

Dauphin Island Estuarium  
Exit Survey of Visitors  
2004 Annual Report

CBER Research Report #56

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Visiting friends/relatives	1
Vacation/pleasure trip	2
Business trip	3
Tour group	4

5. Cross table: Length of Stay in Mobile

Day-trip only 1  
One night 2  
Two nights 3  
Three or more nights 4

Dauphin Island Estuarium  
2004 Summary  
Total Surveys: 90

1. Primary Residential States	Total	Percentage
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Alabama	18	20.22
Georgia	9	10.11
Illinois	9	10.11
Indiana	9	10.11
Louisiana	7	7.87
Missouri	6	6.74
Oklahoma	4	4.49
Texas	4	4.49
Arkansas	3	3.37
Florida	3	3.37
Tennessee	3	3.37
Kentucky	2	2.25
Mississippi	2	2.25
New Jersey	2	2.25
Arizona	1	1.12
Kansas	1	1.12
Maryland	1	1.12
Minnesota	1	1.12
New Mexico	1	1.12
New York	1	1.12
Ohio	1	1.12
South Carolina	1	1.12
<b>Total</b>	<b>89</b>	<b>100.00</b>

2. Primary Reason for Trip to the Mobile area	Total	Percentage
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visiting friends/relatives	15	18.99
vacation/pleasure trip	59	74.68
business trip	4	5.06
convention	0	0.00
tour group	1	1.27
<b>Total</b>	<b>79</b>	<b>100.00</b>

3. Number of People in Group	Total	Percentage
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1	1	1.11
2	19	21.11
3	15	16.67
4	15	16.67
5	13	14.44
6	10	11.11
7	2	2.22
8	3	3.33
9	4	4.44
10	2	2.22
11	2	2.22
12	2	2.22
15	1	1.11
22	1	1.11
<b>Total</b>	<b>90</b>	<b>100.00</b>
<b>Average Group Size</b>	<b>4.96</b>	

4. Length of Stay in Mobile	Total	Percentage
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day-trip only	12	13.48
1 night	8	8.99
2 nights	10	11.24
3 or more nights	59	66.29
<b>Total</b>	<b>89</b>	<b>100.00</b>

5. Information Sources Used in Deciding to Visit Mobile	Total	Percentage
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friends/relatives	50	36.50
travel agency	7	5.11
welcome center	8	5.84
billboards	2	1.46
brochures	23	16.79
magazine/newspaper	5	3.65
television/radio	1	0.73
internet/web site	28	20.44
other	13	9.49
<b>Total</b>	<b>137</b>	<b>100.00</b>

6. Attractions Visited or Planned to Visit	Total	Percentage
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Bellingrath Gardens & Home	32	19.63
Bragg-Mitchell Mansion	3	1.84
Conde-Charlotte Museum House	2	1.23
Cruise ships	7	4.29
Fort Conde Museum & Welcome Center	11	6.75
Fort Gaines	35	21.47
Gulf Coast Exploreum & IMAX	12	7.36
Mobile Greyhound Park	1	0.61
Museum of Art	8	4.91
Museum of Mobile	6	3.68
Oakleigh Period House Museum Complex	1	0.61
Richard-DAR House Museum	1	0.61
USS Alabama Battleship Memorial Park	29	17.79
Wildland expeditions	7	4.29
Other attractions/festivals/special events	8	4.91
<b>Total</b>	<b>163</b>	<b>100.00</b>

7. Ranking of Overall Visit to the Estuarium	Total	Percentage
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1	0	0.00
2	2	2.22
3	9	10.00
4	26	28.89
5	53	58.89
<b>Total</b>	<b>90</b>	<b>100.00</b>
<b>Average Ranking</b>	<b>4.44</b>	

Dauphin Island Estuarium  
Visitors' Comments  
2004

**April-June**

- The best yet.
- You should inform travelers ahead of time no dolphins inside the building
- I was stunned and disappointed not to see recycling receptacles for soda cans and bottles in the eating area. Everything else is great.
- The people here are very hospitable.
- Excellent
- Beautifully maintained, very informative. Thanks!
- I enjoyed my stay at the Dauphin Comm & I loved your aquarium!
- Love the natural environment.
- Very helpful staff
- Although the Estuarium is small, the employees were very knowledgeable and friendly.
- Love it!
- Bird watch
- Lack of restaurants on Dauphin Island. Unexpectedly enjoyable, informative, & well-done Estuarium
- We've enjoyed the beaches a lot—could use more restaurants.
- Terrific little estuarium, I loved every part of it, don't change a thing! & your staff is most agreeable.
- Plan to visit again. Very nice.
- Excellent!
- Keep developers off of the Island. Maintain Island as it is!!!!
- It's so quaint & laid back. It's just as I remember it. Only, we used to stay at the Holiday Inn & it's no longer here & there are a lot more houses.
- Stringent anti-littering program should be in place; too much trash, especially on the beaches
- I think it's beautiful and I'd love to live here. You should have a place to rent jet skis, boats, etc.

**July-September**

- Enjoyed all the useful info!
- Estuarium was great! I wish there were more educational/biology-related things in the gift shop.
- Brian provided tremendous information and the children enjoyed the touch-tank. We miss seeing the octopus this year, ☹ but we really had a great time!!
- It is very cool and nice. The video is really short
- Excellent – fun and educational. Too good to be just for kids. I'm 46 and I learned a lot! Thanks!
- Very interesting!
- We enjoyed the experience, especially Brian, who educated us on several species. Thank you!
- Not long enough.

- This place is great!
- Our family enjoyed it. Everyone was friendly and helpful.
- Enjoyed Brian Jones. Good guy and very knowledgeable!
- Great! Beautiful! Lot of fun!
- Make it bigger
- Brian was very helpful with educating us. He did a great job with answering our questions and adding informative sidenotes.
- I enjoyed it. My kids really did also. It was for them
- Great place!
- Would have rated this much higher if aquariums had complete picture identifications of their residents.
- Please post info: Excellent forum! LNG is important threat to all Gulf
- Staff was very friendly and helpful
- Great!
- Neat tour
- Guides are very very good
- Video difficult to watch due to screen placement and room size—sometimes appeared out of focus
- Need child friendly interactive display (can't break)
- Great job!

**Dauphin Island Estuarium**  
**Cross tables: Primary Reason for Trip to the Mobile area**  
**2004**

The following are responses from 15 visitors **visiting friends/relatives**

Length of Stay in Mobile	Total	Percentage
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day-trip only	1	7.14
1 night	1	7.14
2 nights	4	28.57
3 or more nights	8	57.14
<b>Total</b>	<b>14</b>	<b>100.00</b>

Information Sources Used in Deciding to Visit Mobile	Total	Percentage
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friends/relatives	12	57.14
travel agency	1	4.76
welcome center	1	4.76
billboards	1	4.76
brochures	2	9.52
magazine/newspaper	0	0.00
television/radio	0	0.00
internet/web site	4	19.05
other	0	0.00
<b>Total</b>	<b>21</b>	<b>100.00</b>

Attractions Visited or Planned to Visit	Total	Percentage
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Bellingrath Gardens & Home	9	20.45
Bragg-Mitchell Mansion	1	2.27
Conde-Charlotte Museum House	1	2.27
Cruise ships	1	2.27
Fort Conde Museum & Welcome Center	1	2.27
Fort Gaines	7	15.91
Gulf Coast Exploreum & IMAX	3	6.82
Mobile Greyhound Park	1	2.27
Museum of Art	2	4.55
Museum of Mobile	2	4.55
Oakleigh Period House Museum Complex	1	2.27
Richard-DAR House Museum	1	2.27
USS Alabama Battleship Memorial Park	9	20.45
Wildland expeditions	1	2.27
Other attractions/festivals/special events	4	9.09
<b>Total</b>	<b>44</b>	<b>100.00</b>

The following are responses from **59** visitors on a **vacation/pleasure trip**

<b>Length of Stay in Mobile</b>	<b>Total</b>	<b>Percentage</b>
day-trip only	11	18.64
1 night	4	6.78
2 nights	3	5.08
3 or more nights	41	69.49
<b>Total</b>	<b>59</b>	<b>100.00</b>

<b>Information Sources Used in Deciding to Visit Mobile</b>	<b>Total</b>	<b>Percentage</b>
friends/relatives	29	33.33
travel agency	5	5.75
welcome center	6	6.90
billboards	1	1.15
brochures	16	18.39
magazine/newspaper	3	3.45
television/radio	1	1.15
internet/web site	17	19.54
other	9	10.34
<b>Total</b>	<b>87</b>	<b>100.00</b>

<b>Attractions Visited or Planned to Visit</b>	<b>Total</b>	<b>Percentage</b>
Bellingrath Gardens & Home	14	16.09
Bragg-Mitchell Mansion	1	1.15
Conde-Charlotte Museum House	1	1.15
Cruise ships	6	6.90
Fort Conde Museum & Welcome Center	6	6.90
Fort Gaines	27	31.03
Gulf Coast Exploreum & IMAX	7	8.05
Mobile Greyhound Park	0	0.00
Museum of Art	2	2.30
Museum of Mobile	2	2.30
Oakleigh Period House Museum Complex	0	0.00
Richard-DAR House Museum	0	0.00
USS Alabama Battleship Memorial Park	14	16.09
Wildland expeditions	5	5.75
Other attractions/festivals/special events	2	2.30
<b>Total</b>	<b>87</b>	<b>100.00</b>

The following are responses from **4** visitors on a **business trip**

<b>Length of Stay in Mobile</b>	<b>Total</b>	<b>Percentage</b>
day-trip only	0	0.00
1 night	1	25.00
2 nights	0	0.00
3 or more nights	3	75.00
<b>Total</b>	<b>4</b>	<b>100.00</b>

<b>Information Sources Used in Deciding to Visit Mobile</b>	<b>Total</b>	<b>Percentage</b>
friends/relatives	1	14.29
travel agency	1	14.29
welcome center	1	14.29
billboards	0	0.00
brochures	1	14.29
magazine/newspaper	1	14.29
television/radio	0	0.00
internet/web site	1	14.29
other	1	14.29
<b>Total</b>	<b>7</b>	<b>100.00</b>

<b>Attractions Visited or Planned to Visit</b>	<b>Total</b>	<b>Percentage</b>
Bellingrath Gardens & Home	2	16.67
Bragg-Mitchell Mansion	0	0.00
Conde-Charlotte Museum House	0	0.00
Cruise ships	0	0.00
Fort Conde Museum & Welcome Center	1	8.33
Fort Gaines	2	16.67
Gulf Coast Exploreum & IMAX	1	8.33
Mobile Greyhound Park	0	0.00
Museum of Art	1	8.33
Museum of Mobile	1	8.33
Oakleigh Period House Museum Complex	0	0.00
Richard-DAR House Museum	0	0.00
USS Alabama Battleship Memorial Park	1	8.33
Wildland expeditions	1	8.33
Other attractions/festivals/special events	2	16.67
<b>Total</b>	<b>12</b>	<b>100.00</b>

The following are responses from 1 visitor visiting Mobile with a **tour group**

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

<b>Information Sources Used in Deciding to Visit Mobile</b>	<b>Total</b>	<b>Percentage</b>
friends/relatives	0	0.00
travel agency	1	100.00
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
other	0	0.00
<b>Total</b>	<b>1</b>	<b>100.00</b>

<b>Attractions Visited or Planned to Visit</b>	<b>Total</b>	<b>Percentage</b>
Bellingrath Gardens & 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
Gulf Coast Exploreum & IMAX	0	0.00
Mobile Greyhound Park	0	0.00
Museum of Art	1	33.33
Museum of Mobile	1	33.33
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	1	33.33
<b>Total</b>	<b>3</b>	<b>100.00</b>

**Dauphin Island Estuarium**  
**Cross tables: Length of Stay in Mobile**  
**2004**

The following are responses from 12 day-trip only visitors

<b>Primary Reason for Trip to the Mobile area</b>	<b>Total</b>	<b>Percentage</b>
visiting friends/relatives	1	8.33
vacation/pleasure trip	11	91.67
business trip	0	0.00
convention	0	0.00
tour group	0	0.00
<b>Total</b>	<b>12</b>	<b>100.00</b>

<b>Information Sources Used in Deciding to Visit Mobile</b>	<b>Total</b>	<b>Percentage</b>
friends/relatives	5	29.41
travel agency	1	5.88
welcome center	1	5.88
billboards	0	0.00
brochures	4	23.53
magazine/newspaper	1	5.88
television/radio	0	0.00
internet/web site	4	23.53
other	1	5.88
<b>Total</b>	<b>17</b>	<b>100.00</b>

<b>Attractions Visited or Planned to Visit</b>	<b>Total</b>	<b>Percentage</b>
Bellingrath Gardens & Home	4	16.67
Bragg-Mitchell Mansion	1	4.17
Conde-Charlotte Museum House	1	4.17
Cruise ships	2	8.33
Fort Conde Museum & Welcome Center	1	4.17
Fort Gaines	3	12.50
Gulf Coast Exploreum & IMAX	2	8.33
Mobile Greyhound Park	1	4.17
Museum of Art	1	4.17
Museum of Mobile	2	8.33
Oakleigh Period House Museum Complex	1	4.17
Richard-DAR House Museum	1	4.17
USS Alabama Battleship Memorial Park	2	8.33
Wildland expeditions	1	4.17
Other attractions/festivals/special events	1	4.17
<b>Total</b>	<b>24</b>	<b>100.00</b>

The following are responses from 8 visitors staying **1 night**

Primary Reason for Trip to the Mobile area	Total	Percentage
visiting friends/relatives	1	16.67
vacation/pleasure trip	4	66.67
business trip	1	16.67
convention	0	0.00
tour group	0	0.00
<b>Total</b>	<b>6</b>	<b>100.00</b>

Information Sources Used in Deciding to Visit Mobile	Total	Percentage
friends/relatives	2	16.67
travel agency	1	8.33
welcome center	1	8.33
billboards	0	0.00
brochures	2	16.67
magazine/newspaper	1	8.33
television/radio	0	0.00
internet/web site	4	33.33
other	1	8.33
<b>Total</b>	<b>12</b>	<b>100.00</b>

Attractions Visited or Planned to Visit	Total	Percentage
Bellingrath Gardens & Home	4	40.00
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	3	30.00
Gulf Coast Exploreum & IMAX	1	10.00
Mobile Greyhound Park	0	0.00
Museum of Art	0	0.00
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	1	10.00
Wildland expeditions	1	10.00
Other attractions/festivals/special events	0	0.00
<b>Total</b>	<b>10</b>	<b>100.00</b>

The following are responses from 10 visitors staying **2 nights**

Primary Reason for Trip to the Mobile area	Total	Percentage
visiting friends/relatives	4	57.14
vacation/pleasure trip	3	42.86
business trip	0	0.00
convention	0	0.00
tour group	0	0.00
<b>Total</b>	<b>7</b>	<b>100.00</b>

Information Sources Used in Deciding to Visit Mobile	Total	Percentage
friends/relatives	5	27.78
travel agency	0	0.00
welcome center	2	11.11
billboards	0	0.00
brochures	3	16.67
magazine/newspaper	0	0.00
television/radio	0	0.00
internet/web site	7	38.89
other	1	5.56
<b>Total</b>	<b>18</b>	<b>100.00</b>

Attractions Visited or Planned to Visit	Total	Percentage
Bellingrath Gardens & Home	4	23.53
Bragg-Mitchell Mansion	0	0.00
Conde-Charlotte Museum House	0	0.00
Cruise ships	0	0.00
Fort Conde Museum & Welcome Center	1	5.88
Fort Gaines	1	5.88
Gulf Coast Exploreum & IMAX	1	5.88
Mobile Greyhound Park	0	0.00
Museum of Art	1	5.88
Museum of Mobile	1	5.88
Oakleigh Period House Museum Complex	0	0.00
Richard-DAR House Museum	0	0.00
USS Alabama Battleship Memorial Park	7	41.18
Wildland expeditions	0	0.00
Other attractions/festivals/special events	1	5.88
<b>Total</b>	<b>17</b>	<b>100.00</b>

The following are responses from 59 visitors staying **3 or more nights**

Primary Reason for Trip to the Mobile area	Total	Percentage
visiting friends/relatives	8	15.09
vacation/pleasure trip	41	77.36
business trip	3	5.66
convention	0	0.00
tour group	1	1.89
<b>Total</b>	<b>53</b>	<b>100.00</b>

Information Sources Used in Deciding to Visit Mobile	Total	Percentage
friends/relatives	38	42.22
travel agency	5	5.56
welcome center	4	4.44
billboards	2	2.22
brochures	14	15.56
magazine/newspaper	3	3.33
television/radio	1	1.11
internet/web site	13	14.44
other	10	11.11
<b>Total</b>	<b>90</b>	<b>100.00</b>

Attractions Visited or Planned to Visit	Total	Percentage
Bellingrath Gardens & Home	20	17.86
Bragg-Mitchell Mansion	2	1.79
Conde-Charlotte Museum House	1	0.89
Cruise ships	5	4.46
Fort Conde Museum & Welcome Center	9	8.04
Fort Gaines	28	25.00
Gulf Coast Exploreum & IMAX	8	7.14
Mobile Greyhound Park	0	0.00
Museum of Art	6	5.36
Museum of Mobile	3	2.68
Oakleigh Period House Museum Complex	0	0.00
Richard-DAR House Museum	0	0.00
USS Alabama Battleship Memorial Park	19	16.96
Wildland expeditions	5	4.46
Other attractions/festivals/special events	6	5.36
<b>Total</b>	<b>112</b>	<b>100.00</b>