



Audio Tour App Concept (April 2021)

Objective: Using an audio driving app, create a series of routes that encourage residents and visitors to explore and engage in the wealth of American Revolution era stories New Jersey has to offer. The routes are designed to amplify the impact of heritage tourism for local communities while encouraging users to explore places and sites they might not otherwise consider. The aim is to spark greater awareness and engagement across the entire state by creating an umbrella that leverages the larger Rev War story.

Structure: The tour app uses GPS coordinates to activate a 2-3 minute description at a particular location. These descriptions may encourage users to visit a site with live interpretation or to stop and explore an interesting landscape or structure – or the audio may simply provide running commentary on the route. A typical one-day tour may include 8-12 audio clips, but could vary depending on the length of the route and the number of stop-and-visit sites involved.

The primary map overlay for the tour routes will coincide with key events during the Revolutionary War period in a spine and spur system. The five spines represent some of New Jersey's highest profile events but also provide the basis for a network that can cover the entire state. It is unlikely that a visitor could travel an entire spine in a single day and these would be developed to break into smaller segments. Moreover, while the initial route network will be based on specific events, the app will also be used to create tours that link locations according to other engaging themes (e.g. the importance of diversity, the role of Loyalists, living in a war zone, etc.). A system of branded signage will complement the audio tours with further information, especially at stop-and-see locations that do not provide regular live interpretation.

Spines and Spurs: The spine and spur system should be viewed as a conceptual framework rather than a comprehensive list of routes and themes. There will be overlap among many routes and sites. Offering multiple tour themes that cover some of the same locations will add value and generate return visits. In some cases, a tour might describe a site that is not specifically part of that tour's theme, but is worth mentioning because of its importance, proximity, and/or ability to spur interest in other tours. The plan is to pilot one or two spines in 2021 and roll out additional spines, spurs, and other themes over the next four years.

Possible tour routes:

– Ten Crucial Days/Road to Morristown

A: Washington Crossing to Trenton to Princeton

B: Kingston to Morristown

Spurs: Morristown encampments

Pluckemin – Middlebrook – Five Generals

– Retreat Across the Jerseys

A: Fort Lee to Newark

B: Elizabeth to New Brunswick

Spurs: Battles of Springfield and Connecticut Farms
Perth Amboy / Battle of the Short Hills

– Road to Monmouth

A: Lambertville to Monmouth Battlefield (Continental route)

B: Camden to Monmouth Battlefield (British route)

Spurs: Road *from* Monmouth (Paterson, New Brunswick)
Loyalist Enclave (Sandy Hook, Monmouth County)

– The Great Cow Chase

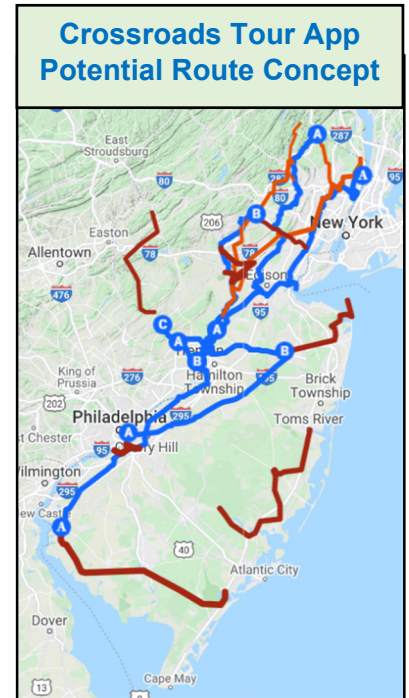
A: Salem to Camden County (note: many would do this in reverse)

B: Camden County to Trenton via Burlington

Spurs: The Battles of Red Bank and Gloucester
Hancock's Bridge-Greenwich-Somers Point
Maritime Wars (Batsto-Tuckerton-Toms River)

– Washington Rochambeau Revolutionary Route (WARO)

Note: WARO is actually a spiders' web of routes throughout North Jersey converging in Rocky Hill. While few staffed visitor sites along this route specifically interpret WARO, it provides the opportunity for presenting numerous American Revolution themes. For example, a tour could be built around supplying the war effort.



Incorporating other sites and themes: Certain sites that may not be part of a particular tour's theme may still be included because of their importance. One example is Rockingham, which is a significant site along both the Road to Morristown and W3R routes, but is not primarily interpreted as part of those timelines.

A number of different tours can be created along various themes. As mentioned, the importance of diversity, the challenges of everyday life, and Loyalist enclaves are all stories spanning the Rev War period. These can be created in complementary geographic nodules (e.g. north, central, and south) to encourage exploration of these themes no matter what part of the state you are visiting. Other tours could be created as longer-term "quests" for area residents (e.g. visiting all the Washington headquarters locations over the course of a summer). Others can be created to reflect trends in popular culture (e.g. an Alexander Hamilton tour).

Tours via the audio app need to be of high quality and maintain engagement and impact. As such, all of these valuable themes may not translate into an audio tour via the central app. This underscores the importance of a complementary signage program and other information (e.g. local maps) that encourage visitors to continue their exploration of the many, varied stories of New Jersey's American Revolution experience.