

Gulf Coast Exploreum & IMAX
Exit Survey of Visitors
2004 Annual Report

CBER Research Report #57

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1. Primary Residential States	Total	Percentage
Alabama	63	26.47
Florida	48	20.17
Mississippi	35	14.71
Louisiana	14	5.88
Georgia	11	4.62
Missouri	9	3.78
California	8	3.36
Ohio	7	2.94
Texas	6	2.52
New York	5	2.10
Tennessee	5	2.10
Indiana	3	1.26
Wisconsin	3	1.26
Arkansas	2	0.84
Illinois	2	0.84
Kentucky	2	0.84
Michigan	2	0.84
North Carolina	2	0.84
Connecticut	1	0.42
Iowa	1	0.42
Massachusetts	1	0.42
Minnesota	1	0.42
Nebraska	1	0.42
New Hampshire	1	0.42
Pennsylvania	1	0.42
Utah	1	0.42
Virginia	1	0.42
West Virginia	1	0.42
Germany	1	0.42
Total	238	100.00

2. Primary Reason for Trip to the Mobile area	Total	Percentage
visiting friends/relatives	72	30.77
vacation/pleasure trip	122	52.14
business trip	13	5.56
convention	12	5.13
tour group	15	6.41
Total	234	100.00

3. Number of People in Group	Total	Percentage
1	3	1.36
2	32	14.48
3	37	16.74
4	64	28.96
5	29	13.12
6	26	11.76
7	13	5.88
8	7	3.17
9	3	1.36
10	1	0.45
11	3	1.36
12	1	0.45
16	1	0.45
17	1	0.45
Total	221	100.00
Average Group Size	4.51	

4. Length of Stay in Mobile	Total	Percentage
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day-trip only	115	49.57
1 night	12	5.17
2 nights	27	11.64
3 or more nights	78	33.62
Total	232	100.00

5. Information Sources Used in Deciding to Visit Mobile	Total	Percentage
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friends/relatives	115	36.28
travel agency	2	0.63
welcome center	23	7.26
billboards	13	4.10
brochures	34	10.73
magazine/newspaper	12	3.79
television/radio	14	4.42
internet/web site	67	21.14
other	37	11.67
Total	317	100.00

6. Attractions Visited or Planned to Visit	Total	Percentage
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Bellingrath Gardens & Home	48	11.21
Bragg-Mitchell Mansion	7	1.64
Conde-Charlotte Museum House	20	4.67
Cruise ships	9	2.10
Dauphin Island Estuarium & Sea Lab	57	13.32
Fort Conde Museum & Welcome Center	54	12.62
Fort Gaines	19	4.44
Mobile Greyhound Park	10	2.34
Museum of Art	17	3.97
Museum of Mobile	30	7.01
Oakleigh Period House Museum Complex	8	1.87
Richard-DAR House Museum	0	0.00
USS Alabama Battleship Memorial Park	102	23.83
Wildland expeditions	14	3.27
Other attractions/festivals/special events	33	7.71
Total	428	100.00

7. Ranking of Overall Visit to Exploreum & IMAX	Total	Percentage
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1	1	1.82
2	2	3.64
3	7	12.73
4	15	27.27
5	30	54.55
Total	55	100.00
Average Ranking	4.29	

Gulf Coast Exploreum & IMAX

Visitors' Comments

2004

April-June

- Very enjoyable
- Very nice
- Very nice; pleasurable atmosphere
- It was very nice!
- Great fun for young & old
- Exploreum is great
- We enjoyed it.
- We love The Summer Camp!
- The IMAX was great! The people were a great help.
- The IMAX was enjoyable even though I am not a race car fan. I enjoyed the China Exhibit and plan to see the Dead Sea Scroll Exhibit in January.
- Enjoyed the Science Center so much!
- Very clean
- Great computer reality exhibit
- Very fun hands-on activities!
- It is very nice. A few exhibits didn't work.
- Love the Exploreum & IMAX
- The Exploreum is awesome. It has great things inside like hands on items are fun. The IMAX is fun for watching all the movies and the people that work here are very nice.
- I think it is great and fun! The people that work here are very nice. And the IMAX is very cool for watching movies.
- Comprehensive tourist package!
- My 18 month old had a great time!
- IMAX was good
- This is a great hands on Museum. We enjoyed all the activities
- Too expensive for local people
- Very informative
- Nice
- Love the history! Exploreum is great fun and a great learning experience!
- Really nice!
- It was very fun. We enjoyed it.
- Enjoy visiting here
- We had a great time and very glad we made the trip. Thanks!
- Loved it!!!
- Parking is a major problem!
- We love it. We'll be back!
- I enjoyed the movie very much!
- Woo-Hoo!
- Everything is "excellent"; 1st time visit; Science & lab A+; Brain w/ seizure info most helpful; Host at entrance never smiled—didn't feel welcome. All else beyond A++.
- Great time!
- Very impressive exhibits, very informative – Keep up the great work! Thank you
- IMAX was wonderful!
- We loved the interactive exhibits in the Brain area. Excellent Science Lab area. Thanks!
- We love your Exploreum and visit every time we are in town! Keep up good work!
- The experience was wonderful. We were here four years ago and my children wanted to come again
- Wonderful, loved the IMAX
- Great place to live or visit
- Very enjoyable trip – will recommend

July-September

- Great experience- We'll be back.
- I found it very educational as well as fun for all.
- Exhibits only- excellent, very informative.
- Very informative and fun! The kids loved it!
- Very good- liked the sound.
- Great museum- our kids loved it!
- It was fun.
- Came to see NASCAR.
- We enjoyed our trip and plan to return.
- Fantastic museum for kids. Surprised not more are here!
- We love to bring our elementary students here each year for a field trip. Great job!
- Loved hearing the mayor address our convention-talked of future-Cruise ships docking.
- Great!
- It was great! I loved it!
- Wonderful!
- Fix the broken items.
- It was cool!
- The kids thought it was great fun! The adults did also!
- Thanks!
- Excellent show, gift shop and café
- Very good exhibits, interesting for all ages- good gift shop and café.
- This is my third trip to Exploreum and I always see something new.
- The staff were really professional and nice. The exhibits were great.
- Nice
- We really enjoyed our visit, especially the "Minds on" section.
- Fun for all!
- We had a ton of fun!
- Enjoyed the museum very much! My arms hurt slightly from my kids dragging me from exhibit to exhibit!
- We have had a wonderful day! The kids have had a great time!
- It was a great place for the kids and the IMAX was awesome.
- Very enjoyable!
- Thanks for getting NASCAR in IMAX!
- Parking is too far away we were not allowed to park in an empty lot, was told it was for Fort Conde and Rousos, but it was empty????
- Beautiful old city
- Great!
- Loved it!
- Fantastic cinematographic experience.
- Very fun and informative- great family activity.
- Needs more hands on equipment for children to play with.
- Great NASCAR Imax experience.
- A lot of the gizmos in the brain exhibit are broken but not marked as out of order. This really bothered me.
- Thrilling!
- Enjoyed the exploreum very much. Brain exhibit could have been more hands on, more colorful. Thank you!
- Need college football with loud music.
- The hands on children's section was wonderful for the children.
- Great!
- Great place to visit on a rainy day in particular!
- Really enjoyed the museum and the kids had a great time!
- Great! Love the dome. Visiting from Memphis and our IMAX doesn't have dome screen.
- Great time!
- Enjoyed visit very much.
- IMAX-Very interesting and entertaining.
- We belong to Houston museum of natural science. Love it!

- It's a great place to learn.
- Great! Very enjoyable
- Need better instructions on some of the exhibits in Hands on.
- It's a great place to learn different things and prepare yourself for life and school in the future.
- Great! Enjoyed the IMAX
- Great time!
- More exhibits for 4-6 year olds—living exhibits, grocery store, restaurant, etc.
- My 4 yr old son loves it. Really enjoy the hands-on exhibits.
- We thoroughly enjoyed our visit(s). We got a rain check for a second visit!
- Very informational & challenging. We all learned quite a lot. A great time.
- Thank you, we enjoyed it!
- Need to keep up with repairs
- We loved it
- We really enjoy the Historic Downtown District
- We loved the Exploreum. We've been to similar museums in San Francisco, Boston, Cincinnati, Columbus, and more. This is a nice size and good for an 8-year-old.
- We enjoy coming to the Exploreum!!
- Thank you for making our day fun!
- We always enjoy coming to the Exploreum/IMAX. This makes our 17th year to come.
- Very nice
- We had lots of fun with our grandchildren!!
- Great!!
- Exploreum-GREAT!!!
- Hands-on hall needs some TLC.
- Dinosaurs-excellent
- Very nice.

October-December

- Great hands-on for children
- Great staff
- Everyone is very friendly and welcoming
- This is a great attraction for adults and children. It is entertaining & educational.
- Needs more exhibits for younger children—some exhibits needed to be worked on—more people to explain how to use exhibit—[chart?]-Discovery for Children is a great example to follow.
- Great place for all ages
- Great place—enjoyable for “kids” of all ages
- Great theater
- Need better parking and/or parking signs. Lab assistants on second floor were not very helpful
- Where did it all go? I've been to several science museums, and this was by far the smallest. You may want to consider lowering your exhibit entry fee.
- You should have more areas to explore. Hands-on was nice and the computer building.
- Had a few hours in Mobile with 2 kids (3 & 7); Both really enjoyed as well as my wife and I. Well done!

Gulf Coast Exploreum & IMAX
Cross tables: Primary Reason for Trip to the Mobile area
2004

The following are responses from 72 visitors **visiting friends/relatives**

Length of Stay in Mobile	Total	Percentage
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day-trip only	18	25.35
1 night	4	5.63
2 nights	10	14.08
3 or more nights	39	54.93
Total	71	100.00

Information Sources Used in Deciding to Visit Mobile	Total	Percentage
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friends/relatives	60	69.77
travel agency	0	0.00
welcome center	5	5.81
billboards	1	1.16
brochures	2	2.33
magazine/newspaper	2	2.33
television/radio	4	4.65
internet/web site	7	8.14
other	5	5.81
Total	86	100.00

Attractions Visited or Planned to Visit	Total	Percentage
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Bellingrath Gardens & Home	19	13.57
Bragg-Mitchell Mansion	2	1.43
Conde-Charlotte Museum House	3	2.14
Cruise ships	2	1.43
Dauphin Island Estuarium & Sea Lab	22	15.71
Fort Conde Museum & Welcome Center	16	11.43
Fort Gaines	6	4.29
Mobile Greyhound Park	3	2.14
Museum of Art	8	5.71
Museum of Mobile	11	7.86
Oakleigh Period House Museum Complex	4	2.86
Richard-DAR House Museum	0	0.00
USS Alabama Battleship Memorial Park	30	21.43
Wildland expeditions	5	3.57
Other attractions/festivals/special events	9	6.43
Total	140	100.00

The following are responses from 122 visitors on a **vacation/pleasure trip**

Length of Stay in Mobile	Total	Percentage
day-trip only	80	66.67
1 night	6	5.00
2 nights	15	12.50
3 or more nights	19	15.83
Total	120	100.00

Information Sources Used in Deciding to Visit Mobile	Total	Percentage
friends/relatives	43	24.29
travel agency	0	0.00
welcome center	16	9.04
billboards	11	6.21
brochures	29	16.38
magazine/newspaper	10	5.65
television/radio	7	3.95
internet/web site	46	25.99
other	15	8.47
Total	177	100.00

Attractions Visited or Planned to Visit	Total	Percentage
Bellingrath Gardens & Home	22	10.78
Bragg-Mitchell Mansion	2	0.98
Conde-Charlotte Museum House	10	4.90
Cruise ships	4	1.96
Dauphin Island Estuarium & Sea Lab	29	14.22
Fort Conde Museum & Welcome Center	29	14.22
Fort Gaines	12	5.88
Mobile Greyhound Park	5	2.45
Museum of Art	5	2.45
Museum of Mobile	10	4.90
Oakleigh Period House Museum Complex	2	0.98
Richard-DAR House Museum	0	0.00
USS Alabama Battleship Memorial Park	50	24.51
Wildland expeditions	7	3.43
Other attractions/festivals/special events	17	8.33
Total	204	100.00

The following are responses from **13** visitors on a **business trip**

Length of Stay in Mobile	Total	Percentage
day-trip only	1	7.69
1 night	1	7.69
2 nights	1	7.69
3 or more nights	10	76.92
Total	13	100.00

Information Sources Used in Deciding to Visit Mobile	Total	Percentage
friends/relatives	5	27.78
travel agency	1	5.56
welcome center	1	5.56
billboards	0	0.00
brochures	0	0.00
magazine/newspaper	0	0.00
television/radio	2	11.11
internet/web site	5	27.78
other	4	22.22
Total	18	100.00

Attractions Visited or Planned to Visit	Total	Percentage
Bellingrath Gardens & Home	1	3.70
Bragg-Mitchell Mansion	0	0.00
Conde-Charlotte Museum House	2	7.41
Cruise ships	1	3.70
Dauphin Island Estuarium & Sea Lab	3	11.11
Fort Conde Museum & Welcome Center	3	11.11
Fort Gaines	1	3.70
Mobile Greyhound Park	0	0.00
Museum of Art	1	3.70
Museum of Mobile	2	7.41
Oakleigh Period House Museum Complex	1	3.70
Richard-DAR House Museum	0	0.00
USS Alabama Battleship Memorial Park	9	33.33
Wildland expeditions	1	3.70
Other attractions/festivals/special events	2	7.41
Total	27	100.00

The following are responses from 12 visitors in Mobile for a **convention**

Length of Stay in Mobile	Total	Percentage
day-trip only	1	8.33
1 night	0	0.00
2 nights	0	0.00
3 or more nights	11	91.67
Total	12	100.00

Information Sources Used in Deciding to Visit Mobile	Total	Percentage
friends/relatives	3	18.75
travel agency	0	0.00
welcome center	1	6.25
billboards	1	6.25
brochures	3	18.75
magazine/newspaper	0	0.00
television/radio	0	0.00
internet/web site	4	25.00
other	4	25.00
Total	16	100.00

Attractions Visited or Planned to Visit	Total	Percentage
Bellingrath Gardens & Home	4	10.26
Bragg-Mitchell Mansion	1	2.56
Conde-Charlotte Museum House	2	5.13
Cruise ships	1	2.56
Dauphin Island Estuarium & Sea Lab	4	10.26
Fort Conde Museum & Welcome Center	5	12.82
Fort Gaines	0	0.00
Mobile Greyhound Park	0	0.00
Museum of Art	2	5.13
Museum of Mobile	5	12.82
Oakleigh Period House Museum Complex	1	2.56
Richard-DAR House Museum	0	0.00
USS Alabama Battleship Memorial Park	10	25.64
Wildland expeditions	1	2.56
Other attractions/festivals/special events	3	7.69
Total	39	100.00

The following are responses from **15** visitors visiting Mobile with a **tour group**

Length of Stay in Mobile	Total	Percentage
day-trip only	13	86.67
1 night	1	6.67
2 nights	1	6.67
3 or more nights	0	0.00
Total	15	100.00

Information Sources Used in Deciding to Visit Mobile	Total	Percentage
friends/relatives	6	35.29
travel agency	1	5.88
welcome center	0	0.00
billboards	0	0.00
brochures	1	5.88
magazine/newspaper	0	0.00
television/radio	0	0.00
internet/web site	4	23.53
other	5	29.41
Total	17	100.00

Attractions Visited or Planned to Visit	Total	Percentage
Bellingrath Gardens & Home	1	6.67
Bragg-Mitchell Mansion	1	6.67
Conde-Charlotte Museum House	2	13.33
Cruise ships	0	0.00
Dauphin Island Estuarium & Sea Lab	0	0.00
Fort Conde Museum & Welcome Center	2	13.33
Fort Gaines	0	0.00
Mobile Greyhound Park	1	6.67
Museum of Art	0	0.00
Museum of Mobile	3	20.00
Oakleigh Period House Museum Complex	0	0.00
Richard-DAR House Museum	0	0.00
USS Alabama Battleship Memorial Park	3	20.00
Wildland expeditions	1	6.67
Other attractions/festivals/special events	1	6.67
Total	15	100.00

Gulf Coast Exploreum & IMAX
Cross tables: Length of Stay in Mobile
2004

The following are responses from **115 day-trip only** visitors

Primary Reason for Trip to the Mobile area	Total	Percentage
visiting friends/relatives	18	15.79
vacation/pleasure trip	81	71.05
business trip	1	0.88
convention	1	0.88
tour group	13	11.40
Total	114	100.00

Information Sources Used in Deciding to Visit Mobile	Total	Percentage
friends/relatives	49	30.82
travel agency	1	0.63
welcome center	8	5.03
billboards	9	5.66
brochures	20	12.58
magazine/newspaper	9	5.66
television/radio	10	6.29
internet/web site	36	22.64
other	17	10.69
Total	159	100.00

Attractions Visited or Planned to Visit	Total	Percentage
Bellingrath Gardens & Home	19	14.50
Bragg-Mitchell Mansion	2	1.53
Conde-Charlotte Museum House	5	3.82
Cruise ships	3	2.29
Dauphin Island Estuarium & Sea Lab	14	10.69
Fort Conde Museum & Welcome Center	13	9.92
Fort Gaines	3	2.29
Mobile Greyhound Park	4	3.05
Museum of Art	5	3.82
Museum of Mobile	7	5.34
Oakleigh Period House Museum Complex	2	1.53
Richard-DAR House Museum	0	0.00
USS Alabama Battleship Memorial Park	31	23.66
Wildland expeditions	6	4.58
Other attractions/festivals/special events	17	12.98
Total	131	100.00

The following are responses from 12 visitors staying **1 night**

Primary Reason for Trip to the Mobile area	Total	Percentage
visiting friends/relatives	4	33.33
vacation/pleasure trip	6	50.00
business trip	1	8.33
convention	0	0.00
tour group	1	8.33
Total	12	100.00

Information Sources Used in Deciding to Visit Mobile	Total	Percentage
friends/relatives	4	23.53
travel agency	0	0.00
welcome center	4	23.53
billboards	0	0.00
brochures	2	11.76
magazine/newspaper	0	0.00
television/radio	1	5.88
internet/web site	4	23.53
other	2	11.76
Total	17	100.00

Attractions Visited or Planned to Visit	Total	Percentage
Bellingrath Gardens & Home	5	19.23
Bragg-Mitchell Mansion	0	0.00
Conde-Charlotte Museum House	2	7.69
Cruise ships	1	3.85
Dauphin Island Estuarium & Sea Lab	3	11.54
Fort Conde Museum & Welcome Center	5	19.23
Fort Gaines	3	11.54
Mobile Greyhound Park	1	3.85
Museum of Art	0	0.00
Museum of Mobile	2	7.69
Oakleigh Period House Museum Complex	0	0.00
Richard-DAR House Museum	0	0.00
USS Alabama Battleship Memorial Park	4	15.38
Wildland expeditions	0	0.00
Other attractions/festivals/special events	0	0.00
Total	26	100.00

The following are responses from 27 visitors staying **2 nights**

Primary Reason for Trip to the Mobile area	Total	Percentage
visiting friends/relatives	10	37.04
vacation/pleasure trip	15	55.56
business trip	1	3.70
convention	0	0.00
tour group	1	3.70
Total	27	100.00

Information Sources Used in Deciding to Visit Mobile	Total	Percentage
friends/relatives	15	38.46
travel agency	0	0.00
welcome center	4	10.26
billboards	1	2.56
brochures	4	10.26
magazine/newspaper	2	5.13
television/radio	1	2.56
internet/web site	11	28.21
other	1	2.56
Total	39	100.00

Attractions Visited or Planned to Visit	Total	Percentage
Bellingrath Gardens & Home	2	4.17
Bragg-Mitchell Mansion	1	2.08
Conde-Charlotte Museum House	1	2.08
Cruise ships	0	0.00
Dauphin Island Estuarium & Sea Lab	9	18.75
Fort Conde Museum & Welcome Center	6	12.50
Fort Gaines	3	6.25
Mobile Greyhound Park	0	0.00
Museum of Art	4	8.33
Museum of Mobile	5	10.42
Oakleigh Period House Museum Complex	0	0.00
Richard-DAR House Museum	0	0.00
USS Alabama Battleship Memorial Park	14	29.17
Wildland expeditions	1	2.08
Other attractions/festivals/special events	2	4.17
Total	48	100.00

The following are responses from 78 visitors staying **3 or more nights**

Primary Reason for Trip to the Mobile area	Total	Percentage
visiting friends/relatives	39	49.37
vacation/pleasure trip	19	24.05
business trip	10	12.66
convention	11	13.92
tour group	0	0.00
Total	79	100.00

Information Sources Used in Deciding to Visit Mobile	Total	Percentage
friends/relatives	46	46.94
travel agency	1	1.02
welcome center	7	7.14
billboards	3	3.06
brochures	8	8.16
magazine/newspaper	1	1.02
television/radio	2	2.04
internet/web site	15	15.31
other	15	15.31
Total	98	100.00

Attractions Visited or Planned to Visit	Total	Percentage
Bellingrath Gardens & Home	21	9.86
Bragg-Mitchell Mansion	3	1.41
Conde-Charlotte Museum House	11	5.16
Cruise ships	5	2.35
Dauphin Island Estuarium & Sea Lab	30	14.08
Fort Conde Museum & Welcome Center	29	13.62
Fort Gaines	10	4.69
Mobile Greyhound Park	4	1.88
Museum of Art	7	3.29
Museum of Mobile	16	7.51
Oakleigh Period House Museum Complex	6	2.82
Richard-DAR House Museum	0	0.00
USS Alabama Battleship Memorial Park	51	23.94
Wildland expeditions	7	3.29
Other attractions/festivals/special events	13	6.10
Total	213	100.00