

# TRAVELSTORYS

To date, the TravelStorysGPS collection of tours has grown to **264 tours in 44\* states and 5 countries**. TravelStorysGPS continues to grow our tour sponsor community across the country, as well as promote the app to increase downloads.

44

**STATES\***  
\* Includes Washington, D.C.

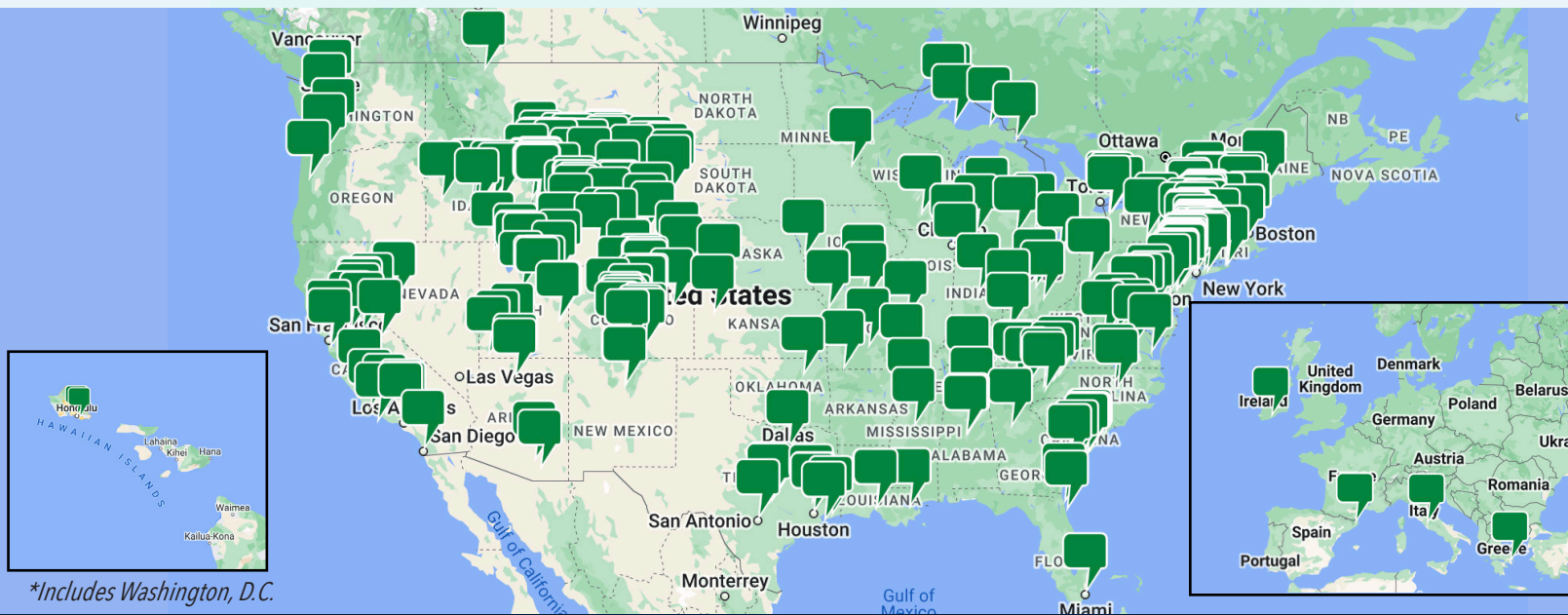
264

**TOURS**

14

**TOURS COMING SOON**

136

**TOUR SPONSORS**

## 2024 Android & iOS Usage

### User Analytics

**Key Takeaways:** 12,000 people visited the app 53,000 times. On average, users spent 5 minutes engaged with the app.

Users ?

12K

New users ?

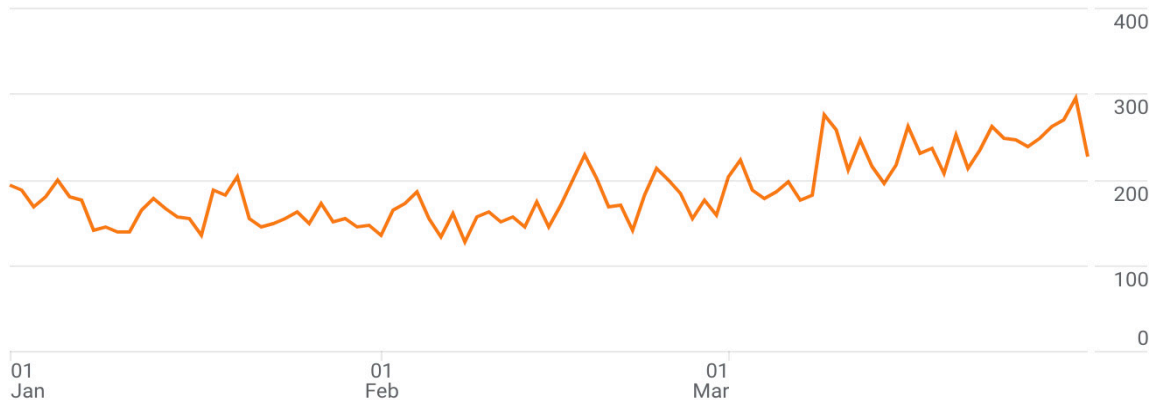
6.4K

Event count ?

53K

Average engagement time ?

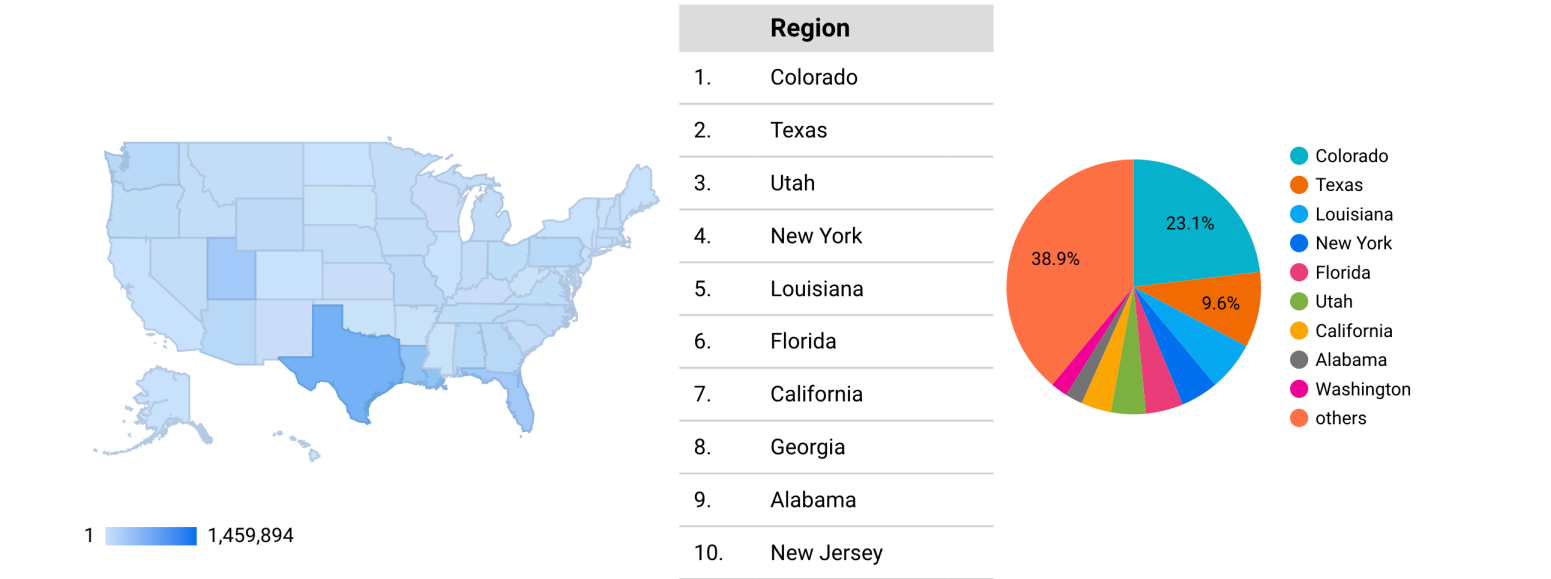
5m 19s



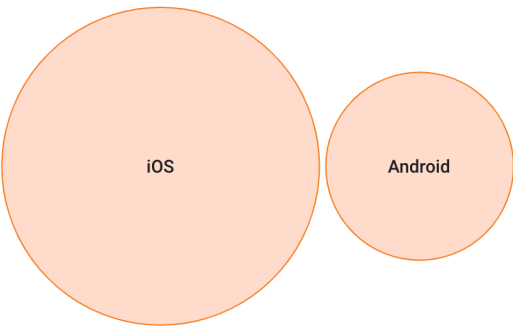
Q1 2024 Demographics Data

**Key Takeaways:** These data points come from a subset of users whose privacy settings allow us to see their age, gender, and location while visiting the app in Q1 2024.

## Geographic Reach



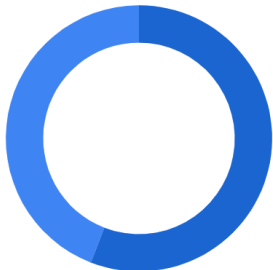
Users by Platform



IOS  
74.1%

ANDROID  
25.9%

Users by Gender



FEMALE  
55.9%

MALE  
44.1%

Users by Age

