Lunch with NEMA:
Museums in the Mobile Age

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The Preservation Society of Newport County is a private, non-profit organization based in Newport, RI, with a mission to preserve the architectural heritage Newport Mansions.

John Rodman
Director of Museum Experience, Preservation Society of Newport County, RI

Oversees all visitor services, marketing and public relations activities. He joined the Society in 1999. In 2013, John was named Nonprofit Marketer of the Year by the American Marketing Association, recognizing extraordinary leadership and achievement in the field. Under his tenure, the Newport Mansions has become among the four most visited museums in New England.
Newport Project Goals: Visitor Engagement

• Our minimum level of service is an individual guided experience
  • Guide-led tours
  • Audio tours

• Audio tours are taken 800,000 times a year at 4 locations and rising.
• Those 4 locations are serviced by 1,800 players for 363 days a year.
• We control our own rights

• A major capital investment is pending to sustain our level of service.

• It is time to transition to the app platform
• The Breakers, Elms, Marble House, Rosecliff
• Keep audio players as backup.
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Newport Project Goals: Financial

- Large scale audio player ownership - less expensive than leasing
- Moving to an app platform - less expensive than audio player ownership
- App platform increases visitor experience options
- New audio player acquisition and maintenance will cost $500,000

- It is time to transition to the app platform
- New annual revenue sources
  - New tours possible
  - Donations
  - Sponsorship
  - Retail sales gain
  - Online ticket sales gain
- App front-end cost avoided!
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Four Key Requirements for Mobile Apps

1. Enhance your tours with pictures, videos, & text

Enrich your tour and create context with historic images, zoom capable interior shots, quotes, texts, links, & more
Four Key Requirements for Mobile Apps

2. Support languages, special tours and navigation

You can add multiple language versions of tours, use GPS for exterior tours, and add special enriched programs.
Four Key Requirements for Mobile Apps

3. Generate **eCommerce** revenue

Mobile ticketing, reservations, stores, donations, & more
Four Key Requirements for Mobile Apps

4. Sponsors, analytics, and social media integration

Attract sponsors, collect visitor analytics, & promote specials via their social media.
Improved Customer Satisfaction

Customer Reviews

Almost like being there! ★★★★★
By fa-xxxx-tar

I have been coming to the Mansions since I was a child in 1976. This app is a great way to experience the Mansions. The app lets you enjoy the audio tour of an historic house, (I can't wait for the other tours to become available), and seeing pictures of the rooms that the audio tour plays on. This app is very much like the audio tour that is provided at the Elms. I like how I can re-live the tour whenever I want to. I can't wait for the other homes to be available and I am hopeful for some "deep track" information. Bravo to the Preservation Society for this app!

Excellent Experience! ★★★★★
By Anthony P.

I was very excited to hear that there was a new app for the PSNC and was very pleased with my experience while using it. Bravo!
Improved Customer Satisfaction

Customer Reviews

Great! ⭐⭐⭐⭐⭐
By Virginia M

My overall experience of the mansion using the app was Great! Can we have all the houses in the app? On a scale of 0-10. I would rate the app a Ten.

On a scale of 0-10, this one is easy 11 because it's one better than 10! ⭐⭐⭐⭐⭐
By Gregory M

It's a great start I feel like I am at the Elms now even though When I am not there. I can't wait for the other home tours to be released. I love the fact that you can also listen to the side stories. Please release the other homes sooner than later!

I loved it! ⭐⭐⭐⭐⭐
By Michele D - I used the Tour feature. I loved it. This is a great idea!
## Two Business Models for Mobile Apps

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<thead>
<tr>
<th></th>
<th>Custom-built app model</th>
<th>Platform-based app model</th>
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<tbody>
<tr>
<td>Customized to your brand, design, and layout</td>
<td>Yes</td>
<td>Most, not all</td>
</tr>
<tr>
<td>Can be downloaded from the App Stores under your own name</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Doesn’t need programming/development</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Low time and resource investment</td>
<td>6 months</td>
<td>2 months</td>
</tr>
<tr>
<td>Low cost</td>
<td>No</td>
<td>Yes</td>
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