

Alamo

2018 Brand Perception Study

QUOTA: 2,400 TOTAL - 1,600 FROM TEXAS, 100 PER FEEDER MARKET AND AT LEAST 200 FROM THE CITY OF SAN ANTONIO

FEEDER MARKETS INCLUDE: NORTHEAST (WASHINGTON D.C. ONLY), WEST COAST (SAN FRANCISCO, SAN JOSE, LOS ANGELES AND SAN DIEGO), DENVER, PHOENIX

SCREENER

1 What is your 5-digit home zip code?

MUST ANSWER

2 Who, in your household, is primarily responsible for making decisions regarding the leisure attractions you and your family visit?

SELECT ONE

- 1 Me
- 2 Me and my spouse/partner
- 3 My spouse/partner

TERMINATE

3 Do you normally take at least one leisure trip per year which involves an overnight stay, or is at least 50 miles from your home?

SELECT ONE

- 1 Yes
- 2 No

TERMINATE

4 Are you:

SELECT ONE

- 1 Male
- 2 Female
- 3 Other
- 4 Prefer not to say

5 What is your current age?

DROPDOWN: UNDER 18 YEARS OF AGE, 18-80+

UNDER 18 TERMINATE

6 Which of the following best describes your race?

Please respond for you personally, not for others in your household.

SELECT ONE

- 1 Caucasian or White
- 2 African American or Black
- 3 Hispanic or Latin American
- 4 Asian
- 5 Pacific Islander
- 6 Native American or Alaskan Native
- 7 Mixed Racial Background
- 8 Other
- 9 Prefer not to answer

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7 Which of the following types of attractions, if any, have you visited in the past 12 months?

Please select all that apply.

RANDOMIZE ORDER

- 1 Aquarium(s)
- 1 Art Galleries
- 1 Botanical Garden(s)
- 1 Brewery/Winery Tours
- 1 Cultural Event(s)/Music Festival(s), (e.g., Coachella or SXSW)
- 1 Dinner Theaters/Cruises
- 1 Family Entertainment Center(s), (e.g., go-carts, mini golf, bumper boats, etc.)
- 1 Historic Landmarks/Places, (e.g., historic sites, buildings, etc.)
- 1 Large-Format Screen Theaters, (e.g., IMAX)
- 1 Museum(s), (e.g., history, art and children's)
- 1 Old homes/mansion(s)
- 1 Science Center(s)/Science Attraction(s)
- 1 Sightseeing Tour(s), (e.g., city, boat, helicopter, railroad tours, etc.)
- 1 Theater(s), (e.g., music theater, dinner theater, play, etc.)
- 1 Theme Park(s)/Amusement Park(s)
- 1 Water Park(s)
- 1 Zoo(s)/Animal Attraction(s)
- 1 None of the above

TERMINATE

8 Please indicate your awareness and/or prior visitation of the following destinations:

PROGRAMMING NOTE: 1=NOT FAMILIAR WITH THIS DESTINATION; 2=HAVE HEARD OF THIS DESTINATION, BUT HAVE NEVER CONSIDERED VISITING; 3=CONSIDERED VISITING THIS DESTINATION, BUT NEVER HAVE; 4=HAVE VISITED THIS DESTINATION, BUT NOT IN THE PAST 2 YEARS (APRIL 2016 OR PRIOR); 5=HAVE VISITED THIS DESTINATION IN THE PAST 2 YEARS (MAY 2016 TO MAY 2018)

RANDOMIZE ORDER

RATE EACH 1 - 5

- a Austin, TX
- b Dallas, TX
- c El Paso, TX
- d Houston, TX
- e San Antonio, TX

RESPONDENTS MUST BE HOUSEHOLD DECISION MAKERS (Q2), TRAVELERS (Q3), 18 YEARS OF AGE OR OLDER (Q5), HAVE VISITED AT LEAST ONE TYPE OF ATTRACTION (Q7) AND FAMILIAR WITH SAN ANTONIO, TX (Q8e=2-5)

SAN ANTONIO VISITORS

IF RESPONDENT HAS VISITED SAN ANTONIO (Q8e=4 OR 5), CONTINUE

IF RESPONDENT HAS NOT VISITED SAN ANTONIO (Q8e=4 OR 5), SKIP TO Q12

9 How often do you typically visit San Antonio, TX?

SELECT ONE

- 1 More than 3 times per year
- 2 1-2 times a year
- 3 About once a year
- 4 Once every 2-3 years
- 5 Less than once every 3 years
- 6 I've only visited one time

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IF RESPONDENT HAS VISITED SAN ANTONIO IN THE PAST 2 YEARS (Q8e=5), SHOW Q10

10 When was your most recent visit to San Antonio, TX?

SELECT ONE

- 1 Earlier this year (2018)
- 2 Last year (2017)
- 3 2 years ago (2016)

IF RESPONDENTS HAS VISITED SAN ANTONIO, BUT NOT IN THE PAST 2 YEARS (Q8e=4), SHOW Q11

11 When was your most recent visit to San Antonio, TX?

SELECT ONE

- 1 2 years ago (2016)
- 2 3+ years ago (2015 or prior)

BRAND AWARENESS MEASUREMENTS

12 Please indicate how desirable you find each of the following attributes or characteristics when thinking about historical/cultural attractions you would like to visit.

PROGRAMMING NOTE: 1=NOT AT ALL DESIRABLE; 2=NOT TOO DESIRABLE; 3=SOMEWHAT DESIRABLE; 4=VERY DESIRABLE; 5=EXTREMELY DESIRABLE

RANDOMIZE ORDER

RATE EACH 1 - 5

- a A place that always has new events, attractions or activities I've not done before
- b Allows guests to take self-guided tours
- c Has on-site historic museums/structures for visitors to experience
- d Has several social media assets that enhance my visit and allows me to engage
- e Is a place that has been recommended to me by others
- f Is a place where one can learn something and have fun doing it
- g Multi-generational destination, with something that appeals to everyone
- h Offers a variety of things to see and do on-site
- i Offers educational audio tours
- j Offers educational guided tours by employees/volunteers
- k Offers outdoor space with plenty of shade or relief from the heat
- l Offers the opportunity to buy a ticket online and choose a specific time I would like to tour
- m Provides interactive or immersive visitor activities
- n Provides time for quiet reflection
- o Utilizes technology to make the experience more engaging and interactive

13 When you think of historical/cultural attractions in the state of Texas, which ones first come to mind?

MUST ANSWER AT LEAST ONE

- 1 _____
- 2 _____
- 3 _____

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14 Please indicate your awareness and/or prior visitation of the following San Antonio, TX area attractions:

PROGRAMMING NOTE: 1=NOT FAMILIAR WITH THIS ATTRACTION; 2=HAVE HEARD OF THIS ATTRACTION, BUT HAVE NEVER CONSIDERED VISITING; 3=CONSIDERED VISITING THIS ATTRACTION, BUT NEVER HAVE; 4=HAVE VISITED THIS ATTRACTION BUT NOT IN THE PAST 2 YEARS (APRIL 2016 OR PRIOR); 5=HAVE VISITED THIS ATTRACTION IN THE PAST 2 YEARS (MAY 2016 TO MAY 2018)

RANDOMIZE ORDER

RATE EACH 1 - 5

- a Alamo (Historic Plaza, Church, etc.)
- b El Mercado or Market Square
- c Hemisfair
- d San Antonio Missions National Historic Park
- e San Antonio River Walk
- f SeaWorld San Antonio
- g Six Flags Fiesta Texas
- h The Pearl
- i Tower of the Americas

IF ALL 1s IN Q14, TERMINATE

BRAND EQUITY MEASUREMENTS

15 Please indicate to what degree your opinion of these destinations is positive or negative.

PROGRAMMING NOTE: 1=VERY NEGATIVE OPINION; 2=SOMEWHAT NEGATIVE OPINION; 3=NEUTRAL; 4=SOMEWHAT POSITIVE OPINION; 5=VERY POSITIVE OPINION

RANDOMIZE ORDER

RATE EACH 1 - 5

Show attractions respondent is familiar with or has visited (Q14=2-5)

16 Please indicate which of the following attractions (if any) you have seen or heard advertisements for in the past 12 months.

Please select all that apply.

RANDOMIZE ORDER

Show attractions respondent is familiar with or has visited (Q14=2-5) + None of the above

17 Please indicate how likely you are to visit each of the following attractions in the next 12 months.

PROGRAMMING NOTE: 1=DEFINITELY WILL NOT VISIT; 2=PROBABLY WILL NOT VISIT; 3=MAY OR MAY NOT VISIT; 4=PROBABLY WILL VISIT; 5=DEFINITELY WILL VISIT

RANDOMIZE ORDER

RATE EACH 1 - 5

Show attractions respondent is familiar with or has visited (Q14=2-5)

IF NO 4s OR 5s IN Q14 & FAMILIAR WITH THE ALAMO (Q14a=2-5), SKIP TO Q19

IF NO 4s OR 5s IN Q14 & NOT FAMILIAR WITH THE ALAMO (Q14a=1), SKIP TO Q33

18 How likely would you be to recommend visiting each of the following attractions to your friends and family?

PROGRAMMING NOTE: 11-POINT NPS SCALE

RANDOMIZE ORDER

RATE EACH 0 - 10

Show attractions respondent is familiar with or has visited (Q14=4-5)

IF RESPONDENT IS FAMILIAR WITH THE ALAMO (Q14=2-5), CONTINUE

IF RESPONDENT NOT IS FAMILIAR WITH THE ALAMO (Q14=1), SKIP TO Q33

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BRAND LOYALTY MEASUREMENTS

19 When considering visiting historical/cultural attractions, how likely would you be to consider visiting the Alamo first?

SELECT ONE

- 5 Definitely would visit first
- 4 Probably would visit first
- 3 May or may not visit first
- 2 Probably would not visit first
- 1 Definitely would not visit first

20 In the past 6 months, how often have you heard people talking about the Alamo?

SELECT ONE

- 5 Very often
- 4 Often
- 3 A few times
- 2 Once or twice
- 1 I haven't heard people talking about the Alamo

BRAND PERSONALITY MEASUREMENTS

21 What word(s) first come to mind when you think of the Alamo?

- 1 _____
- 2 _____
- 3 _____

22 Please rate how well you believe the following attributes describe the Alamo.

PROGRAMMING NOTE: 1=DOES NOT DESCRIBE AT ALL, 2=DOES NOT DESCRIBE VERY WELL, 3=DESCRIBES SOMEWHAT, 4=DESCRIBES VERY WELL; 5=DESCRIBES PERFECTLY

RANDOMIZE ORDER

RATE EACH 1 - 5

- a A place that always has new events, attractions or activities I've not done before
- b Allows guests to take self-guided tours
- c Has on-site historic museums/structures for visitors to experience
- d Has several social media assets that enhance my visit and allows me to engage
- e Is a place that has been recommended to me by others
- f Is a place where one can learn something and have fun doing it
- g Multi-generational destination, with something that appeals to everyone
- h Offers a variety of things to see and do on-site
- i Offers educational audio tours
- j Offers educational guided tours by employees/volunteers
- k Offers outdoor space with plenty of shade or relief from the heat
- l Offers the opportunity to buy a ticket online and choose a specific time I would like to tour
- m Provides interactive or immersive visitor activities
- n Provides time for quiet reflection
- o Utilizes technology to make the experience more engaging and interactive

IF RESPONDENT HAS VISITED THE ALAMO (Q14a=4 OR 5), CONTINUE

IF RESPONDENT HAS NOT VISITED THE ALAMO (Q14a=2 OR 3), SKIP TO Q30

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ALAMO VISITORS

The Alamo Historic Plaza is located at the center of the city and includes the Alamo chapel and complex, the public plaza, and the surrounding commercial structures.

23 Which of the following best describes your most recent visit to the Alamo?

SELECT ONE

- 1 I visited, but never actually entered the Alamo (stood outside/walked around and/or took a picture)
- 2 I visited and entered the Alamo

24 How often do you typically visit the Alamo?

SELECT ONE

- 1 More than 3 times per year
- 2 1-2 times a year
- 3 About once a year
- 4 Once every 2-3 years
- 5 Less than once every 3 years
- 6 I've only visited one time

IF RESPONDENT HAS VISITED THE ALAMO IN THE PAST 2 YEARS (Q14a=5), SHOW Q25

25 When was your most recent visit to the Alamo?

SELECT ONE

- 1 Earlier this year (2018)
- 2 Last year (2017)
- 3 2 years ago (2016)

IF RESPONDENTS HAS VISITED THE ALAMO, BUT NOT IN THE PAST 2 YEARS (Q14a=4), SHOW Q26

26 When was your most recent visit to the Alamo?

SELECT ONE

- 1 2 years ago (2016)
- 2 3+ years ago (2015 or prior)

IF RESPONDENT ENTERED THE ALAMO (Q23=2), CONTINUE

IF RESPONDENT DID NOT ENTER THE ALAMO (Q23=1), AND HAS NOT VISITED IN THE PAST 2 YEARS (Q14=1-4), SKIP TO Q30

IF RESPONDENT DID NOT ENTER THE ALAMO (Q23=1), AND HAS VISITED IN THE PAST 2 YEARS (Q=5), SKIP TO Q33

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27 Which of the following activities, attractions or tours did you participate in during your previous visits to the Alamo?

Please select all that apply.

RANDOMIZE ORDER

- 1 Alamo Film
- 1 Alamo Hall/Patio
- 1 Alamo staff tour
- 1 Amphitheater
- 1 Audio Tour
- 1 Exhibition, e.g. The Long Barrack Exhibition
- 1 Gift Shop
- 1 History Talk
- 1 Music performance
- 1 Self-Guided Tour
- 1 Special event
- 1 Summer camp
- 1 The Alamo Church
- 1 Took a selfie in front of it and shared on social media
- 1 Workshop
- 1 None of the above

28 Please indicate how important the following issues were in motivating or inspiring you to visit the Alamo.

PROGRAMMING NOTE: 1=NOT AT ALL IMPORTANT; 2=NOT VERY IMPORTANT; 3=SOMEWHAT IMPORTANT; 4=VERY IMPORTANT; 5=EXTREMELY IMPORTANT

RANDOMIZE ORDER

RATE EACH 1 - 5

- a Desire to experience a culture different from my own
- b Desire to experience an attraction that is different from other places we visit
- c Desire to have a fun or entertaining experience
- d Desire to learn about history
- e Desire to learn/experience something new
- f Desire to please others in my family or circle of friends who wanted to visit
- g Desire to provide my family with a memorable experience
- h Desire to reconnect and spend time together with friends or loved ones
- i Desire to see or experience a new event or experience added since my most recent visit
- j Desire to see the Alamo in person after seeing it in movies and on television
- k Desire to watch my children enjoy this destination and the activities it provides

29 Which of the following best describes the composition of your immediate party on your most recent visit:

SELECT ONE

- 1 Adult couples/friends without children
- 2 Parents/couples/friends with children under 12 years
- 3 Parents/couples/friends with teenagers (13-17)
- 4 Parents/couples/friends with adult children (18 or older)
- 5 Multi-generational family (grandparents/parents/grandchildren under 18)
- 6 Grandparents with grandchildren under 18
- 7 Single adult
- 8 Group of 10 or more people
- 9 Other: _____

IF RESPONDENT DID NOT ENTER THE ALAMO (Q23=2), AND HAS VISITED IN THE PAST 2 YEARS (Q=5), SKIP TO Q

BARRIERS/HURDLES TO VISITING THE ALAMO

30 Do you have any particular reason why you have not visited the Alamo in recent years, if ever?

MUST ANSWER

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31 Please rate how strongly you agree with the following reasons for why you have not visited the Alamo recently, if ever.

PROGRAMMING NOTE: 1=STRONGLY DISAGREE, 2=DISAGREE, 3=NEITHER DISAGREE NOR AGREE, 4=AGREE; 5=STRONGLY AGREE

RANDOMIZE ORDER

RATE EACH 1 - 5

- a Bad experience there in the past
- b Been before and am looking for new things to see and do now
- c Do not support places where violence has occurred
- d Does not offer enough variety to entertain everyone in my traveling party
- e Don't know enough about it to make an informed decision
- f Experience is not interactive enough
- g Have not been near it
- h Have not had anyone recommend it to me
- i Have other places in San Antonio that I prefer to visit
- j Health-related issues, e.g. too much walking, not up to it
- k I can't go online and pick the time I want to tour the Alamo
- l Inconveniently located for me/too far away
- m Is not a comfortable setting for people like me
- n Just never comes to mind
- o My spouse is not interested in visiting
- p No "must sees" that are compelling me to visit
- q Not enough to keep children entertained
- r Not for me/Not interested
- s Things to do at the Alamo don't change very often
- t Ticketing system is outdated, and I have to stand in line too long in the heat

32 What, if anything, might motivate or inspire you to visit the Alamo in the future?

SEGMENTATION - MHM

33 Have you ever been to any of these events or places?

Please select all that apply.

- 1 Popular music festival e.g. Coachella or SXSW
- 2 Contemporary dance
- 3 An art gallery
- 4 None of these

EXCLUSIVE

34 Which of these events or places would you be interested in going to?

SELECT ONE

- 1 Popular music festival e.g. Coachella or SXSW
- 2 Contemporary dance
- 3 An art gallery
- 4 None of these

EXCLUSIVE

35 The following statements refer to your personal approach to life. Please indicate the degree to which you agree or disagree with each statement.

PROGRAMMING NOTE: 1=DEFINITELY DISAGREE, 2=TEND TO DISAGREE, 3=NEITHER AGREE NOR DISAGREE, 4=TEND TO AGREE; 5=DEFINITELY AGREE

DO NOT RANDOMIZE ORDER

RATE EACH 1 - 5

- a I consider myself to be a spiritual person
- b I'm usually first amongst my friends to know what's going on
- c I am happiest seeing things that have a track record and proven popularity
- d The arts and culture are essential to my life
- e I am happy to do my own thing regardless of what others might think
- f I like to enjoy life and don't worry about the future
- g I like to spend time outdoors whenever I can

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DEMOGRAPHICS

36 How many people in your household, including yourself, fall into the following age groups?

DROP-DOWN: 0-5+

- Under 4
- 4-7
- 8-11
- 12-14
- 15-17
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 and over

37 Which of the following categories represents the last level of education you completed?

SELECT ONE

- 1 Less than high school graduate
- 2 High school graduate
- 3 Some college or technical school
- 4 College graduate
- 5 Graduate work/advanced degree

38 Which of the following ranges best approximates your annual household income?

SELECT ONE

- 1 Less than \$25,000
- 2 \$25,000 to \$49,999
- 3 \$50,000 to \$74,999
- 4 \$75,000 to \$99,999
- 5 \$100,000 to \$124,999
- 6 \$125,000 to \$149,999
- 7 \$150,000 to \$174,999
- 8 \$175,000 to \$199,999
- 9 \$200,000 or more
- 10 Prefer not to answer

ADDITIONAL QUESTIONS

39 The Alamo.org wants to know what you think of specific design elements being considered to preserve the Alamo and improve the experience of visiting. Please indicate the degree to which you agree or disagree with each statement.

PROGRAMMING NOTE: 1=STRONGLY DISAGREE, 2=DISAGREE, 3=NEITHER DISAGREE NOR AGREE, 4=AGREE; 5=STRONGLY AGREE,

RANDOMIZE ORDER

RATE EACH 1 - 5

- a Reclaim and delineate the footprint of the original Alamo mission and battlefield site.
- b Close streets near the Alamo church so the plaza in front of the church is for pedestrians only.
- c Add a state-of-the-art museum that includes the Phil Collins collection of Alamo artifacts along with other collections, interactive exhibits, and theaters about the Alamo story.
- d Create a more reverent space around the Alamo where the public can fully understand the historic core and context of the site.
- e Give the Alamo a real entrance with a wow factor.
- f Provide more trees and shade on the site.
- g Remove commercial activities like Ripley's and Tomb Raider from the historic core around the Alamo church.
- h Repair and restore the Alamo Cenotaph, add the names of the missing Defenders and relocate the Cenotaph to a prominent location just outside the historic mission footprint, visible from the Church.