



Photo: The National WWII Museum - www.nationalww2museum.org

CASE STUDY

NATIONAL WWII MUSEUM NEW ORLEANS USA

The visitor experience begins before even entering the first gallery, with virtual tour guides. Museum visitors are issued a micro-chipped key card that represents the dog tag used by servicemen and women. Visitors then choose from one of dozens of “enlistee” personas, scan the card at kiosks throughout the exhibition and learn a little of what this person saw, heard and felt during their wartime experience.

THE WONDER OF GONDWANA
A Journey into Ancient Australia



**DESTINATION
MARKETING
STORE**

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Ranked #4 in TripAdvisor's Travellers' Choice Awards.

The dog tag system creates an interactive journey within the physical exhibit. It allows visitors to personalise their museum visit, follow the video story of a real veteran or another person who served during the war, save digital artefacts to view at home and much more. It really brings home the courage and sacrifice of the war's participants in a powerful way by connecting visitors to the journey of real servicemen and women. Post visit, visitors can go online to continue their exploration and discover even more. It's history that will follow you home.



Photo: www.segd.org

In the exhibition galleries, visitors are immersed in multisensory experiences. Apart from seeing machines, letters and personal gear used on the battlefield, visitors hear the sounds and see video footage of Allied Forces moving into the heart of Europe and throughout the Pacific Rim. A number of the interactive kiosks and VR technology permit visitors to explore the cockpits of historic warplanes suspended above the

interactive kiosks. A "Flyboy" kiosk even allows visitors behind the stick of classic fighter planes.



Photo: www.segd.org



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TOUR EXAMPLES

The museum offers a range of awesome small group, private and exclusive tours.

Photo: Francesca Ford - *Making Conversations with Museums Blog*

CURATORS' COLLECTION TOUR - Into the Vault Tour

- Exclusive small-group Curators' Collection tour of the Museum's private Centre for Collections and Archives
- Intimate 2 hour journey into WW2 history through rarely seen artefacts
- Guided experience with a Museum curator

CURATORS' COLLECTION TOUR - Coffee with a Curator

- Chance to ask an expert curator questions about the Museum over a coffee.
- Plus 2 hour tour of the private Centre for Collections and Archives.

EARLY ACCESS TOUR

- Pre-opening tour at 8am, accompanied by an expert guide who provides an overview of each major pavilion before visitors' later tour at their own pace. Great jump-start on a day at the Museum.