



Laura Hawkins

D&R Greenway Land Trust

CASE STUDY:

Using Mobile Audio Tours to Connect People to Nature & Inspire a Conservation Ethic

IMPACT & RESULTS

7

TOURS

Walking, driving & paddling

5+

PROTECTED PROPERTIES



COMMUNITY ENGAGEMENT

Tour content created with multiple local voices

[Walking the Abbott Marshlands](#)
(Available in English & Spanish)

[Paddling the Abbott Marshlands](#)

[Healing Trails](#)

[St. Michaels Farm Preserve](#)

[Women in Conservation](#)

[The Delaware River](#)

[Point Breeze](#)

BACKGROUND

Since 1989, D&R Greenway Land Trust has protected more than 22,500 acres of land in central New Jersey. Part of its mission is to “inspire a conservation ethic, now and for the future.” D&R Greenway pursues this mission not just through land protection, but also by helping people find meaningful connections to nature.

THE CHALLENGE

Finding new ways to connect people of all ages and backgrounds to nature is a dilemma familiar to conservation organizations:

- How do you engage families with young children?
- How do you encourage visitors with limited abilities to explore the land?
- How do you nurture a deeper, more spiritual bond to the land that will endure into the future?

D&R Greenway wanted more than signage and trail maps; it sought a way to reach new and diverse audiences—meeting them on their own terms—and turn casual visitors into lifelong stewards of the land.



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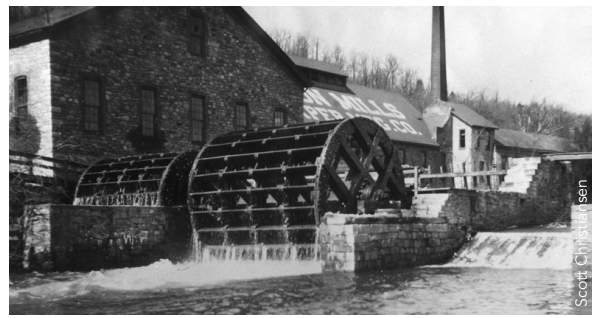


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THE SOLUTION

D&R Greenway partnered with TravelStoriesGPS to redefine accessible, immersive interpretation. Starting with two GPS-triggered tours of the Abbott Marshlands—one walking, one paddling—it has now built a total of seven tours on or near its protected lands, creating place-based storytelling that:

- **Reaches anyone, anywhere**—on-site or from home
- **Brings nature, history, and personal stories to life** at every tour location
- **Inspires through example**—using the TravelStories™ mobile audio platform to feature heroes of conservation, science, and more



EXPANDING ACCESSIBILITY & RELATABILITY

The seven D&R Greenway Land Trust tours provide multiple ways for visitors to connect to nature. For example, the Healing Trails tour map identifies sections of the trail that are wheelchair-accessible, “easy walking,” and “moderate hiking.”

“As Jane Goodall said, we need to touch people’s hearts for them to care about conservation. TravelStorys does just that, by engaging people with places and stories they can relate to while they learn how to care for our world.”

— Linda Mead, President, D&R Greenway Land Trust

WHY IT MATTERS

This is not a campaign or a program with an end date. It is infrastructure for connection—available year-round, across multiple platforms to anyone with a phone or a browser.

For a land trust thinking generationally about its conservation mission, this accessible, enduring presence represents exactly the kind of long-term investment that building a conservation ethic requires.

MOBILE AUDIO STORYTELLING:

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



WITH TRAVELSTORYSGPS, CONSERVATION ORGANIZATIONS CAN:

- Provide self-guided tours of preserves and other protected lands
- Offer visitors a richer, more immersive alternative to static signage
- Inspire visitors to take action and support conservation projects
- Extend their mission, year after year

SOURCES: Yale School of the Environment (Yale Environment 360); 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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