



FOR 10/28/2021 RELEASE

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TravelStorysGPS Soars to New Heights with Launching Its Milestone 200th Tour

JACKSON, Wyo. - TravelStorysGPS is celebrating the launch of its 200th TravelStorys™ mobile audio tour, highlighting world-renowned female land conservationists. TravelStorysGPS founder and CEO Story Clark states, "This is a momentous milestone for our company. We started with the dream of connecting travelers everywhere to the fascinating and inspiring stories communities and landscapes have to tell."

What began as a Girl Scouts project for a young New Jersey resident to help protect land in her community evolved into a beautifully crafted mobile audio tour featuring passionate female conservationists. The Women in Conservation tour guides you through a 220-acre preserve, sharing stories of women who have had a profound impact on our global landscape, including leaders such as Greta Thunberg, Native American conservationist and U.S. Secretary of the Interior Deb Haaland, and even TravelStorysGPS CEO Story Clark.

Clark has dedicated her life to land conservation and helping national parks and nonprofit organizations raise awareness and funding to further their missions. She developed a fruitful partnership years ago with Linda Mead, president and CEO of D&R Greenway Land Trust, the sponsor of this tour. "We are honored to be the 200th tour," says Mead. "Our tours produced with TravelStorysGPS have introduced people to our preserves, made them more accessible, and brought us supporters and a sense of community through deepened awareness."

In 2013, TravelStorysGPS began in Wyoming with the debut tour from Jackson to Teton Pass and has grown to 200 tours nationwide and internationally. It is a female-owned and -led software-as-a-service company and a [Best Mobile App Awards 2018 winner](#). Its TravelStorys app now hosts the largest U.S. library of curated, geolocated audio tours on a professionally maintained platform. With a mission of connecting people to places in memorable ways, the TravelStorysGPS team specializes in providing expert guidance and support throughout the tour-building process, ensuring high-quality, customized products that engage, educate and entertain. By combining stories of history, culture, science and exploration, the app offers users valuable insights about the lands they are seeing in real time—*hands-free*. Downloading the TravelStorys app is free, and tours can be enjoyed on location or remotely.

"Storytelling is the captivating way we entertain and communicate best with each other and learn about places," Clark adds. "I wanted to use mobile app technology as a portal to, rather than a distraction from, great places. When I think of all the stories our partners have told and how many travelers' trips have been enriched by hearing them, I am deeply humbled. This 200th tour is a credit to our incredibly dedicated team and our wonderful client storytellers."

About TravelStorysGPS: TravelStorysGPS LLC is a mission-driven mobile app development company based in Jackson Hole, Wyoming, transforming cultural interpretation and enjoyment of places into accessible and memorable experiences. TravelStorysGPS meets the communication and outreach needs of charitable organizations, public agencies, and businesses through the latest developments in location-based storytelling



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and delivery. Learn more at travelstories.com and download and explore the TravelStories app for free on your preferred app marketplace.

About D&R Greenway Land Trust: D&R Greenway Land Trust is an accredited nonprofit that has reached a new milestone of over 21,000 acres of land preserved throughout central New Jersey since 1989. Through strategic land conservation and stewardship, D&R Greenway combats climate change, protects birds and wildlife, and ensures clean drinking water for future generations. D&R Greenway's mission is centered on connecting land with people from all walks of life.



Please use images in the Dropbox link below

<https://www.dropbox.com/sh/rjzv9n4ukygt4s9/AADZep2ZABcTToSbf-mekyjQa?dl=0>

Please use the following handles when tagging your social media posts:

TravelStorysGPS

Instagram: @travelstorysgps

Facebook: @travelstorysgps

LinkedIn: [linkedin.com/company/travelstorysgps](https://www.linkedin.com/company/travelstorysgps)

D&R Greenway

Instagram: @dr_greenway

Facebook: @DRGreenwayLandTrust

Also, please make sure to like and follow our pages.

If you have any questions or need anything additional, please contact our Marketing Manager, Jennifer Shannon at jennifer@travelstorysgps.com.

REACH NEW AUDIENCES



TRAVEL
STORYS



WHY TRAVELSTORYS?

TravelStorysGPS connects people to places in memorable ways by pairing the greatest communication tool of our time – the smartphone – with the greatest communication tool of *all* time – storytelling – to bring special sights and landscapes to life.

TravelStorysGPS' mobile platform, **TravelStorys™**, is a hands-free, location-aware app presenting the stories that interpret remarkable places. TravelStorys' patented technology launches podcast-style audio content that informs and educates visitors. Whether walking, driving, biking, or boating, app users are guided by audio narration about the art, culture, history, and natural history of where they are, synchronized to what they are seeing in real time.

TravelStorys is the perfect social-distancing solution for the COVID-19 pandemic and beyond. Users can explore their surroundings independently and at their own pace. Even from home, they can take the tours virtually and plan future visits, enjoying many new features.

The TravelStorysGPS team works closely with clients to create high-quality mobile experiences with inspiring audio, imagery, information, and wayfinding. We understand the challenges institutions and organizations face, and dedicate our service to advancing your mission.

Every place has a story to tell. Now your audiences can tune in to hear yours.

BENEFITS & ADVANTAGES

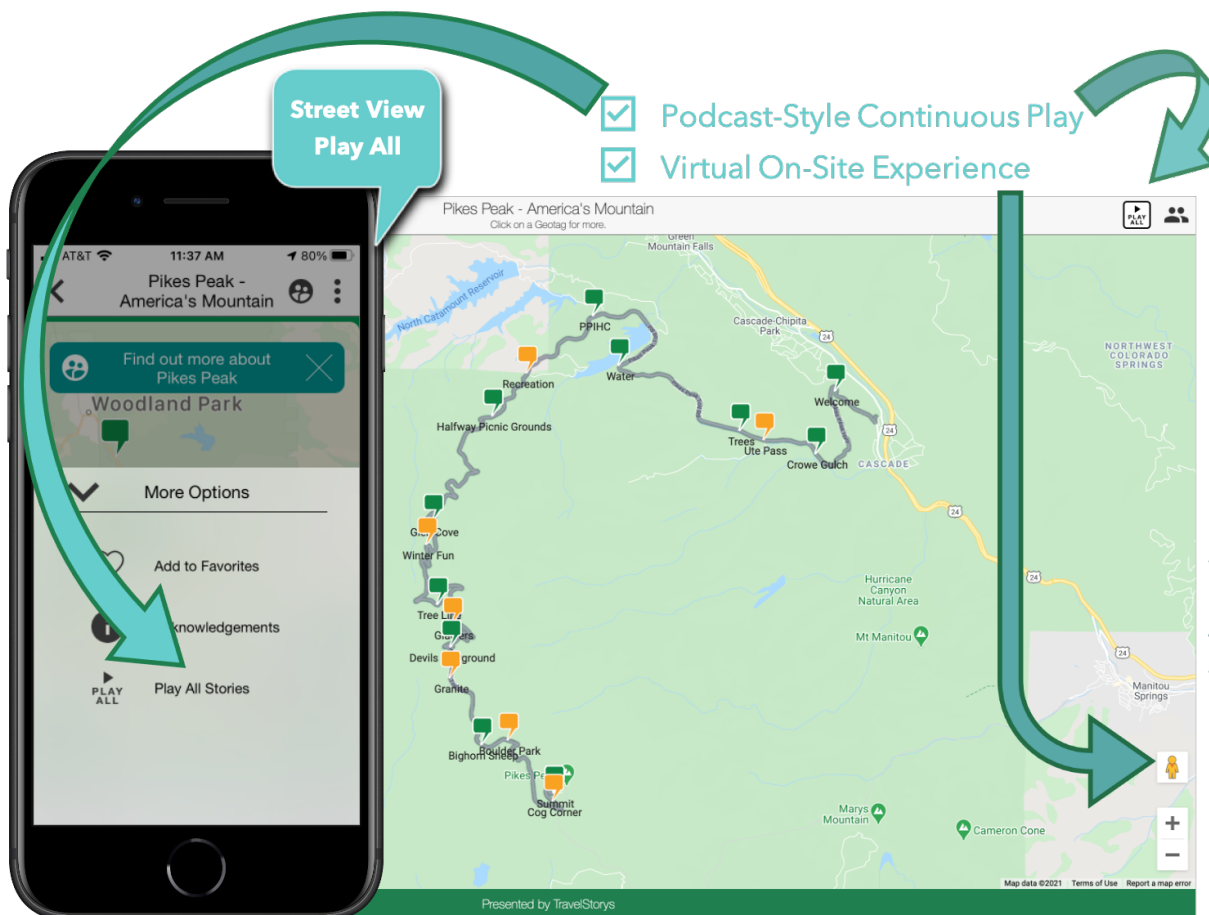
- 1. Hands-Free** – Audio triggers automatically as users approach story sites: eyes on their surroundings, not on the phones.
- 2. Stories Timed for Any Mode of Travel** – Audio matches user's pace, so stories never overlap or get cut off prematurely.
- 3. No Wi-Fi, Data or Cell Service Needed** – Seamless presentation once tour is downloaded: no annoying buffering or interrupted content delivery, even in remote areas.
- 4. Intuitive, Interactive Maps** – Clearly locating the users, the sights around them, and where they want to go, so there is no chance of getting lost.
- 5. High-Quality Imagery** – Including video (where Wi-Fi is available), 3D imaging, and a street-view feature, which orients remote users to the view of each story site.
- 6. Multiple Tracks** – Reaching a broader audience by providing narration translated into other languages, content focused on specific topics, kids tours, scavenger hunts, and more.
- 7. Valuable Analytics** – Learn about your visitors, where they are from, which sights they like best, when they visit most frequently, and more.
- 8. Real-time Calendar and Events** – Reach your visitors with events calendars, alerts, and updates for seasons and closures.
- 9. Affordable Price** – The TravelStorys mobile platforms, production protocols, and annual subscription benefits offer clients a quality product and services at highly competitive prices.
- 10. Ongoing Support** – The TravelStorysGPS team's reputation is the best in the industry. We guide clients step-by-step through the tour-building process and continue to provide technical, creative, and marketing support after the tour launches. TravelStorysGPS has produced audio tours since 2013 – and our clients will tell you that we do it very well!



COVID-SAFE

TravelStorys audio tours are ideal for reaching visitors both during and after the pandemic, offering the following benefits:

- › **Socially Distanced On-site Experience:** Like having your own private tour guide! The TravelStorys self-guided tours allow users to explore places independently and at their own pace. Because the audio triggers automatically, visitors can focus on their beautiful surroundings – rather than on their devices – while maintaining a safe awareness of the other people around them.
- › **Virtual Off-site Experience:** The full, interactive tours are also presented remotely, both on mobile devices and online, with manual, continuous-play and virtual street-view features. This enables audiences to enjoy your tour safely from the comfort of their homes, and encourages future visits to your location.
- › **Remote Tour-Building Process:** The experienced TravelStorysGPS team can build and test your tour remotely, guaranteeing a reliable, high-quality final product. We will work closely with your team to match your content to the automatically triggering beacons (indoors) and geotags (outdoors), and locate the story sites precisely.



Users enjoying tours from remote locations (online or via mobile devices) can select visual and audio features that suit their viewing and listening preferences.

PROJECT DESCRIPTION

STANDARD 1-HOUR TOUR ELEMENTS

- › **Story Sites (geotags):** 20
- › **Audio:** Approximately 3 minutes of audio per story site
- › **Language:** English
- › **Images:** Up to 5 per story site
- › **Text:** Full narration script
- › **Charitable Message:** In-app link to website landing page



SUBSCRIPTION

TravelStoryst's annual subscription serves as a simple collective coverage package. In addition to providing continuous presentation of your tour on the TravelStoryst mobile app platform, benefits include:

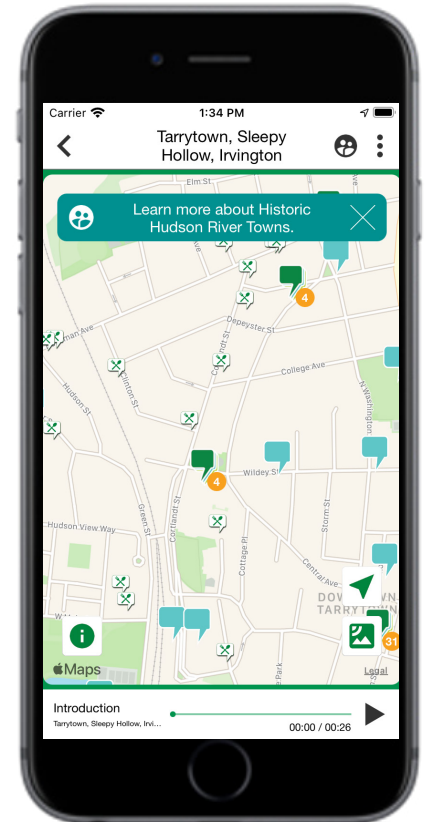
- › **Direct Support (4 hours):** to publish updated content at existing story sites and address technical questions
- › **Technological updates:** to enable this tour to be presented on new iOS and Android devices as they become available; support for technical issues that may arise; and platform and server architecture upkeep and maintenance
- › **Valuable data** on tour users and the TravelStoryst app, distributed in quarterly reports. Data includes user demographics and usage trends, which are helpful for marketing purposes and to refine the tours to generate greater interest.
- › **Ongoing customer service** for users and tour sponsors

The annual subscription fee is based on the number of tour user sessions and will not change with new or extended tours or tracks, no matter how many tours you build.

OPTIONAL UPGRADES

In addition to our standard, state-of-the-art tour features, TravelStorysGPS offers many optional upgrades, including:

- › **Language Translation Tracks:** Spanish; any other language
- › **Secondary Themed Tracks:** Example: History buffs
- › **E-coupons:** In-app discounts can attract visitors to specific locations, such as a museum shop, and encourage repeat visits.
- › **Map Listings:** Customized geolocation, automatically launching text, with labeled icons for nearby visitor information and sites of interest, such as food, lodging, and transportation (see example on right)
- › **Integrated Music/Sound Effects:** Enhancing the audio narration
- › **Image Synchronization:** Images on slideshow synchronize with audio



THERE'S A STORY HERE

Download the free **TravelStorys App** to hear a short story about this location and more in the area. Enjoy hands-free exploring and GPS navigation—even without WiFi or cell networks.

TRAVELSTORYS.COM

App Store | Google Play

- › **Advertising Module:** Optional visual and audio placements for revenue generation
- › **Premium Digital Marketing Packages:** to boost tour downloads.
- › **White Label, Branded Mobile App:** Stand-alone app platform, including all requested TravelStorys technology features. Selected audio segments can also be presented on the TravelStorys app and your website for marketing purposes.

SUMMARY

TravelStories' high-quality, curated audio tours illuminate great places in entertaining and accessible ways that enrich visitors' experiences. Our patented technology creates a user-friendly channel of communication to host and expand your reach, network, and interpretation. Your TravelStories audio tour will serve as a future-forward way to engage and educate visitors. Our superlative customer service guarantees a smooth, enjoyable tour-building process and enduring satisfaction with the final product.

Thank you for your consideration,

The TravelStoriesGPS team

TravelStories.com

info@TravelStoriesGPS.com, (307) 200-7491





TravelStorysGPS in the News

<https://thejacksonholeconnection.com/episodes-archive/story-clark/>

<https://shawangunkjournal.com/news/2021/10/02/two-mamakating-trails-added-to-travelstorys-app/467SyS>

<https://alabamanewscenter.com/2021/09/14/hop-aboard-new-historic-red-ore-express-walking-tour-for-a-trip-into-birminghams-industrial-past/>

<https://thehudsonindependent.com/take-an-app-guided-historical-tour-of-the-rivertowns/>

<https://www.idahofallsmagazine.com/2021/03/tour-ebri-with-technology>

<https://www.news-journalonline.com/story/news/news-tribune/2020/11/18/flagler-county-events-hosted-friends-a-1-a/6296329002/>

<https://www.palmcoastobserver.com/article/friends-of-a1a-to-host-virtual-bike-ride-and-in-person-garage-sale>

<https://www.chieftain.com/story/news/2020/10/28/spanish-peaks-country-tours-highlight-treasure-trove-historic-tales/6055276002/>

<https://www.eastidahonews.com/2020/06/ebri-1-now-offering-free-virtual-online-tours/>

<https://www.the-journal.com/articles/trail-of-the-ancients-wins-partnership-award-for-mcelmo-flume-restoration/>

<https://www.chieftain.com/news/20200122/huerfano-tourism-board-earns-10k-colorado-grant-for-historic-tours>

<https://www.wyomingpublicmedia.org/open-spaces/2019-08-02/bringing-historical-markers-into-the-car-without-scratching-the-paint>

https://www.jhnewsandguide.com/news/business/travelstorys-app-enjoys-rapid-growth/article_03be6aa2-5d4b-55e1-8966-9de4220288c6.html

About Our Team



Story Clark

Founder & CEO

Story has used her expertise starting and growing innovative nonprofit organizations to develop her mission-driven SAAS company, TravelStorysGPS. She founded the company with the goal of producing quality geolocational mobile content to enrich travelers' experiences and deepen their connections to place. Drawing on her strong network of travel, community, and domestic and international nonprofit organizations, plus ten years of mobile app experience, Story has piloted the company to the forefront of a growing industry focused on developing innovative mobile technology to create quality storytelling experiences for travelers. She leads a skilled, experienced, and passionate team serving businesses, communities, and nonprofits nationwide.



Christie Koriakin

Director of Audio Production

Christie loves a good story and believes that they are found everywhere if you keep your eyes and ears open. Her background includes work in community radio, independent file and print journalism. The common thread is her passion for the art and technique of crafting a compelling narrative, no matter the medium. At TravelStorysGPS, she's excited to tell stories through a multi-media approach, blending cutting-edge technology and the age-old tradition of oral storytelling.



Awards

[BMA 2018 April winner for best mobile app design](#)

User & Client Testimonials

TravelStorys App Users

"Awesome App - A must have app for anyone who enjoys learning more about the area they are in. While being entertained by great stories and information. Great job!!!"

– Emm's Daddy (5 stars)

"Great idea! - What an innovative idea! So enjoyed my first tour (of Red Mountain Park) by using your app. I look forward to using it at other attractions in the future and have high hopes that all cities will offer this first class format to help enhance the experience of traveling."

– Patti S-Birmingham, AL (5 stars)

"Great app for visitors & locals - This app rocks. Learned so much about Jackson Hole and the surrounding areas just by having my phone on me. Anyone who is adventuring in the wild West should consider having this app on their phone. You'll be surprised with how much you can learn on your trip!"

–Austin Hopkins (5 stars)

"Awesome app - This app is great when traveling around Wyoming. The stories told make you appreciate what you are driving or walking through! A must have whether you are a local interested in the history and wildlife or a tourist on the go!"

–Travelstorysgps lover! (5 stars)

"Excellent app! - I love this app! We used it on a recent trip through Grand Teton Park and it provided us with a depth and breadth of information (regarding the park) to which we would not otherwise have access! I look forward to seeing what other tours will be added. Great work!"

–IloveWyomingandtheTetons (5 stars)

"Fantastic road tripping tool! - My family used TravelStorys to plan our trip to Jackson Hole and this app was indispensable! We listened to several of their tours through the Tetons and absolutely loved it. The app spoke to us while driving, so we didn't have to look at the phone once!"

–JGJ5511 (5 stars)



“Great app for traveling families - When you approach a destination, the app will automatically start, you don’t need to do anything but listen. If you don’t want the audio, you can read the text. There are also great photos for each section. The stories are quirky and fun and both kids and adults will find them interesting.”

–onealmond.com (5 stars)

“Great app with great potential - I can’t wait until there are even more stories! Great idea.”

– wbutton (5 stars)

“Great App. A must have for self-guided, easy to use interface!”

–Evanffff (5 stars)

“What fun - Turns a normal drive into a fascinating history lesson”

– app users (5 stars)

“Fun tour app! - Learned so much without hassle!”

– app user (5 stars)

“Sooooo cool!! This is the best app I've ever used. If your traveling to new places use this app to learn the history! Couldn't live without it!”

–Ray Kennedy (5 stars)

“Eye opener My family and I have traveled to Wyoming many times but we always seemed to visit the same old places again and again. However this app allows me to check out new places I've never even considered before. I guess there is a lot more to the state than Yellowstone. Can't wait to plan new adventures.”

–app user (5 stars)

“Indispensable! Used this app to plan and then tour the Tetons and surrounding areas. Our whole family was entertained and we learned so much! And it's free. Thank you TravelStories.”

– app user (5 stars)

“I like it, great idea! Music and Radio only lasts so long on road trips. This app is awesome because it tells you stories about what you are driving by, and gives you cool info about the area. Great idea!”

–William Davis (5 stars)



"Loved this! My sisters, mom, and 7-year-old niece used this app as we visited the Grand Tetons and Yellowstone. It was wonderful! It really helped us feel a connection to the mountains and places we toured. I want this for everywhere I go now!"

–R. Tynker, app user

"Love it, learn the history of where your traveling too via this awesome storytelling app. Love the vocals for the great Smoky Mountains! Grateful!"

–JillianPress, app user

"Great! Local travel info & stories. I love this app. I learned a lot about the Jackson, Wyoming area & Grant Teton Nat'l Park. I have already recommended it to folk who connect with my own local Jackson based business, xcDogs. Everyone I speak to about it loves the idea..."

– xcDogs (5 stars)

"Excellent adventure stories for the Grand Tetons"

–Rick Aune (5 stars)

"For new visitors paddling on a sunny day, the new TravelStorys app is an opportunity to understand the ecological and culture significance of the area. At home or in the classroom, the voice narration coupled with photos can entice and enhance the experience before a canoe even launches."

- NewJersey.com

TravelStorys Tour Sponsors

"Successful parks connect with their guests in a physical way, an emotional way and spiritual way. TravelStorys GPS is a wonderful way to make these connections"

–Dave Dionne ED of Red Mountain Park

"Everything is working great and we have received a lot of positive feedback and enthusiasm!"

- Justin Core, Tour Sponsor

"When students saw the app for the first time, their faces brimmed with pride and excitement. Their product and their learning came to life when they realized that people everywhere could listen to the stories they told about their home."

- Hannah Orcutt, Tour Sponsor



“TravelStorys shepherded us through the process from start to finish in a highly organized manner. I love that staff were available to answer multiple little questions we had along the way. Tips were also extremely helpful in recording audio and thinking of what information to share.”

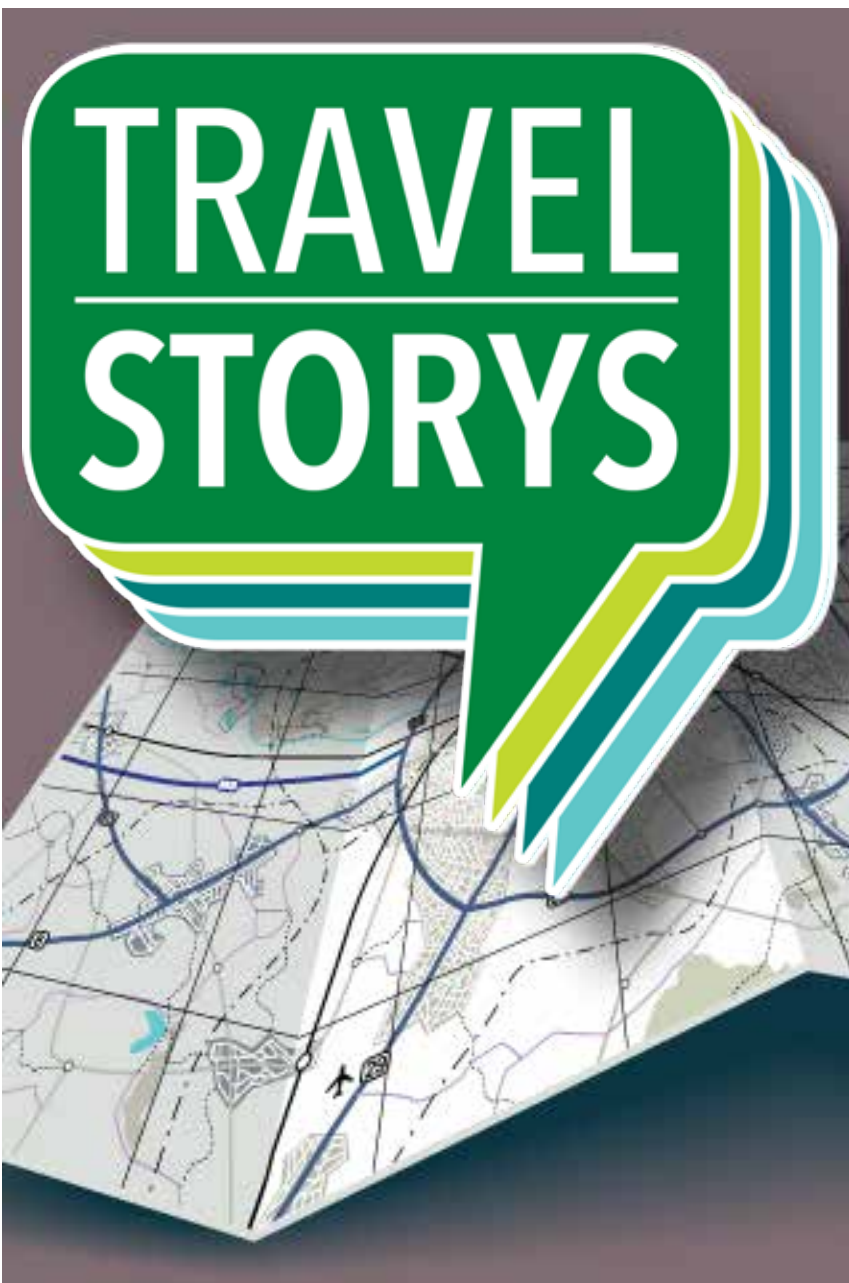
-TNC Michigan

“TravelStory's was an easy way to connect our visitors to the resource.”

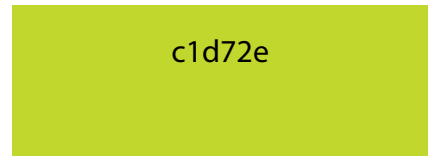
-Mary Beth Bennis Education Curator Utah Field House of Natural History



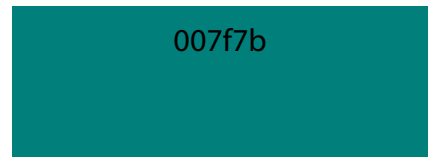
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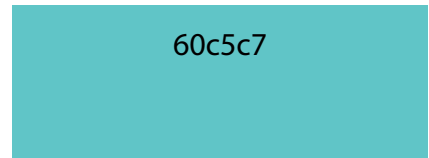
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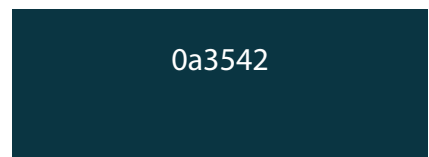


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