | 0 | 0.00 |
| Total | 114 | 100.00 |