



TRADITIONS HIGHWAY

PR / FAQ

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TRADITIONS HIGHWAY LAUNCHES AN APP TO HELP TRAVELERS

Travelers driving along Highway 15 will now have a resource dedicated to helping them find historical markers, restaurants, artwork, and other points of interest that are important to the local communities found along the route.

FOR IMMEDIATE RELEASE / Traditions Highway, also referred to as Highway 15, is a state highway that travels south-to-north across the state of Georgia. The New Media Institute has teamed up with Traditions Highway and the UGA Archway Partnership to create an interactive resource for travelers to utilize while they drive. At any point along Highway 15, users can open the app and locate prominent historical sites in the communities surrounding them using geolocation. These sites may include local restaurants, statues, scenic views - anything that may have significant meaning to the cities and their history. Based on the traveler's location, the app will notify them and provide more information on the sites that they are most interested in.

Too often, towns with rich history are passed by when driving because people are unaware of how to find out more information, or unwilling to take a detour in their travels. Traditions Highway will not only exist to bring more attention to these historical sites, but also promote economic development and encourage tourism in local Georgia communities by informing travelers of these sites without needing to stop the car.

"THROUGH THE START OF THIS PROJECT, WE HAVE ALREADY LEARNED SO MUCH ABOUT THE ABUNDANT HISTORY IN THESE GEORGIA COMMUNITIES, AND WE HOPE THIS APP WILL CONTINUE TO SHED LIGHT ON THEM WHILE ALSO CREATING A NEW TRAVEL EXPERIENCE FOR USERS." - HALLIE TURNER, CONTENT CREATOR

Once downloaded from the app store and location services enabled, Traditions Highway will be ready to provide travelers information for any road trip along Highway 15. The app is user-friendly and makes it easy to find points of interest that intrigue the traveler. When asked about the Traditions Highway app, customer James Smith said, "This app has been so useful for finding unique places to stop when on a road trip down Highway 15. I wish every highway had an app like this to help support local communities while learning more about their history."

Download the Traditions Highway app on the App Store today to learn more about Highway 15 and local Georgia communities on your next road trip.



What is Traditions Highway 15?

Traditions Highway, better known as Highway 15, is a Georgia state road that passes through 346 miles of historical sites and local communities. The name “Traditions Highway” was born out of the UGA Archway Partnership with the communities along the route. The program works to encourage tourism and promote economic growth while also learning about the history along Highway 15.

Where did the inspiration for this app come from?

The need for this app came from driving along backroads and people being curious about the surrounding areas and their history.

When would this app be used?

Traditions Highway can be used when travelling along any point of Highway 15. However, the interface will be more effective when passing near a local community on the highway.

What information can I find on the app?

Depending on the point of interest selected, there may be photos, historical information, a menu, hours of operation, and a way to navigate to the site. For some locations, there will be a link to more information if appropriate.

Do I need to enable location services to use the app?

In order to utilize the GPS services, yes. When first using the app, the user will be prompted to choose how the app will use location services: ‘Never’, ‘Only While Using the App’, or ‘Always Allow’. Location services are controlled in the settings of your device and can be changed at any time.

How do I find information on the app?

The way that information about points of interest will be received on the app depends on how the user utilizes the resource. If the traveler has chosen to be notified when approaching a point, they will receive the information via a notification that pops up on the device. The notification can be read out loud via Siri, or the passengers in the car can click on the notification for more information. When passing through a local community, a passenger could also pull up the map feature and see possible points of interest around them and find out more information by clicking on the locations.

Do I need to pay for the app?

No. The app is free to download, and there are no premium features at this time.

Do I need to create an account to use the app?

This app does not require an account to be made. There is an option to ‘favorite’ particularly interesting points of interest that will remain saved in the app on the device.

Does the app only work on Highway 15?

At this time, the app is only usable along Highway 15. The app will be updated in the future with additional location availability if successful.

Does the app work without internet access?

The app does not work without internet access, but we are working to make it effective even with a low internet connection due to the possible lack of service along the highway.

How is this app different from Apple Maps / Google Maps?

This app differs from other GPS services in the way that it is not simply a tool to navigate from one place to another. Instead, it is to be used in conjunction with an app like Google or Apple Maps to locate points of interest specifically in the communities one passes along Highway 15. While the app allows you to navigate to a site chosen, it will not route you to a location outside of Highway 15.

How do I use this app if I'm driving?

In order to be useful, yet safe while traveling, we have introduced a feature that allows the app notifications to be read aloud by Siri if you choose to do so. More information will still be available later if you would like to read more after you have stopped driving. We are also working on implementing a Carplay feature so that, if you choose to, the notifications will be seamlessly played while traveling along Highway 15.