2022… Well… It could have been worse

With vaccinations and later boosts, I was able to resume travel including seeing family and some sponsored trips to the Galapagos Islands with Quasar and to the Caribbean with WindStar.

Downloads for the blog and podcast remained soft as COVID variants like Delta and Omicron popped up. The podcast remains one of the top 5% of all podcasts across all genres. It was still one of if not the best year for Amateur Traveler revenue with advertising up significantly from 2021.

The Amateur Traveler podcast turned 16 years old. The podcast released 47 episodes and reached episode 782 in 2021.

After 10 years as a part of the This Week in Travel podcast, I left that podcast to co-hosts Gary Arndt and Jen Leo.

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

I rebranded the CaliforniaTravelMedia.com blog as California.AmateurTraveler.com.
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.


Amateur Traveler is produced by Chris Christensen.
Traffic 2021

Podcasts Downloads

- 1.44 million - Amateur Traveler (down 27%)

AmateurTraveler.com
- 320,095 Users
- 420,424 Page views

California.AmateurTraveler.com
- 114,341 Users
- 139,625 Page views (up 226%)
Some Mentions in 2021

- Dream Escape To Magical Destinations With These Travel Podcasts This Weekend – Travel+Leisure
- 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 - Real Simple
- The 10 Best Travel Podcasts - SmarterTravel
- The Best Travel Podcasts | 2021 - PopSugar
- 7 Travel Podcasts to Inspire Your Wanderlust - Gotham
- Best Travel Podcasts 2021 - Goki
- 22 of the best travel podcasts to listen to now - Wanderlust
- Top Travel Podcasts for 2021 - HiddenLimur
- Top 14 Digital Nomad Podcasts to Listen to in 2021 - Anyplace
- 10 Best Travel and Adventure Podcasts for Summer - Podchaser
- 10 of the Best Travel Podcasts to listen to in 2021 - TravelMag
- 35 of the Best Travel Podcasts 2021 - Pina Travels
- The Best Podcasts on China - Wild China
- Ep. 236: How this amateur traveler turned into an award-winning globetrotter with Chris Christensen – The Offbeat Life
- Travel Podcasters – The Amateur Traveller Travel Podcast, building a following – Travel Market Life Podcast
- Exploring California Wine Country, Wine for Beginners and Being a Paparazzi for the Pope with Chris Christensen from Amateur Traveler
- The Best Travel Podcasts in 2021 - Eargasms For Wanderlusters - Nomad Flag
- The 15 Best Travel Podcasts to Inspire Wanderlust - Southeast Asian Backpacker
- The most inspiring travel podcasts to listen to during lockdown - Maggi Fuchs
- The Best Travel Podcasts You Should be Tuning Into - Lightening Travel Recruitment
- 20 Best Travel Podcasts To Listen in 2021 - Cuddly Nest
- 7 Best Family Travel Podcasts You Need To Listen To - Baby Quip
- Top podcasts for locum tenens physicians - Weatherby Healthcare
Amateur Traveler Inspires Travel

"Lovely Amateur Traveler episode on Hadrian’s Wall. You made it so inviting as well as doable."

Pam

"I heard your podcast with Chris from the amateur traveler about your Hadrian’s wall hike and liked it very much. Seems like something I’d want to do, Thanks!!"

Miri in Seattle

Terrific podcast [Guadalajara]. Never thought about this destination and now I can’t wait to see it.

Philip Jardine

Great suggestions, keep the mix going. I love that your platform gives equal respect and thoughtful, informed insight on all locales, however popular or Instagrammable, whether it be West Virginia or West Africa. You are my Mark Twain of travel, the consummate pro who brings elite, urbane knowledge to all without elitism and phony insiderism. So please stay this balanced course.

Kirby Lewis

> I just listened to the 2015 Amateur Traveler episode where you were a guest and talked about Guanajuato and San Miguel.
> Did I hear you say you give street food tours in Guanajuato?

I thought you’d appreciate this note, especially since this episode was recorded SIX years ago.

Tim Leffel

I had no idea I wanted to go to Borneo until listening to your guest. Wow! What a great episode and now I will have to give serious thought to Borneo.

Cindy Carlsson

As always, excellent episode! I went to Mallorca when I was 8 and I am 59 now so this podcast has inspired me to return to the first destination I ever travelled to outside the U.K.

Jayne Dear

I went to the Galapagos in August, but I chose the other Evolution itinerary. I booked with Quasar after you first mentioned them.

As a solo traveler, all the other small boats really were out of my budget, but Quasar charges a more reasonable single supplement and had great discounts this summer. So thank you for putting them on my radar!

The wildlife encounters here were truly unique. And hopefully I ended up with some decent photos! But the real highlight for me was learning more about the island biogeography and local conservation dynamics. Plus… there were albatross! This trip was really a dream come true.

LeAnne

I really loved this episode! [Travel to Montreux and the Swiss Riviera] We plan to head that way for Christmas, so it was so well timed for me!

Carol Williams

Hi Chris. Just thought I’d take a moment to thank you for the episode on Adelaide. We were supposed to fly to Melbourne in a week then travel the Great Ocean Road and tour Kangaroo Island and Adelaide area. Sadly we have had to cancel everything, but this episode has given me a few more ideas for when we finally are able to get there.

Thanks so much for your podcast. I’ve been listening on and off for several years and very much enjoy the conversational style and practical advice you and your guests give.

Jenny Wenham

Thanks Chris. I really enjoyed this episode. Rafting and hiking through the Grand Canyon is one of the top travel things I want to do. Looking forward to it post Covid (I’m in Australia and we can’t leave the country atm).

Agnes
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.

41% 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 59% in the 12-34 year old demographic and 39% 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.
Who Follows 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 test English comprehension.
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

Contact Chris if you have questions at

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