



City of Ketchum  
Planning & Building

**STAFF REPORT**  
**KETCHUM HISTORIC PRESERVATION COMMISSION**  
**REGULAR MEETING OF FEBRUARY 24, 2022**

The Historic Preservation Commission is in the process of reviewing potential options for a walking tour within downtown Ketchum. Staff provided an example of a historic walking tour pamphlet, created by the Community Library, at the previous meeting. After said meeting, additional research was conducted regarding audio walking tours.

The Community Library created an audio walking tour focusing on Ernest Hemingway in and around Ketchum. The Ernest Hemingway audio tour is hosted on a free application called TravelStorys. TravelStorys works with municipalities/organizations to create audio tours covering a variety of topics (historic downtowns, scenic corridors, natural areas and more). Some examples in the surrounding area include [Ernest Hemingway in Idaho's High Desert](#), [Silver Creek Preserve](#), and the [Idaho National Laboratory](#).

Staff contacted a representative from TravelStorys and had a conversation surrounding the process of creating a walking tour and the expected price. The items that would need to be provided in order to create the walking tour include a narrator, site list with 3-5 images of each site, and text which the narrator would read off. TravelStorys then uses that information to create the audio tour on their app and website. TravelStorys promotes the audio tour both on their website and social media. The price for an audio tour with 20 sites is \$14,000 and the yearly subscription in order to maintain maintenance for the tour is \$750/year. Staff is still researching other audio tour options and will update the Commission if any new information comes about.

**ATTACHMENTS:**

- A. TravelStorys General Information
- B. TravelStorys Welcome Kit

Attachment A:  
TravelStorys General  
Information



## TRAVELSTORYSGPS

### An Inspiring, Dynamic, and Diverse Audio Experience for Visitors

TravelStorysGPS is committed to bringing the stories of diverse cultures to life with its mobile and web-based audio tours – for both indoor and outdoor spaces throughout the United States. The TravelStorysGPS team is particularly focused on ensuring that your stories are fully interpreted. With more curated audio tours on shared platforms than any other company in the United States, TravelStorysGPS presents an increasing number of tours sponsored by and about underserved human challenges throughout the United States.

The innovative, patented **TravelStorys™** mobile tour platform launches automatically and is hands-free, with no need for Wi-Fi or Bluetooth once a tour is downloaded. The sites are synchronized to locations, whether driving, walking, or even biking supporting the visitor experience and mimics that same experience for the virtual visitor taking accessibility and interpretation to a new level.

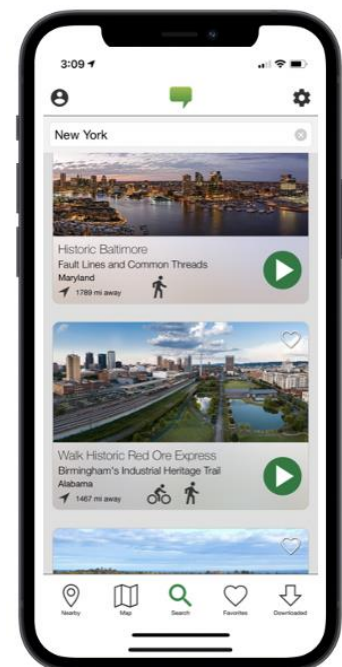
With its best-in-the-business technology TravelStorys can safely tell your stories without visitors ever having to look at or touch their phones. For virtual visitors, the platform provides 360 visual accessibility and a popular podcast format.

With its national reputation for producing a diversity of high-quality, hands-free audio experiences for onsite and virtual users, TravelStorysGPS is well-positioned to partner with you and your team to expand the interpretative experiences you offer.

### WHY TRAVELSTORYS?

TravelStorysGPS is mission-driven to ensure that the most inspiring stories are told in the most accessible and high-quality way.

TravelStorys' patented technology launches podcast-style audio content that informs and educates visitors, and is the perfect social-distancing solution for the COVID-19 pandemic. Users explore their surroundings at their own pace. Even from home, they can enjoy the tours virtually and plan future visits, enjoying many new, COVID-aligned features.





The TravelStoriesGPS team works closely with over 100 nonprofit organizations and public agencies to produce high-quality mobile experiences with inspiring audio, imagery, information, and wayfinding. The tours are presented on shared mobile and web-based platforms so that travelers anywhere find your tour through all the other over 200 tours presented collectively. We understand the challenges institutions and organizations face and dedicate our service to advancing your mission.

## BENEFITS & ADVANTAGES

1. **Hands-Free** — Audio triggers automatically as users approach story sites: eyes on their surroundings, not on their phones.
2. **Stories Timed for Any Mode of Travel** — Audio matches the user’s pace, so stories never overlap or get cut off prematurely.
3. **No Wi-Fi, Data, or Cell Service Needed** — Seamless presentation with downloaded tour: no annoying buffering or interruptions, 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** — Alternative channels of content to meet audiences where they are, focusing on themes, such as history, kids tours, and language translations.
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, COVID alerts, and updates for seasons and closures.



**9. Affordable Price** — Tour production and annual subscription benefits offer clients high-quality product and services at highly competitive prices.

**10. Ongoing Support** — The TravelStorysGPS team guides clients step-by-step through the tour-building and marketing process and continues its partnership long after the tour launches with its best-in-the-business reputation.

### IDEAL FOR THE COVID-19 ENVIRONMENT & TRIP-PLANNING

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

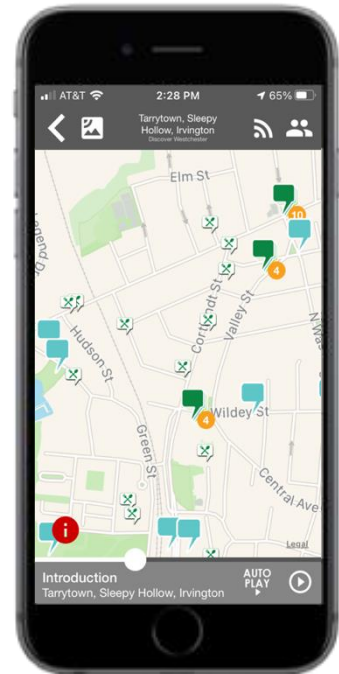
- **Socially Distanced On-site Experience:** The TravelStorys self-guided tours allow visitors to focus on the exhibits — rather than on their devices — while maintaining a safe awareness of the other people around them.
- **Virtual Off-site Experience:** The full, interactive tours are also presented remotely, both on mobile devices and online, with manual, podcast, and virtual 360-degree features, so audiences can enjoy your tour safely from the comfort of their homes. This also 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.

### OPTIONAL UPGRADES

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

- **Language Translation Tracks:** Spanish and any other language

- **Map Listings:** Customized geolocational, automatically launching text, with labeled icons for nearby visitor information and sites of interest, such as food, lodging, and transportation (see example on right)
- **Secondary Themed Tracks:** Example: History buffs
- **E-coupons:** In-app discounts can attract visitors to specific locations, such as a Center shop, and encourage repeat visits.
- **Integrated Music/Sound Effects:** Enhancing the audio narration.
- **Image Synchronization:** Images on slideshow synchronize with audio.
- **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 features. Selected audio segments can also be presented on the TravelStorys app and your website for marketing purposes.



## SUBSCRIPTION

TravelStorys' annual subscription serves as a simple collective coverage package for all tours that the organization builds. In addition to providing continuous presentation of your tours on the TravelStorys mobile app platform, benefits include:

### Content and Technological Updates

- Four hours of direct support to publish updated content at existing story sites and address technical questions
- Technological updates to enable your 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



## User Analytics and Customer Support

- ▶ Valuable data on tour users and the TravelStorys app, distributed in quarterly reports. Data includes user demographics and usage trends, such as total users per tour, number of visits to the tour, and download locations. (Additional data can be requested.) This is helpful for marketing purposes and to refine the tours to generate greater interest.
- ▶ Ongoing customer service for users and tour sponsors
- ▶ Invitations to useful TravelStorysGPS community webinars
- ▶ Discounts on future tour projects

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 are built by the tour sponsor.

## SUMMARY

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

Thank you for your consideration,

The TravelStorysGPS team

**For more information, please contact:**

Freeman Walker

(601) 213-9234

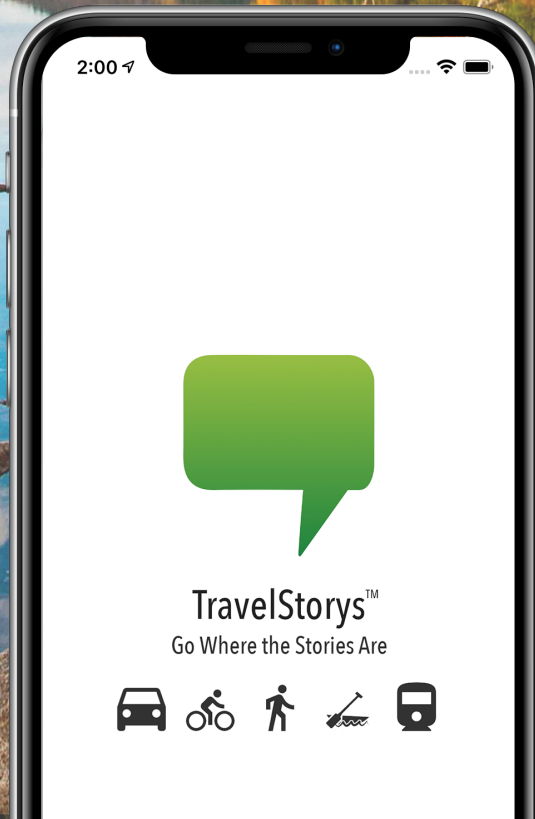
[Freeman@TravelStorysGPS.com](mailto:Freeman@TravelStorysGPS.com)



**Attachment B:**  
**TravelStorys Welcome Kit**



# REACH NEW AUDIENCES



Communities, institutions, and agencies engage new audiences with TravelStorys place-based mobile audio tours, which strengthen branding and promote economic development by enriching travel experiences.

[TRAVELSTORYS.COM/BUILD](https://www.travelstorys.com/build)



# CONNECTING PEOPLE TO PLACES THROUGH THE POWER OF STORYTELLING

TravelStories' authentic, local content showcases your community and expands your audience. Easy-to-access, hands-free, podcast-style audio tours uniquely deliver your message on the go.

More like a personal guide than an app, TravelStories works without users looking at their phones – *so they can focus on their surroundings and the stories you want to tell!*

## YOUR CONTENT GOES WHERE YOUR AUDIENCE GOES

Whether visitors travel by car, bus, boat, bike, or on foot, TravelStories invites them to explore and stay longer.

- ▶ Content and wayfinding accessible anywhere.
- ▶ Users travel at their own pace.
- ▶ Stories play automatically at exactly the right place.
- ▶ No data or cell service required.

## A NEW MARKETING TOOL

TravelStories' audio, text, and virtual exhibit halls of images attract and orient new customers.

- ▶ Reach travelers before they arrive.
- ▶ Tailor content to their ages, interests, and languages.
- ▶ Advertise exactly where it will have the most impact.
- ▶ Benefit from user analytics and mobile feedback.

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### SCENIC



Roads, Byways, Trails, Greenways,  
Bike Paths, & Rail Corridors

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### CULTURAL



History, Museums, Public Art,  
Downtowns, Food, & Architecture

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### NATURAL



Wildlife, Geologic/Natural Sites,  
Parks, Preserves, & Refuges

# A NEW VISITOR ENGAGEMENT PLATFORM

## INCREASE SITE TRAFFIC

Introduce visitors to your community and services through vibrant, memorable audio, text, images, and video.

## MOBILIZE YOUR CONTENT

Gone are the days of expensive signage and traditional marketing. Give your content new life with rich, editable messaging.

## CREATE AMBASSADORS

Authentic, local stories engage visitors, who become loyal supporters of your brand, sharing your stories with others.

## DELIVER QUALITY EXPERIENCES

Connect with more people by using TravelStorys services to package your content in an enticing and entertaining way.



# YOUR STORIES, TOLD YOUR WAY

Think of TravelStories as your own location-aware app. We guide you step-by-step through the tour-building process – a simple and fun experience. Our experienced team works closely with you to produce custom-made tours that meet your goals and align with your values.

## HOW IT WORKS



### CHOOSE THE RIGHT ROUTE FOR YOUR AUDIENCE

Map popular sites around your destination(s).



### WE HELP YOU CRAFT YOUR STORY

With research, writing, narration, & more.



### OUR TECHNOLOGY DOES THE REST

Mobilize your audio tour & receive valuable analytics.

## THE POSSIBILITIES ARE ENDLESS

### DESTINATIONS & REGIONS

Promote great destinations, facilitate wayfinding on-site, and use this trip-planning tool to connect globally.

### TOURISM BUREAUS

Tap into new demographics through on-the-go messaging and cross-promotion with nearby communities & tours.

### RETAIL & RESTAURANTS

Engage new customers in an intuitive, future-forward way while leveraging your brand through the travel sector.

### INSTITUTIONS & NONPROFITS

Attract sustainability-conscious audiences by featuring and building awareness for your work and mission.

### LODGING & CAMPGROUNDS

Enhance guest experiences with entertaining, customized stories to orient visitors and showcase local sites.

### TRAVEL SERVICES

Entertain and inform travelers while on the move, with unique, place-based stories and wayfinding.

# CLEAR ADVANTAGES OVER TRADITIONAL OUTDOOR SIGNAGE & ADVERTISING METHODS

PROJECT	DESCRIPTION	COST	TRAVELSTORYS COMPARISON
Location A	21 major kiosks, 17 minor kiosks, 54 directional signs	\$350,000 - \$400,000	\$17,000 - \$48,000
Location B	27 signs / kiosks	\$95,000	\$15,000 - \$41,000
Location C	Design/materials for one sign (not including mounting, delivery, or installation)	\$2,800 - \$5,000+	\$500 - \$900
Location D	Single custom wood-and-steel structure with stone base	\$3,500 - \$10,000	\$500 - \$900

## ADDITIONAL BENEFITS

### LOW SUBSCRIPTION FEES

More affordable than traditional and internet-based advertising.

### TARGETS VISITORS ON THE MOVE

Unlike other advertising, such as radio and internet, TravelStorys delivers content synched to travelers' surroundings.

### UNLIMITED, REMOTE ACCESS

Users access TravelStorys tours globally, at any time or place, even without data or cell service.

### WAYFINDING

The interactive, custom map in TravelStorys tours guides users to sites of interest and services.

### NETWORK CONNECTIVITY

A simple touch links TravelStorys users to web and social media sites about places of interest.

### EASY TO UPDATE

TravelStorys tours can be easily updated, for example, to address new building construction, seasonal road closures, or daily/weekly events.

LEARN MORE AT  
[TRAVELSTORYS.COM/BUILD](https://travelstorys.com/build)

# CONNECTING PEOPLE TO PLACES WITH ENGAGING FEATURES



Automatically  
Triggering Audio



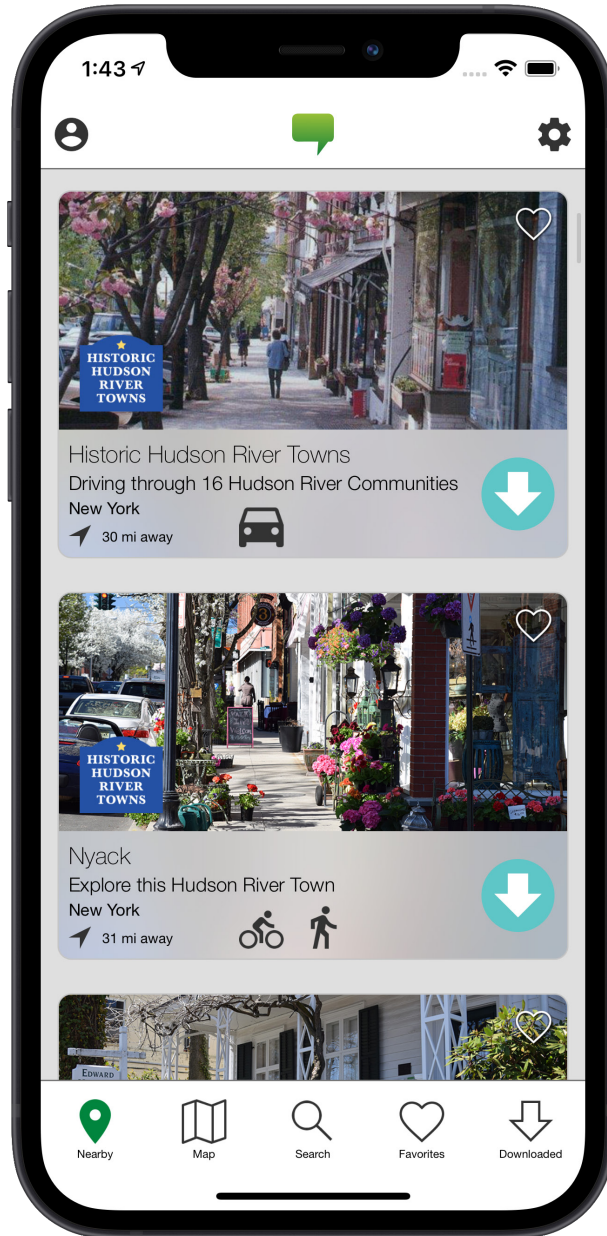
Geotag  
Technology



Charitable Donation  
Feature



No Cell Reception  
Required



Multiple Modes of Travel  
Supported



Themed  
Tracks



Rich  
Media



Map  
Overlays

## PROMOTE YOUR COMMUNITY AND BROADEN YOUR AUDIENCE.

Transform existing content into audio stories that entertain.

Advertise strategically at popular locations.

Generate mobile feedback in real time.



## FREQUENTLY ASKED QUESTIONS

### **How does TravelStories promote communities?**

TravelStories tells your story and guides visitors to significant places of interest in your area, while showcasing your multimedia content and displaying your logos and website links.

### **Why is TravelStories more appealing than other marketing platforms?**

TravelStories engages busy, distracted consumers (who read less today) by combining the most accessible form of human communication - audio storytelling - with high-tech, user-friendly features.

### **How can TravelStories support local institutions?**

Tour sponsors can solicit donations through our patented text-to-give feature or by directly linking to organizations' donation landing pages.

### **Can the app be customized to reach different audiences on the same tour?**

Yes, tour sponsors can offer multiple tour tracks with different content to target diverse audiences: kids, history buffs, wildlife lovers, international visitors, etc.

### **How can the TravelStories app enhance a tour sponsor's marketing efforts?**

The TravelStoriesGPS marketing team promotes all tours with social media, e-newsletters, flyers, trade shows, and more. TravelStoriesGPS' analytics assist in developing effective marketing strategies.

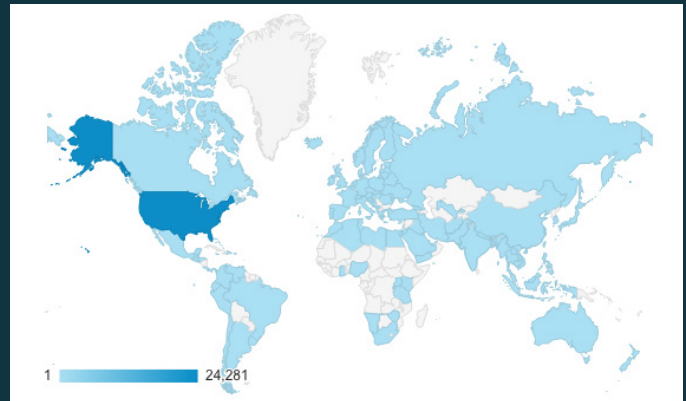
### **How can the TravelStories app generate revenue?**

In-app advertising placements are tastefully designed to generate ad revenue while maintaining a high-quality tour experience.

# BY THE NUMBERS

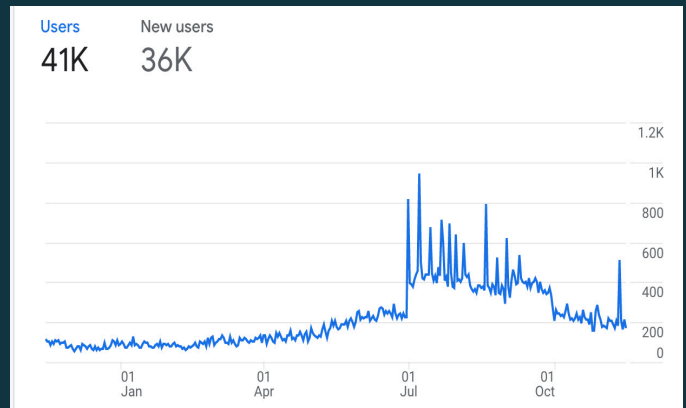
## TRAVELSTORYS' REACH

Our wide range of tour-sponsor networks is a key driver of downloads. Growing by the day, the TravelStorys mobile app currently hosts over 200 tours – partnering with more than 150 tour-sponsoring organizations in 39 states and 4 countries. Users in 135 countries explore and listen to the TravelStorys app.



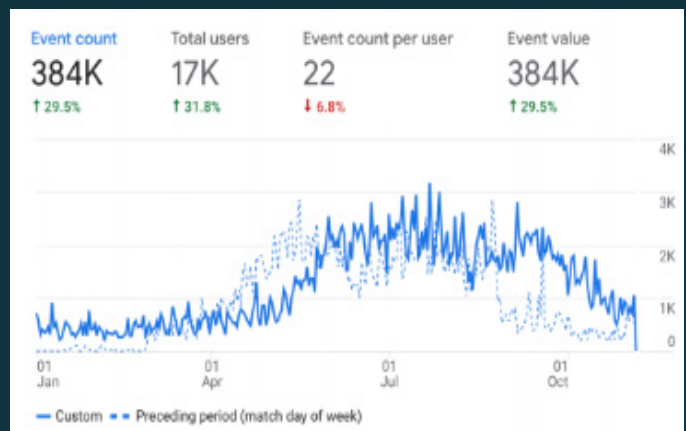
## AUTHENTIC DOWNLOAD/USER GROWTH

- › 384,000 app user sessions in 2021 to date = 43% increase from 2020 to 2021
- › 52% increase in app users from 2020 to 2021
- › 41,000 app & website users in 2021 to date.
- › Downloads increased by 16% from 2020 to 2021.



## TRAVELSTORYS ANALYTICS REPORTS

TravelStorysGPS offers tour sponsors quarterly reports summarizing app and tour-specific analytics, beginning three months after each tour is launched. Analytics include: users, total sessions, screen views, screens per session, average session duration, and percentage of new sessions.





# TRAVELSTORYS TESTIMONIALS

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

- R. Tynker, TravelStorys User

**"Learn the history of where you're traveling via this awesome storytelling app. Love the vocals for the Great Smoky Mountains!"**

- Jillian P., TravelStorys User

**"TravelStorys provides an easy way for us to communicate with our visitors about the Center's fascinating architecture, important ecological relationships and more. The tour was fun and easy to build, and the TravelStorysGPS team was great to work with. We expect this free resource will enrich visitors' experiences for years to come."**

- Amy McCollough, TravelStorys Audio Tour Sponsor

**"Great app for traveling families. When you approach a destination, the app will automatically start, you don't need to do anything but listen. The stories are quirky and fun, and both kids and adults will find them interesting."**

- Anonymous, TravelStorys User

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

- Justin Core, TravelStorys Audio Tour Sponsor