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Successful Museum Marketing: Why Do Schools Come Back?

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Income by programs & activities

- temporary exhibitions
- guide books
- guided tours, audio tours
- special events (lectures, artists, music and dance performances)
- films
- workshops
- birthday parties
- curator consulting hours
- ladies nights
- museum shop(s),
- museum café(s) and restaurant(s) (some special/exquisite)
- etcetera

Why do visitors come back?

- **collection**
- **specific objects (“my special friend”)**
- **new temporary exhibitions**
- **architecture**
- **atmosphere**
- **the outside (garden)**
- **living close by**
- **positive experiences**

source: Jan Sas, ongoing research

How do museums attract children?

Survey (n=138 museums)

- a separate children museum or children department within a museum
- family or children exhibitions
- special programs or events during school holidays
- supporting activities or information related to the collection and exhibitions
- educational programs for schools
- free entrance for children under 12, during a specific period

Source: APE/PPMC (2011)

How many children visit museums?

The Netherlands

20.5 million visits (n = 773 museums).

3.2 million children visits (≤ 12) = 15.4%

source: CBS/Statline (2007)

Repeat visits by school groups

Who is the repeater?

- school (class / group / level - or no details)
- teacher
- pupil

Museum visits - Primary Schools

- seldom or never 18%
- once every three years 7%
- once every two years 14%
- once a year 40%
- more than once per year 21%

n = 687 teachers/directors primary schools

Source: APE/PPMC (2011)

Repeat visits

- 2009-2011: 1902 school visits (primary schools)
- 75 repeat visits = 4%



Muiderslot

Source: Reinwardt Academy student survey (A.Kos/C.Hartong) - Muiderslot (2012)

Why do schools come back?

Content

- museum is fun/interesting for kids, guided tours, quests 71%
- alignment with their own curriculum 56% ; - nice offer of the museum 48%

Transport

- museum is good/easily accessible 52%
- transportation can be organized quite easy 39%
- short distance school - museum 36%

Price

- museum is free for children 19% ; - cheap transportation 9%
- low admission accompanying adults 3%

Otherwise: own reasons 22% (15%)

Source: APE/PPMC (2011)

Decision makers

- **teacher 73%**
- **culture coordinator 53%**
- **parent's council 0%**
- **school management 13%**
- **municipality 7%**



Zuiderzee Museum - Enkhuizen

Source: Reinwardt Academy student survey (L.Croese/J.Smit) – Zuiderzee Museum (2012)

Transportation

- car transport by parents 43%
- walking or cycling 23%
- public transport 13%
- coach 12%
- museum bus 4%
- other 5%

Turing Museum Square Bus

- Rijksmuseum Amsterdam
- Stedelijk Museum of Modern Art
- Van Gogh Museum
- 2012-2014: aim 25.000 pupils (age: 10-12)



<http://www.turingfoundation.org/museumbus.html>

5 P's of schools & marketing

- **Product:** dynamic educational program
- **Promotion:** brochures, internet
- **Place:** mostly < 20 kilometers school – museum
- **Price:** Not a dissatisfier (source APE/PPMC)
- **Personal contact**

Your experiences

- Contact for schools: marketing or education department?
- Special relations with one or more schools?
- Do you have many repeaters? Why do they come back?

Please share your experiences: jan.sas@ahk.nl