

AmateurTraveler.com 2023 Media Kit



**AMATEUR
TRAVELER**.COM

2023... Back to normal?

As people got back to travel the traffic for both blogs and for the podcast grew. My own travel centered around the birth of my first grandchild in August.

My day job got interesting when the 6 person startup I worked for was acquired by American Express. I have been taking advantage of the virtual nature of my job to work from my daughter's house in Virginia and from San Juan, Puerto Rico for a week.

The Amateur Traveler podcast turned 17 years old. The podcast released 48 episodes and reached episode 830 in 2022.

Live travel blogging conferences restarted and I ran the networking for the 4 TBEX networking conferences using BloggerBridge.com and attended conferences in Washington, Spain and Thailand.



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”.

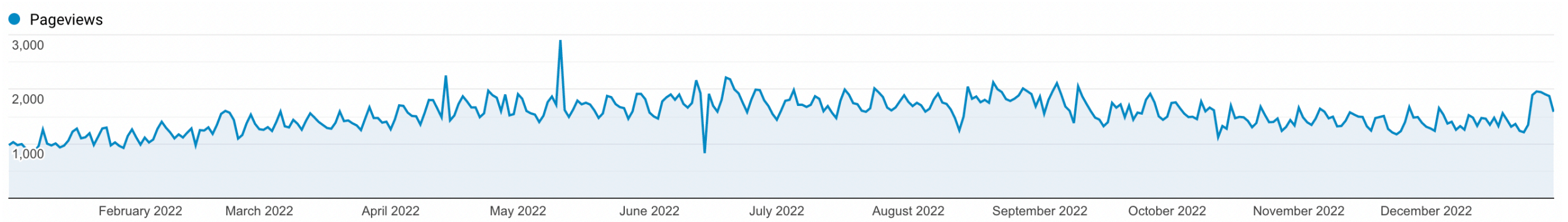
The Amateur Traveler weekly audio podcast focuses primarily on travel destinations and the best places to travel. It covers everything from knowing what to put on your Chicago dog when you go to the Windy City to swimming with whales in Tonga.

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

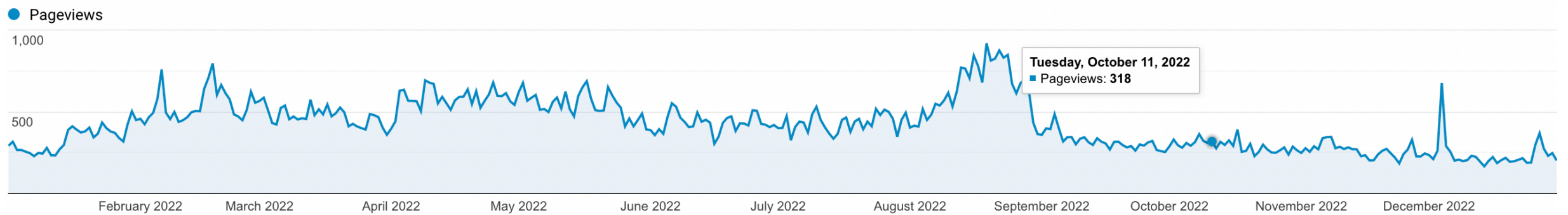
Amateur Traveler is produced by Chris Christensen.



Traffic 2022



AmateurTraveler.com



CaliforniaTravelMedia.com

Podcasts Downloads

- 1.74 million - Amateur Traveler (up 22%)

AmateurTraveler.com

- 422,579 Users
- 561,671 Page views (up 34%)

California.AmateurTraveler.com

- 121,878 Users
- 154,512 Page views (up 10%)

Some Mentions in 2021

- [Cruising the Canal du Midi • France with Chris Christensen](#) – Wander Your Way Podcast
- [Destination Bonanza w/ Chris Christensen](#) – Zero to Travel podcast
- [Becoming an Award-winning Globetrotter – The Offbeat Life](#)
- [Chris Christensen: Online Blog and Podcast That Focuses Primarily on Travel Destinations and the Best Places To Travel To](#) – Best Startup
- [6 Travel Podcasts That Will Take You Places](#)
- [8 Best Travel Podcasts Not To Miss In 2023](#)
- [Destination Bonanza w/ Chris Christensen - Zero To Travel](#)
- [Top 10 Travel Podcasts for Boomers - 55+ Life](#)
- [10 Podcasts You Should Listen To Before Packing for Travel](#)
- [7 Podcasts for Traveling Medical Professionals - Triage Staffing](#)
- [The 23 best travel podcasts to listen to now | Wanderlust](#)
- [A Podcaster for a Day – Fulfilling a dream I didn't know I had](#)
- [53 Best Travel Blogs and Bloggers To Follow \(2023\)](#)
- [Podcasts for Road Trips: 26 to Keep You Entertained](#)
- [38 of the Best Travel Podcasts in 2023](#)
- [Travel Blog Directory - Perfect Day Somewhere](#)
- [The 14 best podcasts and blogs for locums doctors](#)
- [12 Best Travel Podcasts To Listen Now To Fuel Your Wanderlust](#)

Amateur Traveler Inspires Travel

I always use Amateur Traveler podcasts to plan my travels. Episode 753, I learned about The Desk in Alpine, Texas and hiked up to it in October. I never would have learned about this place without Amateur Traveler!

- Jeff Ohlfs

My partner and I are leaving for a trip soon because of the interesting and informative episode about Morocco on Amateur Traveler. It wasn't even on our list, and now we're so excited!

- Amy Lavan

I went to Alaska. I listened to all the Alaska episodes and went on the Dalton Highway due to one of your episodes. It was one of the highlights of my trip - driving on the Dalton Highway all the way to the Arctic Circle. Would not have done it but for your show

- Yadira Pedraza

Hi Chris - the episode on the Nakasendo Trail is one of my all time favourite travel podcasts. It opened up an area of Japan we were not familiar with and provided an authentic travel experience which I'm sure we would have missed out on otherwise. We hiked sections of the Nakasendo Trail, including the section in Magome described in the podcast. We also stayed in a traditional ryokan where we had one of most memorable stays and travel meals during our years of travel. Thanks for continuing to open your listeners up to unique travel experiences around the world!

- Mike Powers

Over the last year, I have visited five international countries. Before I plan a trip, I always review the Amateur Travelers Episode on that country. This helps me expand the places that I want to visit. I want to thank Chris for all the hard work he puts into each episode.

- Lowell Johnson

I took the slow boat down the Mekong River to beautiful Luang Prabang thanks to an an Amateur Traveller podcast. It was an amazing experience! I loved every minute of it!

- Jayne Dear

Amateur Traveler helped make our first trip in Europe easier, richer, and more meaningful because of the variety of locations, guests, and travel news on your podcast. Thank you!

- Jenn Evans Lowery

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

When I visited Amsterdam this year, your podcast was my go to for ideas on things to do. Thankfully I listened to the advice and was able to get tickets ahead of time and skip the long lines at the Anne Frank Museum! Additionally, I got amazing ideas for easy day trips!

- Rachel Elizabeth

Many thanks to Chris and the team at the Amateur Traveler Podcast which I always refer to as the bible when putting together holiday itineraries. This year the pod has helped me locate cookies baked by nuns in Madrid, encouraged me to take up tejo in Colombia, explore the Alpine beauty that surrounds Zurich & Lucerne, soak up the ambience of Paris, hike in the mountains of Sardinia's lesser known Barbagia region, swim in Oman's wadis and barter for the finest trinkets in the bustle of Hong Kong's night markets. The huge archive of historical shows is a tremendous help for anyone planning a trip.

- Andrew Fyffe

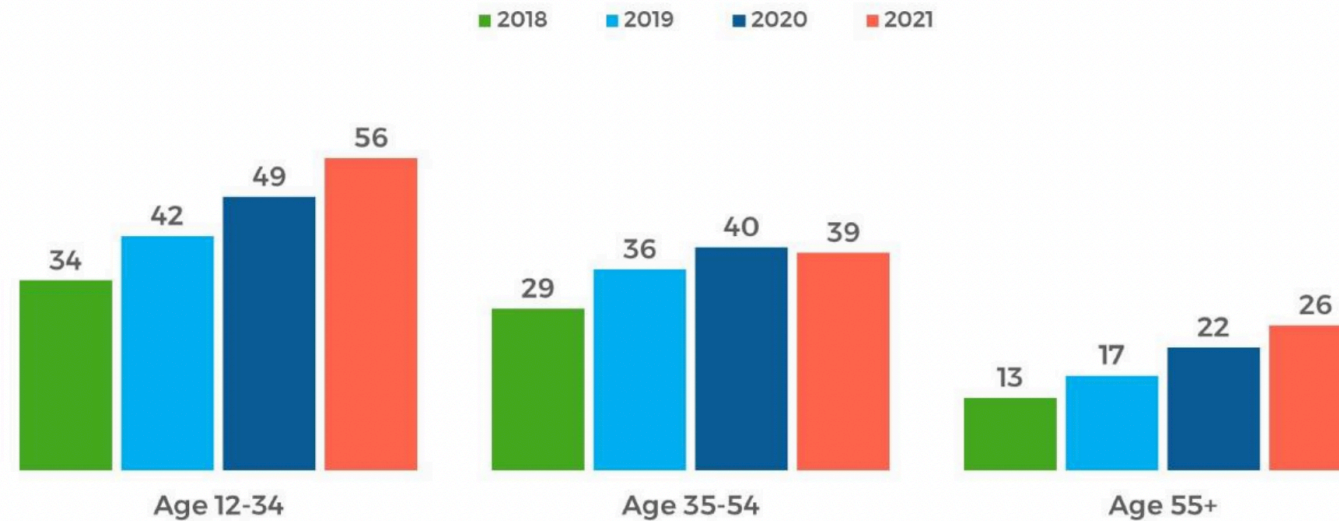
If I'm considering going somewhere the first place I check is to see if there's been an amateur traveler episode. Getting information from both a "regular person" and a travel expert makes the advice more believable and well rounded. I used the many episodes on the Southwest, New Mexico, Albuquerque and Santa Fe to plan a road trip. We had planned to stay mostly in the cities. I didn't know the breadth of attractions throughout the state until listening to these episodes and we ended up enjoying the more remote locations because of the episodes.

- Jenny Benevento

Monthly Podcast Listening

U.S. POPULATION

% LISTENED TO A PODCAST IN LAST MONTH



#InfiniteDial

THE INFINITE DIAL © 2021 EDISON RESEARCH AND TRITON DIGITAL

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?

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%

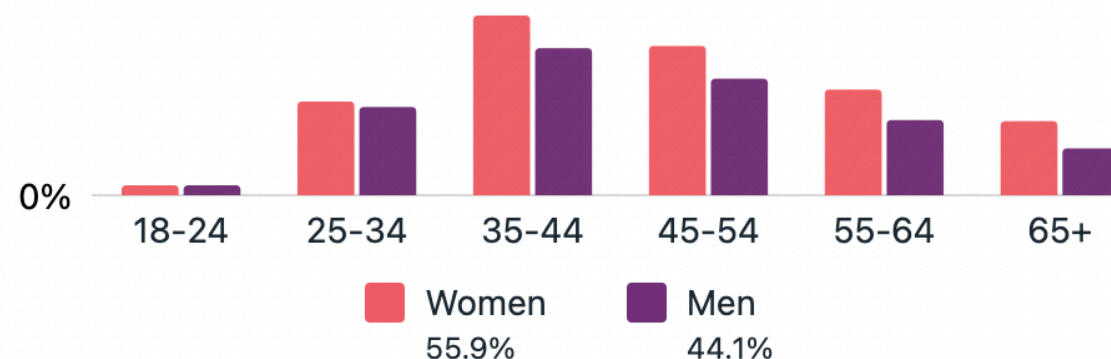
	Amateur Traveler podcast	6,451
	chris2x	5,958
	chris2x	21,484
	@chris2x	26,887
	@AmateurTraveler	11,305
	@TravelBargain	826
	@BloggerBridge	725
	Chris2x	810

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

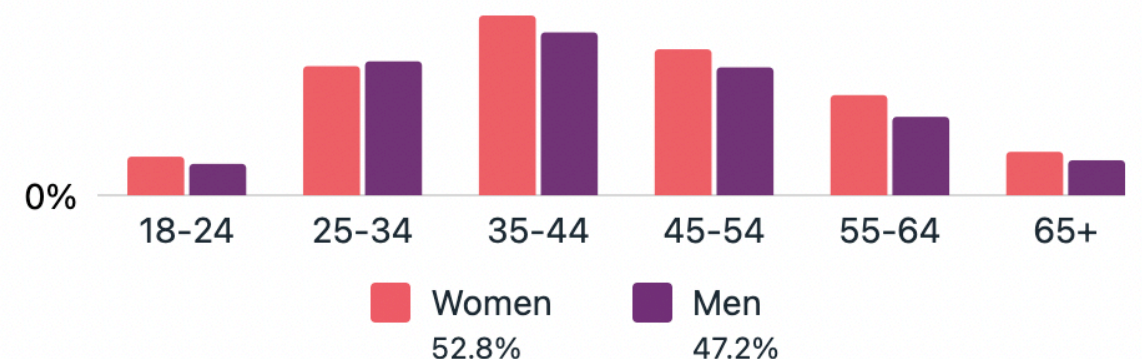
Age & gender ⓘ



Instagram followers ⓘ

5,951

Age & gender ⓘ



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.

The screenshot shows the BloggerBridge.com website interface. At the top is a purple header with the logo and navigation links: Admin, ABOUT BLOG, LOGOUT, SEARCH, OPPORTUNITIES, CAMPAIGNS, OFFERS, and an email input field. Below the header is a grey bar with the text "Search for Bloggers". The main content area has a tabbed interface with tabs for Who, Blog, Location, Traffic, Social Media, and Places. The "Who" tab is selected, showing filters for "Bloggers who" (Participate in Press/FAM Trips), "Topic" (Travel), and "Attended". Below these are input fields for Name, Email, Bio, Start Year, and Gender. A "Search" button and a "sorted by" dropdown (Monthly Traffic) are also present. The results table lists bloggers with columns for Picture, Name / Location / Blogs, DA, Monthly Traffic, Alexa Rank, Social Media, and Year. The first entry is for Chris Christensen, a San Jose, CA, US blogger with a DA of 51.00, 49,962 monthly traffic, and 488,169 Alexa rank. The table also shows social media stats and a "Message" button. A "Contact BloggerBridge!" button is in the bottom right corner.

Picture	Name / Location / Blogs	DA	Monthly Traffic	Alexa Rank	Social Media	Year
	Chris Christensen San Jose, CA, US · Amateur Traveler Travel Podcast · Tourism Marketing Consulting · This Week in Travel · Chris2x.com ★★★★★ CREATED 08 Apr 00:53 UPDATED 02 Jan	51.00	49,962 163,752 downloads	488,169	41,569 7,025 8,372 6,512 13,670 584	2004 Message Analytics schedule newsletter coming



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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ChrisTwice on Skype