What is the 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.

The Amateur Traveler blog features travel tips, destination advice, travel photography, travel advice, and product reviews.

The Amateur Traveler is produced by Chris Christensen.
What’s New in 2018

We saw some huge traffic gains this year with the Amateur Traveler podcast growing more than 100%. The podcast is one of the top 5% of all podcasts across all genres.

Chris was part of the Universal Resort Orlando Blog Squad this year which was a paid engagement involving 4 different trips to Orlando.

On July 2nd, 2018, the Amateur Traveler podcast turned 13 years old. The podcast had episode 638 in 2018. Amateur Traveler can now be found on Pandora.

This Week in Travel published its 244th episode in 2108.

Chris spoke at the TBEX conferences in the Czech Republic, Corning NY and at the new Travelcon in Austin, Texas. BloggerBridge.com was also used to run speed networking at both conferences.

Amateur Traveler took group of listeners to Prague, Krakow and Budapest in 2018.
Traffic
2018

Podcasts Downloads
• 3.84 million - Amateur Traveler (up >100%)
• 119,945 - This Week in Travel

3.96 million downloads total
10,845 downloads per day

Blog
• 292,453 Users
• 647,016 Page views (up 27%)
Notable Press mentions in 2018

“The Best Podcasts for Travelers to Download Right Now”

Founded in 2005, Amateur Traveler is one of the most established travel podcasts around and has a simple premise: Every week, creator Chris Christensen talks about where you should travel and locals’ suggestions for what to do once you’re there. Whether you’re heading to Hong Kong or Mauritius, Alabama or Mexico City, Christensen’s chats with locals—who give itinerary ideas and tips for getting off the beaten path—will be helpful. Christensen himself is a fount of travel wisdom, too; he’s been to more than 60 countries.

“Here are a few Indian podcasts that focus on local content”

On the podcast: We talk to travellers and experts about itineraries, destinations, experiences and all things related to travel. We have over 2,00,000 listens so far and are about 40 episodes old. Podcasts offer a great medium to have deep, meaningful conversations that listeners can feel personally connected with. My first tryst with a podcast was through the Amateur Traveler by Chris Christensen that took me on a virtual trip to different cities in the world. That has been my biggest inspiration.

See more press mentions
Amateur Traveler Inspires Travel

I’ve been a weekly listener since 2014. Growing up and now living within an hour of Napa Valley, I thought I knew California wine country like the back of my hand. So I was surprised to listen to your show on Napa and Sonoma with Jill Robinson and learn about wineries and attractions I hadn’t heard of. The Di Rosa art gallery was a particularly great tip. We visited a few months later and loved it! - Emma Finley

This trip sounds exotic but very doable! We’re thinking of taking our two teenagers to the Guna Yala and staying on a boat for a week, instead of on an island which is what we first considered. The idea of seeing different islands is very appealing! Thank you Chris for expanding our horizons. - Robin Day

I’m still enjoying your podcasts on my walks. I used the Oman podcast to help plan our trip over the holidays and found it as wonderful as was reported. Then since we loved Lombok, I was thrilled to relive it through your recent podcast. Keep up the great work! Hope to see you again in the future! - Barbara Ali

I like all your episodes, I love this episode. Most episodes make me think “Yeah, it would be nice to visit this place.” I don’t want to visit Milwaukee, I need to visit Milwaukee. Barbara is the best cheerleader for a destination I’ve ever heard. Please let her know that she has converted me and I’m already planning a trip to the city. I’m going to eat so many pretzels. - Patrick

Thanks for your reply Chris, Love your podcast(s)!!! Always listen to your podcast on a location before traveling! - Amit Metser

Hi, I just wanted to thank you for your podcast. Last summer I was preparing our family 2 weeks North Vietnam trip and your podcast helped me tremendously. I contacted Mrs Carlsson through facebook to get the name of her guide and was actually able to hire him for a 3 nights tour. It was amazing. Hoang was able to tailor an exciting tour suitable for my 70 year old father in law as well as my 14, 13 and 11 year old kids. We also stayed in Hanoi for 5 nights and really loved that city. I am preparing this summer trip to Costa Rica and your podcast was my first go-to to get inspired. - Veronique Samson

I have appreciated your podcasts and they have become invaluable (or is it valuable?) for my trip planning. I’m just spent 2 weeks in Australia and am writing this in a cafe in Auckland. Before I left, I make certain I listened to all your shows on the places I’m visiting. - Savio Wong

Your show helped me plan several trips!!! In 2017 I used some of your tips from the older Madrid and Andalucia podcasts. In 2018 I used the podcast on San Miguel de Allende and Guanajuato, Mexico to help plan our trip there. In summer 2018 we spent 3 weeks going to National Parks in the Southwest US, and I used several of your podcasts for that. The best tip was from your Northern AZ podcast when the guest talked about Shoshone Point at the Grand Canyon. He helped us get an amazing view away from the throngs of people at the south rim! - Deborah Pollack

I started listening to Amateur Traveler about a year ago and regularly listen to back episodes just for fun. I really enjoy the diversity of the places you cover.

As we were planning a family trip with our young adult children to Costa Rica for this past January my husband and I listened to both of your episodes on Costa Rica. We particularly found the episode from your trip to be very helpful.

Like you we had a fantastic white water rafting trip on the Pacure River – and I can’t say enough about our tour company – Tico’s River Adventures. A smaller company – more personal service – and expert guides. In addition to a couple of nights in Monteverde, we went to the Arenal Volcano area. While it was too cloudy and rainy to see the volcano, the hot springs were well worth it.

And lastly, based on your recommendation we went to Santa Teresa. What an adventure. While the dust from the dirt roads may discourage many, the beach was fantastic, we played in the surf like never before, and can’t say enough about the excellent food we found there – particularly are The Bakery and the Taco Stand.

Thank you for your great podcast that spurred a wonderful family adventure. - Robin Perr

Chris I listen to all your podcasts but recently put two of them into play - The Crystal Coast and Indianapolis. Crystal Coast was fabulous - John Barry
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.

26% of the 12+ US population now listen to podcasts at least once a month. That’s, up from 24% in 2017. This percentage goes up to 32% in the 25-54 year old demographic.

Podcasts continue to grow as more people discover it. They listen during their morning commute on the train, in their car while they’re running or at the gym, or while doing household chores.

source: Edison Research on the podcast consumer

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 the Amateur Traveler?

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 improve English comprehension.
This Week in Travel

This Week in Travel is an audio podcast that features Jen Leo, Gary Arndt and Chris Christensen. It is an hour long round table discussion with the regular hosts and a guest about travel news and topics.

This Week in Travel has won 3 awards from the North American Travel Journalism Association in both audio and video.

Passport Travel Marketing & PR Podcast

The Passport podcast is hosted by Chris Christensen and Leif Pettersen. It covers current topics that travel marketing and PR people need to know. Shows cover creative campaigns, what it is like to work in a PR agency, influencer marketing, SEO, analytics, social media, content marketing and more.
BloggerBridge.com

BloggerBridge.com lets companies connect with bloggers. It is specifically strong right now in the travel space.

- Search through a database of bloggers
- Be alerted when bloggers book a trip to a city that you choose to watch
- Advertise to some/all bloggers how you would want to work with them. You can filter which bloggers will see this opportunity
- Manage lists of bloggers and work flow of the work you are doing with them
- Review bloggers or see reviews left by other companies

BloggerBridge.com is particularly strong in the travel space. Hundreds of bloggers share their Google Analytics with the system and over a 1000 have their current schedule in BloggerBridge.com.
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
- BloggerBridge.com which connects companies and bloggers

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