

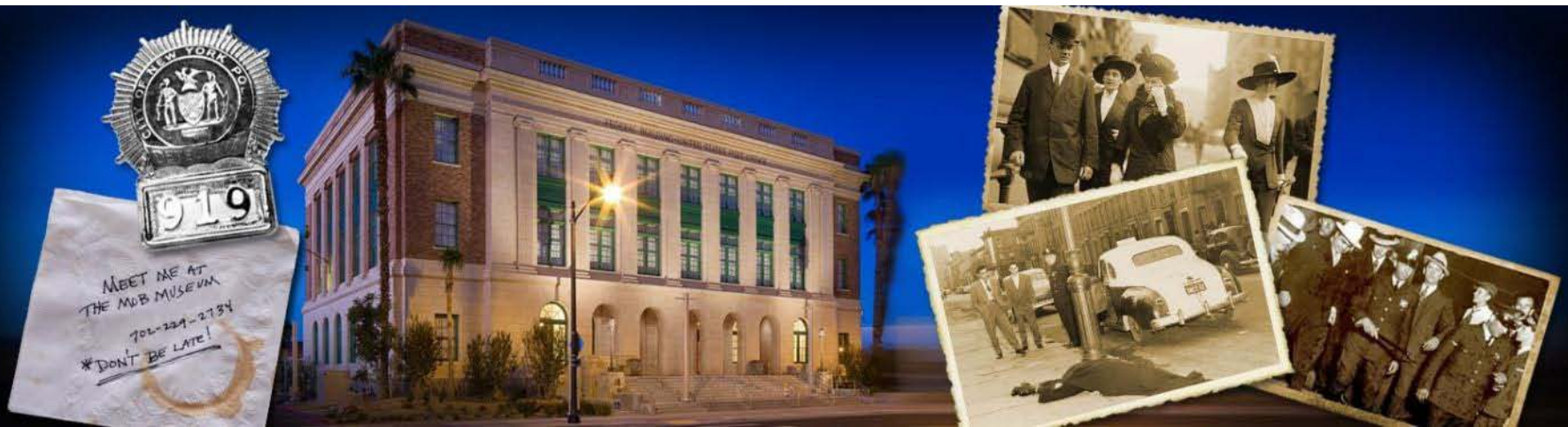
THE MOB MUSEUM

National Museum of Organized Crime & Law Enforcement®

Las Vegas Centennial History Grant Program Proposal

Creating an interactive audio tour in English, Spanish, and Mandarin

May 5, 2014



Develop a forty-minute interactive audio tour offered in English, Spanish, and Mandarin



GOALS

- Increase access to the historical relevance and educational mission of the Museum by offering multilingual services
- Enhance the experience and appreciation of the Museum's building and collection by providing additional interpretation and content on key exhibits
- Create a service for visitors that is revenue-generating and self-sustaining
- Collaborate with leading service provider to ensure delivery of audio tour within 6 months of project start

Opus Click is Acoustiguide's proprietary multimedia device that incorporates a full-color touch screen for images, graphics, and videos.

THE MOB MUSEUM

TWO KEY LANGUAGES

SPANISH

- High rates of Spanish-speakers among residents and visitors
 - **22%** of residents living in Clark County speak Spanish in the home
 - **21%** of the **40MM** visitors in **2013** came from southern CA
 - Visitors from Mexico make up 2nd highest international population to Las Vegas

MANDARIN

- Aligns with Nevada's travel and tourism initiatives
 - “China is currently the number one source of international travel to Las Vegas from Asia and continues to grow at a rapid pace” *Michael Goldsmith, VP of International Marketing, LVCVA*
 - Daily spending by visitors from China is the highest among all visitors. *U.S. Dept. of Commerce International Trade Administration*

THE MOB MUSEUM

MUSEUM'S EFFORTS

CHINESE DISPLAY CAMPAIGN

Since mid-February, the Museum has begun targeting Chinese tourists with display ads in Mandarin.

Ad Impressions: 1,012,911; Ad Clicks: 12,394; Click-through-rates: 1.22%

CHINESE LANDING PAGE

Separate URL intended to cater to Chinese tourists.

Promote Museum to those more comfortable interacting in Mandarin.



Acoustiguide, Inc. has over **50** years of experience providing world-class institutions with full tour services and products, including state-of-the-art equipment, award-winning content development, and operations support.

They have produced over **12,000** audio tours in over **45** languages in **22** countries.

PAST CLIENTS INCLUDE:

- William J. Clinton Presidential Center
- Ford's Theatre
- Art Institute of Chicago
- United Nations Headquarters
- U.S. Capital Visitor Center
- Shakespeare's Globe Theatre
- Tower of London

