

AmateurTraveler.com 2024 Media Kit



**AMATEUR
TRAVELER**.COM

2023

2023 had its challenges. The Helpful Content Update from Google hit a lot of travel blogs hard. I lost 25% of my blog traffic over night. I have made some changes to get that traffic back but with Google there are no guarantees. There was also the Google Analytics 4 transition.

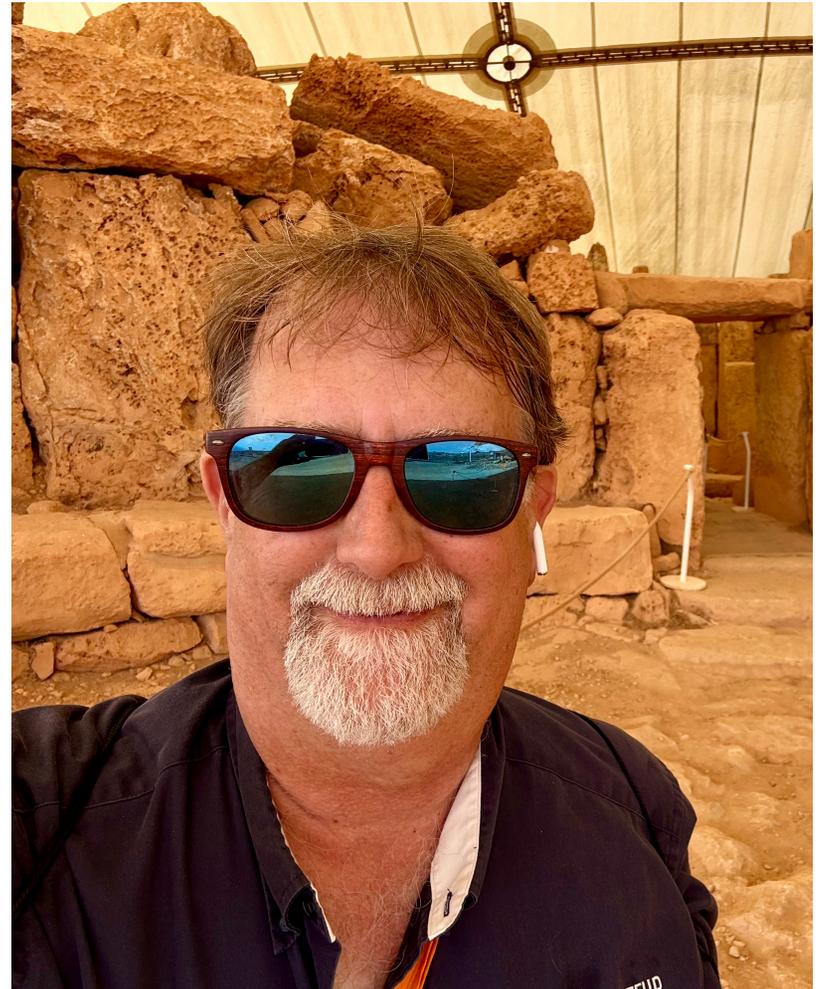
Apple also made a big change to their podcast app this year. When you went back to a podcast you had not listened to in a while it would download all the episodes you missed. That was clearly a bad idea and it was good that they fixed it but it does mean some of the downloads of the back catalog for Amateur Traveler will be less going forward. So it was great to get back to 2 million downloads a year but that number might be harder to reach next year.

2024 could be an interesting year. When my small startup was acquired by American Express I promised my manager I would stay for at least 2 years. The two year anniversary will be June of 2024 so I have some decisions to make.

The Amateur Traveler podcast turned 18 years old in July. I released new 48 episodes and reached episode 878 in 2023.

3 new countries this year: Belize, Guatemala and Malta.

I am looking forward to speaking at both the International Media Marketplace in NYC in January 2024 and the Travel Goods Trade Show in February 2024.



What is Amateur Traveler?

The Amateur Traveler is an award winning online travel site. The Amateur Traveler has won both a Lowell Thomas award and a SMITTY Award from Travel+Leisure as the “best independent travel journalist”.

The Amateur Traveler weekly audio podcast focuses primarily on travel destinations and the best places to travel. It covers everything from knowing what to put on your Chicago dog when you go to the Windy City to swimming with whales in Tonga.

AmateurTraveler.com features travel tips, destination advice, travel photography, travel advice, and product reviews. California.AmateurTraveler.com promotes California and California destinations.

Amateur Traveler is produced by Chris Christensen.



Traffic 2023

Podcasts

2.08 million - Amateur Traveler (up 20%)

Blogs

AmateurTraveler.com

- 690,395 Page views (up 22%)

California.AmateurTraveler.com

- 139,632 Page views (down 10%)

Some Mentions in 2023

- [Chris Christensen on Volcano Running, the Amateur Traveler, NOT Being a Guidebook, and the Creator Mindset](#) - My Old Hands Podcast
- [Ep. 44: Bucket List Budget Destinations](#) - The My Five Cents Podcast
- [Monterey Bay Aquarium, Lover's Point & Carmel Mission in Monterey, California](#) - We Travel There
- [20 Best Midlife Travel Podcasts](#)
- [Chris' Top Tips for Starting a Successful Podcast while traveling the world.](#) - DiscoveryWalks.com
- [Helping Real Travelers Plan Real Trips - Amateur Traveler](#) - Go Solo
- [15 Best Travel Podcasts to Listen to Right Now](#) - Travel+Leisure
- [Best Travel Podcasts for 2023](#) - Active Travel Adventures
- [Cool Podcasts](#) - Europe Revealed
- [11 Travel Podcasts That Will Give You Serious Wanderlust](#) - Nomadic Matt
- [14 Must-Listen Podcasts for Solo Travelers](#) - Be My Travel Muse
- [Binge Listen! We Love These Travel Podcasts on Nature, Food, Culture, and More](#) - Frommers
- [3 Travel Podcasts to Entertain and Inform](#) - Oklahoma 100
- [10 Great Safari Podcasts](#) - Africa Travel Centre
- [What are the best travel tools for learning about local culture and language?](#) - LinkedIn
- [20 Ways to Travel From Home](#) - Finding the Universe
- [Chris Christensen on Launching and Growing 'The Amateur Traveler' Podcast](#) - Too Much Feed Drop
- [Travel Podcasts: Your Gateway to Global Adventures and Exploration](#) - Best Podcasts for Women
- [53 Best Travel Blogs and Bloggers To Follow](#) - Master Blogging

Amateur Traveler Inspires Travel

As a full-time traveler on a quest to visit every country in the world, I go to new places all the time. I've made it a habit to find and download the episodes of The Amateur Traveler from that country before I head to the airport. That way, I'll be prepared with notes and inspiration on what not to miss when I hit the ground. Keep doing what you do, Chris.

- Palle Bo (The Radio Vagabond)

Thank you for the hard work you put into making the show. It is my favorite podcast to listen to. I really love the format and I find the information very useful. I never go on a trip before listening to the amateur travel podcast.

- Liam Steg

My wife and I have been traveling full-time since 2012, and we are travel writers and storytellers at HoneyTrek.com. And we can say, without a shadow of a doubt, Amateur Traveler is THE best destination podcast we have ever heard...we search Chris's archives every time we are en route to a new destination!"

- Mike & Anne from Honeytrek.com

Thank you, Chris, for many, many delightful hours of listening and dreaming! I want to thank you, especially, for two special podcasts! After a scheduled trip to Costa Rica, my husband and I (both former raft guides) took a commercial trip down the Pacuare River with an outstanding guide! We never would have known about this without you. And last month, a friend and I hiked Hadrian's Wall in England. Again, your podcast told me something I didn't know, and we enjoyed a fabulous walk! Thanks So much!!!

- Julie

I started listening to all the Greece podcasts and BAM a flight deal to Athens popped up for \$300. Booked within 5 mins, and I've replayed every episode! I decided to plan my trip piecing together several episodes but mainland only and I've sent at a minimum 20 people an episode so they could plan.

- Shana Taylor

Excellent podcast. Now I want to go to Malaysia.

-- Sam Pulgini

I learned about Austin Coop's Two Lane America Route 66 trip from AT podcast. Just took this fabulous 13 day trip in Sept/October. Highly recommended! I also took Viking's "Viking Homelands" cruise to Scandinavia and Russia a few yrs ago as a result of your experience on same itinerary. Amazing.

- Cindy Ioannucci Vaughan

Just returned from Curacao. This little county has a lot to offer. Wendy's recommendations were spot on. We were able to see all the island has to offer in less than a week because of her itinerary. Love your podcast

Thank you for all the hard work you put into your show! I always feel like I am fully immersed in each destination and your analytical style is very enjoyable. Your show was my top podcast on Spotify Wrapped clocking in at just over 4000 minutes. You have definitely made my long commute more enjoyable and inspired me to continue to seek out more travel destinations. As a solo traveler for the most part, I always feel confident I can take on any destination after listening to your show.

- Justin

I really enjoyed this week's episode on Haikkado. I've wanted to plan a hiking and sightseeing trip to some of the lesser visited parts of Japan for sometime. This itinerary fits the bill for that. I like your guests travel philosophy having an overall plan but build in enough flexibility and options to pivot as you discover new things as you travel. Thanks for another great episode filled with more travel ideas. There's just not enough time.

- Randy Rohrer

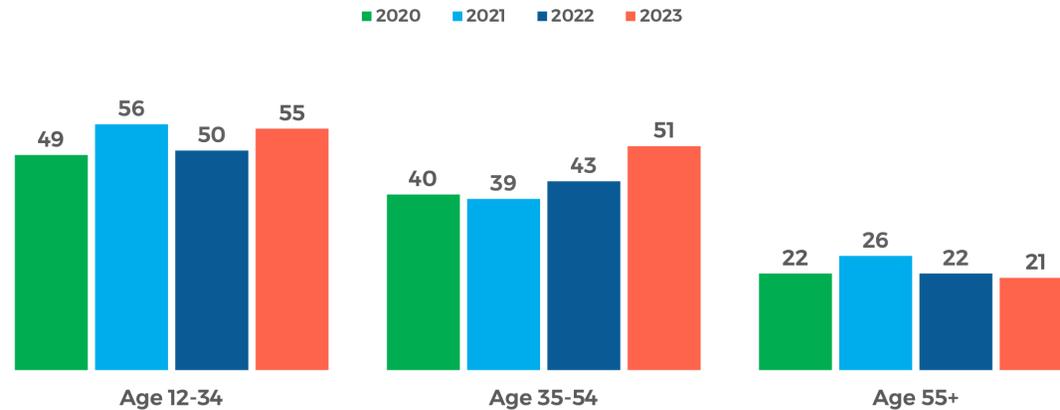
I wanted to tell you how much I really do enjoy your podcast. I listened to the Peloponnese and Athens episodes several time while I was laying flat after spinal surgery in February. I then listened to them (and others) on my daily walks for my recovery. They really got me motivated and inspired for future trips. Although I'm sure there are lots of people who are travelers who listen to them, I'm sure there are also those that need them just to escape when they can't travel.

- Sara Wagner Hoffman

Monthly Podcast Listening

U.S. POPULATION

% LISTENED TO A PODCAST IN LAST MONTH



THE INFINITE DIAL © 2023 EDISON RESEARCH

#InfiniteDial

What is a Podcast?

A podcast is just an audio show that is distributed on the internet. Specifically a podcast usually provides a way for you to subscribe with programs like iTunes or devices like an iPhone or Android phone.

42% of the 12+ US population now listen to podcasts at least once a month. That's, up from 37% in 2019. This percentage goes up to 55% in the 12-34 year old demographic and 51% in the 35-54 year old demographic.

Podcasts continue to grow as more people discover it. They listen during their morning commute, when they walk the dog or whenever they want.

source: [Edison Research Infinite Dial 2023](#)

Amateur Traveler

The weekly Amateur Traveler show is usually 35-60 minutes long and typically features an interview focusing on a specific destination. Think of it as an audio guide to a specific destination.

The guests on the Amateur Traveler are travelers and storytellers. Guests include other bloggers and podcasters, travel writers, show listeners and locals.

The shows have a mix of domestic US and international destinations. Episodes tend to focus more on independent travel but have also dealt with cruises, high-end safaris and packaged bicycle tours. The show features an mp3 version and an iTunes enhanced version with photos and links.

Who Follows Amateur Traveler?

Name	
United States	71.2%
United Kingdom	4.8%
Canada	4.4%
Australia	4.1%
Germany	1.2%
Israel	0.9%
Ireland	0.8%
Japan	0.8%
New Zealand	0.7%
Cambodia	0.7%
Mexico	0.6%
Spain	0.5%
India	0.5%
Taiwan	0.4%
Poland	0.4%
France	0.4%
Netherlands	0.4%

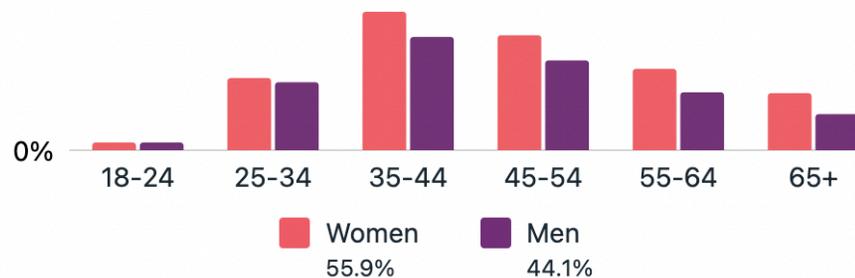
 Amateur Traveler podcast	6,451
 chris2x	5,958
 chris2x	21,484
 @chris2x	26,887
 @AmateurTraveler	11,305
 @TravelBargain	826
 @BloggerBridge	725
 Chris2x	810

The Amateur Traveler audience tends to be split pretty evenly between male and female and focuses on those with enough money to travel. As you would expect it is an English speaking audience although a number of listeners (as well as Oxford University) use the Amateur Traveler audio podcast to test English comprehension.

Facebook Page likes ⓘ

6,460

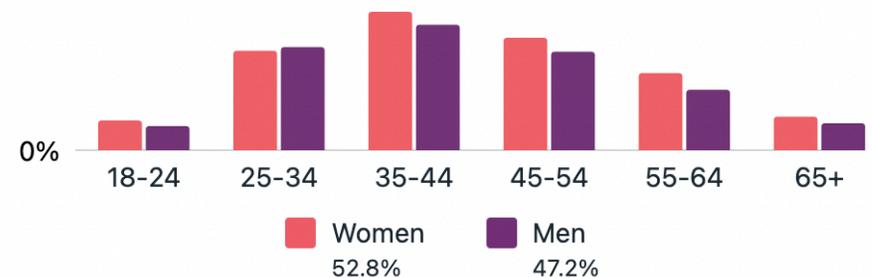
Age & gender ⓘ



Instagram followers ⓘ

5,951

Age & gender ⓘ





There are many different ways to work with Amateur Traveler. See detailed pricing at <http://amateurtraveler.com/working-with-amateur-traveler/> for more information about:

- Podcasts
- Podcast Sponsorships
- Guest Posts
- Content Creation
- FAM Trips
- Reviews of Hotels / Restaurants / Gears / Books
- Blogger campaign management
- Social Media campaign management

Contact Chris if you have questions at

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(408) 416-6348 cell (Pacific Time)