2020…Well that was a Year

If you are in the travel industry you know that 2020 was a rough year for travel. I had trips planned to Italy, Greenland, the Galapagos, Turkey, etc which all were cancelled. Most travel bloggers saw traffic plummet and revenue plummet faster. You can see when lock downs happened just by looking at my Google Analytics (see 2020 Traffic).

The Amateur Traveler podcast traffic was down in 2020 but still had its 3rd best year in 2020 even with less interest in travel and more people starting travel podcasts. The podcast remains one of the top 5% of all podcasts across all genres. The Amateur Traveler podcast turned 15 years old. The podcast released 50 episodes and reached episode 735 in 2020.

I ran the networking for 2 virtual networking conferences for the Women in Travel Summit using BloggerBridge.com.

Since I did not get on a plane in 2020, all my travel was in California which helped grow my California travel blog in 2020.
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. CaliforniaTravelMedia.com promotes California and California destinations.

Amateur Traveler is produced by Chris Christensen.
Traffic 2020

*Podcasts Downloads*

- 1.96 million - Amateur Traveler (down 25%)
- 136,248 - This Week in Travel

*AmateurTraveler.com*

- 307,867 Users
- 815,698 Page views (down 38%)

*CaliforniaTravelMedia.com*

- 40,648 Users
- 52,418 Page views (up 392%)
Some Mentions in 2020

- Top Travel Bloggers Opine On Today’s Travel Environment - Forbes
- 17 Books and Podcasts to Sate Your Inner Traveler - Marriott Bonvoy Traveler
- Dream Escape To Magical Destinations With These Travel Podcasts This Weekend - Travel+Leisure India
- 12 Podcasts to Take Your Ears on a Wild Journey to Anywhere but Here - Air Canada enRoute
- 5 Creative Ways to “Travel” When You’re Stuck at Home - RealSimple.com
- Top 20 Travel Podcasts You Must Follow in 2020
- The 10 Best Travel Podcasts the Internet Has on Offer - HostelWorld.com
- 5 Travel Podcasts to Listen to This Summer
- How Travel Bloggers can Leverage their Expertise
- 7 travel nurse groups and influencers you should be following right now - RN Network
- 29 Best Travel Blogs and Bloggers in 2021
- The Best Travel Podcasts [2021 Edition]
- Around The World With Podcasts
- The 15 Best Travel Podcasts
- Staying Home This Weekend? 10 Podcasts That Will Satisfy Your Travel Itch - radio.com
- Top Travel Podcasts
- Top 25+ Best Travel Podcasts 2020 Review
- 20 of the best travel podcasts to listen to now
- 10 Family Travel Podcasts Worth Subscribing to Now
- The Best Travel Podcasts For Anyone Longing To Hit The Road Again
- 35 Creative Ways to Travel From the Comfort of Your Home
- 48 Hours Around the World: The Ultimate Stay-at-Home Itinerary
- 20 Ways to Travel From Home - Finding the Universe
- Feed Your Wanderlust with These 12 Travel-Related Things You Can Do When You’re Stuck at Home
- 10 Ways to Stay Inspired by Travel from Home
- 20+ Ways to Travel from Home (Without leaving the house!)
- The Best Travel Podcasts to Spark Your Wanderlust
- Explore Cambodia: A Virtual and Accessible Tour
- How to become a successful travel blogger: Expert advice
- Chris Christensen on Galapagos cruise uncertainty & hiking as ultra-socially distanced travel | (Safe Travels #50)
- Godfather Of Travel Podcasting, Amateur Traveler Host Chris Christensen part1 part2
- Wanderlust : Meet Chris Christensen, a Travel Influencer
- The Diary of a Slow Traveler – Amateur Traveler and other blogs
- Episode 53 | The Friends Talk with “Amateur Traveler” Podcaster Chris Christensen - Friends That Carry On Podcast
- Creating your Own Podcast
Chris! Thank you so much for what you do and all the episodes you have released. Your show is the reason my fiancé and I went to Uzbekistan which was life changing! I am so inspired each time I listen, and especially now that I’m quarantined in nyc, each episode offers a respite and chance to day dream. Thank you thank you thank you for your generosity sharing so much information over the years!! Keep it up!

Cynthia Talmadge

Hi Chris,
I just wanted to tell you how my husband and I went to Iceland last year at this time. We would have never thought of going there if I had not been listening to your podcast. I listened to those episodes quite a few times before going. Our Hawaii trip that was coming up in a couple weeks had to get cancelled : ( so instead we are going to do a big US southeast trip starting with the Sea Islands of Georgia. I have never heard them from anyone else so I’m glad that information is out there. I have several episodes to listen to that will apply to the areas we are going. I plan on getting to all 50 states (12 left) and you are nearly there with your episodes!

Thank you to you and your guests that pitch the shows that are less obvious places to go.

Becky Jabara from Kansas

Hi Chris, I just wanted to say I love listening to the podcast - I only stumbled upon it around a year ago and it’s really helped me research and understand the destinations I’ve travelled to. I planned a surprise honeymoon last year for my wife to Bali, Singapore, KL and Langkawi and got countless tips from those episodes. We’ve just booked a trip to South America over Easter and I spent today closely listening to the episode on Buenos Aires, bookmarking a number of places on google maps among the way.

Chris from London, England 🇬🇧

Planning our 40th anniversary trip to #Greece Just downloaded 7 episodes of the @AmateurTraveler podcast to start #travelplanning

Bob Green

Just signed up as a Patreon supporter. Love the show. I share it will all my friends whenever someone travels. I have been listening almost since the beginning. Whenever I travel, I check if you have and episode on the country.

Tom Lohrman

AT was one of my first podcasts ever when I got my new iPod in 2007. You’re a huge reason I got to love podcasts and became a podcaster myself. Amateur Traveler has been putting out podcasts for literally more than half my life 😊 The archive goes back to the mid-2000s & new episodes continue to come out to this day. This means they’ve got shows on just about anywhere and everywhere you might travel to. I typically just search for the name of the city or country I’m heading to, and BAM - there’s at least one full episode, sometimes more. I also enjoy that the host interviews mostly locals - either people who grew up there or transplants who have lived in the area a while - so the tips aren’t just touristy things. They cover that too, and typically are frank about the tourist stuff you should skip and the stuff that’s worth it, but they go beyond that to discuss locals’ favorite parks, restaurants, day trips, etc. I don’t like to overplan trips but I also don’t want to miss anything accidentally, so on my last trip, I limited my research to just listening to the relevant episode of Amateur Traveler. It was a perfect, easy way to get an overview & some insider info, which is how I discovered the amazing chocolate Café in Luxembourg where I fell in love with Chocolate Spoons. #forevergrateful I’m listening to the relevant episodes for my upcoming trip now & it is getting me PUMPED! If you’ve got travel planned, I definitely recommend checking out if there’s an episode on your destination.

Aaron Bossig - TheExpatCast

Hi Chris – just wanted to say what an incredible resource your podcast is. My family is planning to travel for 5 and 1/2 months this spring and summer in Spain, France, and the Balkans, and I have now listened to over a dozen of your podcasts, always on specific areas we want to hike or visit. Cami de Ronda, Belgrade, now the Accursed Mountains – fantastic resource, and I love love love the show notes and transcripts.

Jeff Lindberg
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.

37% of the 12+ US population now listen to podcasts at least once a month. That’s, up from 32% in 2019. This percentage goes up to 49% in the 12-34 year old demographic and 40% in the 35-54 year old demographic.

Podcasts continue to grow as more people discover it. They listen during their morning commute on the train or, as it turns out, when they are stuck at home.

source: Edison Research Infinite Dial 2020

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.
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.
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.
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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