



# Richland County, SC

## CASE STUDY:

Turn Dispersed Historic Sites into a Connected, Measurable Visitor Experience

## IMPACT & RESULTS

2,000+

TOUR USERS  
In first 3 months

42

FEATURED HISTORIC  
Homes, churches, schools & properties



NATIONWIDE ENGAGEMENT  
Reaching New York, Chicago, Vancouver & more



AUTHENTIC STORYTELLING  
Produced locally with professional writing & narration

Sample the tour online:

[ENRICH: African American Heritage](#)

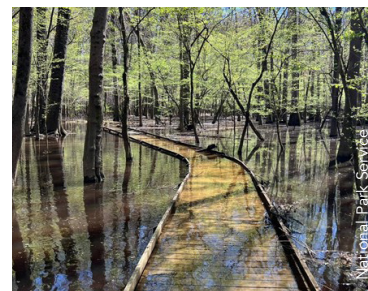
## BACKGROUND

Richland County, South Carolina, is home to a deeply significant African American heritage—spanning slavery, Reconstruction, Jim Crow, and the Civil Rights Movement. This history is reflected across the region in churches, homes, schools, and cultural landmarks that tell the stories of the inspiring people and events that shaped the community and our nation.

## THE CHALLENGES

Richland County wanted to share the full narrative journey of its rich African American history in a way that would be immersive, accessible, and meaningful to modern audiences. But key challenges stood in the way:

- Stories were spread across multiple sites, with no unified visitor experience
- Interpretation relied heavily on static signage at individual locations
- Engagement beyond physical visits was limited—and difficult to measure

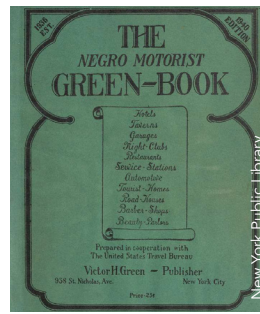


## THE SOLUTION

In partnership with TravelStoriesGPS™, the county transformed its content into an immersive experience on the TravelStories™ mobile audio tour platform. As visitors drive through the county, the audio plays automatically—uncovering the authentic stories of the region. The tour:

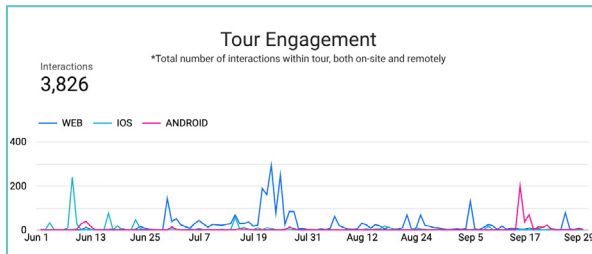
- Connects multiple locations into a single, cohesive narrative journey
- Delivers professionally produced, place-based storytelling in real time
- Extends access beyond the physical visit—available anytime, anywhere
- Integrates maps, images, and additional context to deepen engagement

The result is an experience that goes beyond signage—bringing history to life while guiding visitors through the region where it occurred.



## PROOF OF IMPACT

In addition to enjoying strong early usage of the tour, Richland County gained something equally valuable: visibility into how visitors engage with their stories. With the TravelStories sponsor dashboard, the county can track tour performance in real time, revealing:



- When and where users engage with the tour
- How frequently visitors interact with content and features
- Which stories are resonating most with visitors
- Patterns in on-site and remote usage

This dynamic, measurable engagement tool enables the county to better understand its audience, demonstrate impact, and guide future storytelling and outreach efforts.

**“We are excited about the response the ENRICH tour has received on a local and national level. We encourage people of all ages and backgrounds to get the app and engage in history in an interactive way.”**

– Khali Gallman, Chair, Richland County Historic Preservation Committee

This tour provides a proven framework that other communities can adapt to better engage visitors and extend the impact of their cultural assets:

- Connecting significant sites into a coherent, meaningful visitor experience
- Creating new opportunities to engage audiences both on-site and remotely

### MOBILE AUDIO STORYTELLING:

- Increases learning retention by **up to 24%**
- Makes narratives **up to 20x** more memorable than facts alone
- Encourages action—**nearly 50%** of listeners take follow-up steps after engaging with audio



### WITH TRAVELSTORYSGPS, HISTORICAL ORGANIZATIONS & DESTINATIONS CAN:

- Reach audiences beyond physical walls
- Offer visitors a richer, more immersive alternative to static signage and brochures
- Engage tourists, encouraging them to extend their stays. Every 1% increase in stay duration correlates with **~1.3% higher visitor spending.**

SOURCES: Skift Research (Traveler Experience & Authenticity Trends); Stanford Graduate School of Business (Narrative Persuasion & Memory Retention); Stanford Social Innovation Review (Storytelling in Mission-Driven Engagement); Nielsen Audio & Edison Research (Audio Trust, Action & Listener Behavior); Learning News (The Neuroscience Behind Podcast Learning); NPR (How Stories Connect & Persuade Us)

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The trusted platform to build, share & explore mobile audio tours.

