

A Sense of Place, Inc 2025 Media Kit



2024

I won the first Travel Creators award as the **Best Travel Podcast** and will be inducted into the **Podcast Hall of Fame** in January 2025.

2024 did not make travel bloggers love Google more. Amateur Traveler traffic was up 36% on the blog and 46% on the California site, but that does not reflect the up and down nature of traffic last year as Google continues to make huge changes in their algorithm as they struggle to deal with their declining market.

Apple also made another big change to their podcast app this year. They stopped automatically downloading episodes in an effort to make numbers more realistic for advertisers. The 15% drop in podcast traffic is pretty typical because of this change.

The Amateur Traveler podcast turned 19 years old in July. I released 48 episodes (and 5 bonus episodes) and reached episode 926 in 2024.

I acquired the Hotel Review site **Hotel Scoop** in August.

I retired from the day job in 2024 at the end of June and this is now my full-time job.

The Amateur Traveler annual trip with listeners was to Northern Morocco, with Cuba scheduled for 2025.

4 new countries this year: Albania, Montenegro, Kosovo, and North Macedonia.

I am looking forward to speaking at TBEX in Quebec in June.

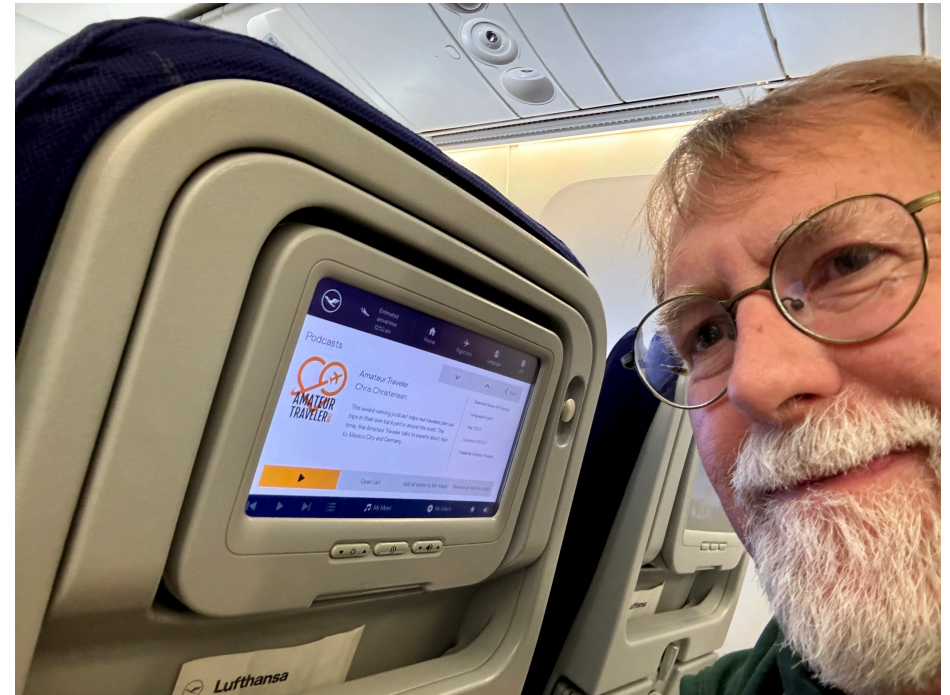


2024

An interesting new thing that happened in 2024 was more and more airlines that are playing Amateur Traveler episodes on their onboard entertainment systems.

For example in just Q4, 24 different Episodes of the Amateur Traveler podcast were shown on the seat-back entertainment systems of 7 different airlines, including American, Lufthansa, Air India, South African Airways, and Singapore Airlines.

In all 44 episodes of the show were shown on 9 different airlines.



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 a week long itinerary somewhere in the world.

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.



What is Hotel Scoop?

Hotel Scoop is an authoritative vacation, holiday, and travel resource with detailed reviews of hotels and resorts worth talking about. We cover the travel planet and the world of lodging, from the best artsy boutique hotels to top Orlando family hotels to notable beach resorts in tropical locations. Sorted by geography and type with categories and tags, we make it easy for you to get the scoop on interesting places to stay where you're headed.

These reviews are not generated by homebodies who take one vacation a year, but by professional travel writers and hotel influencers who have circled the globe and stayed at hundreds of hotels and resorts. These writers know a decent hotel from a great one based on experience and will point out in detail what makes a place special.

Founded in 2012, we have covered properties on six continents and most U.S. states. We rank on the first page of Google for more than 700 keyword phrases.

Hotel Scoop is Published and Edited by Chris Christensen.



Traffic 2024

Podcasts

1.78 million - Amateur Traveler (down 15%)

Blogs

AmateurTraveler.com

- 944K Page views (up 36%)

California.AmateurTraveler.com

- 206K Page views (up 46%)

[Hotel-Scoop.com](#)

- 185K Page views

Some Mentions in 2024

- [Podcast Hall of Fame Announces Eleven 2025 Inductees](#) - PodNews
- [The Original Amateur Traveler! Chris](#) - The Travel Collective
- [3 Best Amateur Traveler Episodes + 3 Favorite Places of Chris Christensen](#) - Wanderlearn
- [Exploring Mallorca, Spain](#) | Big Blend Radio
- [Planning Your Bucket List Trip: Interview with Chris Christensen](#) – Retirement for Life Podcast Ep 18
#travel #retirement
- [Adventure Travel & Podcasting with Chris Christensen – The Amateur Traveler](#) – Adventure Diaries Podcast
- [Travel Podcasts to Listen to in 2025](#) | Elegant Resorts
- [How to Start a Travel Podcast for Free \(Just Like I Did\)](#) - Travel Blogging 101
- [The 25 Best Travel Podcasts to Listen to Now](#) - Chris & Sara
- [11 Travel Podcasts That Will Give You Serious Wanderlust in 2024](#) - Nomadic Matt
- [The Best Travel Podcasts for 2025](#) - Inspiring Travel
- [53 Best Travel Blogs and Bloggers To Follow \(in 2025\)](#) - Master Blogging
- [Stay Engaged and Informed: Top Podcasts for Seniors in 2024](#) - Addington Place
- [11 EPIC Travel Podcasts You NEED to Listen To in 2024](#) - Broke Backpacker
- [How Do Professional Travel Bloggers Prepare for a Trip?](#) - Blogging She Thrives
- [Discovering the World Through Travel Podcasts 2024](#) - Travel Employees
- [Best Adventure and Outdoor Podcasts for 2024: \(Stories of Exploration, Travel, and Nature\)](#) - Adventure Diaries
- [How to Decide the Best Format for Your Travel Blog](#) - Frayed Passport
- [Travel Like a Pro with Mark Peacock of TravelCommons](#) - Under 30 Experiences
- [20 of the best travel podcasts to stoke your wanderlust](#) - Whop
- [The Best Travel Podcasts of 2024 – Eargasms For Wanderlusters](#) - Nomad Flag
- [Best Solo Travel Podcasts for Adventurers 2023](#) - Trip Jive
- [The Top 51 Best Travel Blogs to Follow in 2025](#) - Base Camp Hike
- [The Ultimate List of the Best Travel Podcast Recommendations](#) - We Edit Podcasts
- [15 Best Travel Podcasts](#) - tripways
- [16 Best Travel Podcasts for Wanderlust in 2025](#) - Pina Travels

Amateur Traveler Inspires Travel

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

Hi - I wrote about my trip with Maple Leaf Adventures in Newsweek and discussed it on your podcast. Maple Leaf said nothing about the former but emailed me to say they got a lot of inquiries from the podcast. :)

- Susan Portnoy

Hi Chris - I just wanted to let you know that because of your podcast my wife and I added Varanasi to our Golden Triangle trip to India (and flew there and back from Delhi - after hearing your experience on the train out of Varanasi). It was one of the most special parts of our trip. Morning Aarti at Assi Ghat, dawn on the Ganges, the cremation ghats, and the narrow alleys of the city are memories we will have forever. It is a city where you can feel the heartbeat of it's people, and their ties to their religion. Thanks for the recommendation!

- Peter Gilkey

You continue to knock it out of the park. We love the podcast and rely on your podcasts for our travels. Uruguay was awesome. Karen's recommendations were spot on. We loved Big Bang so much we extended. Thanks again and are enjoying your Bible podcast as well!!!

- Jay Schreckenhofer

I often tap into your archives for episodes pertinent to places I'm pondering visiting and am usually grateful I invested the time.

- David Adam

I wanted to let you know that from all the Podcasts I have ever done, your Podcast is by far the number 1 place that I get emails about. All thanking me and all now wanting to take a trip to the Azores...

So thank you again for having me on...

- Maria Lawton

Just wanted to let you know that the tour company I mentioned in the podcast, In & Beyond Bath, booked a client because they loved the podcast. I don't know if that benefits you financially but I'm glad my friends are getting a benefit from it.

Take care.

- Penny Sadler

I'm a long-term listener of your podcast and it's inspired a lot of my travels - I convinced my husband to walk Hadrian's Wall Path with me after listening to your episode with Larissa Milne!

- Naomi Linford

Thank you! My husband and I are actually in Rothenburg ob der Tauber thanks to your recent podcast on the Romantic road

- Dina Rabiner

My number one go-to source for travel planning. It's so helpful to hear tips and advice from knowledgeable and passionate fellow travelers.

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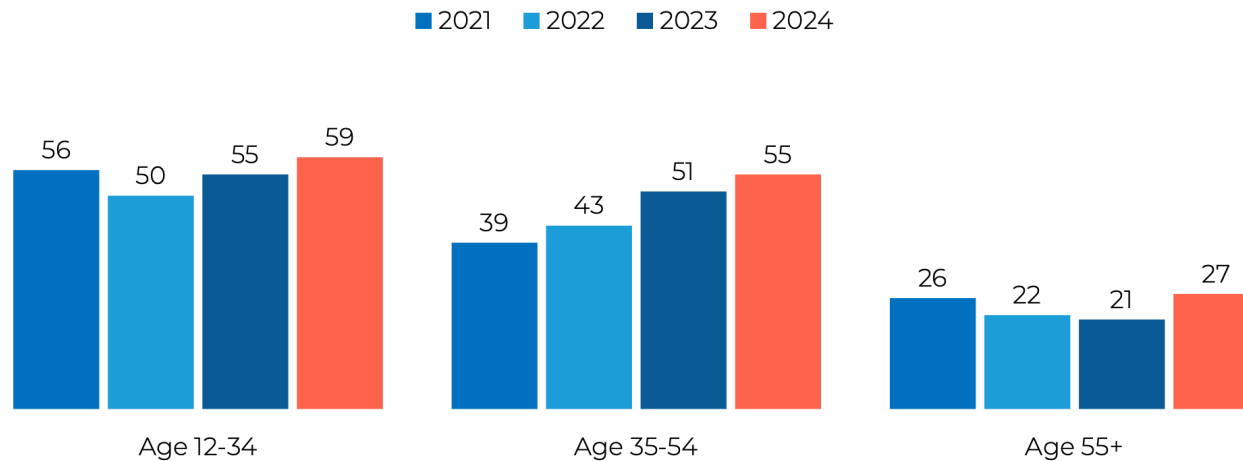
savio_wong84

I love your podcast, definitely helped a lot when planning my trip to Munich earlier this year

- brent_deac

Monthly Podcast Listening

Total U.S. Population 12+
% LISTENED TO PODCAST IN THE LAST MONTH



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.

47% of the 12+ US population listened to a podcast within the last month. That's, up from 37% in 2019. This percentage goes up to 59% in the 12-34 year old demographic and 55% 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 2024](#)

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.

Stats Amateur Traveler Podcast

Geolocation performance

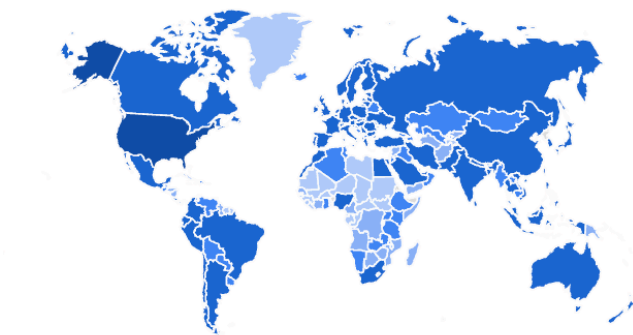
Country	Downloads	% of Total
United States	85,134	67%
Canada	7,277	6%
United Kingdom	6,917	5%
Australia	6,471	5%
New Zealand	1,209	1%
Germany	1,148	1%
Spain	1,010	1%
Japan	901	1%
India	900	1%
Ireland	897	1%

Social Followers

Platform	Account	Followers
Twitter	chris2x	21.6K
Twitter	amateurtraveler	10.8K
Twitter	thehotelscoop	4,600
Facebook	amateurtraveler	6.9K
Facebook	HotelScoop	2K
Instagram	chris2x	6,082
Threads	chris2x	1,142
Bluesky	chris2x.bsky.social	117
Pinterest	chris2x	21.6K
TikTok	amateurtraveler	585
YouTube	ChrisChristensen	997
Total		76,423

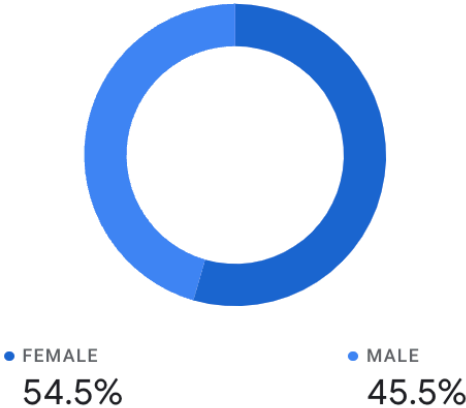
Stats Amateur Traveler Blog

Active users▼ by Country

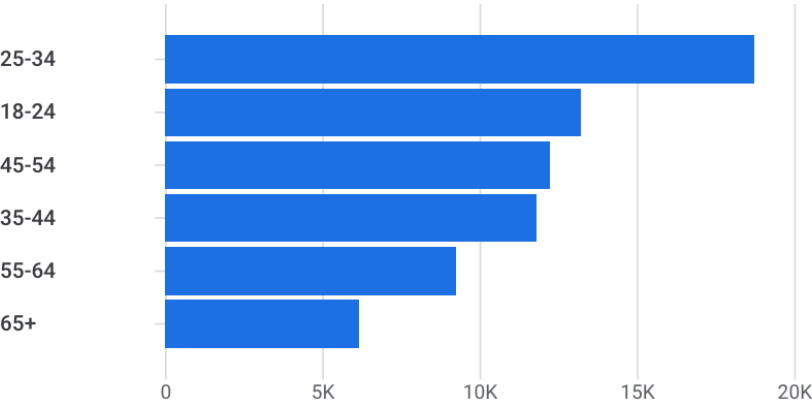


COUNTRY	ACTIVE USERS
United States	187K
United Kingdom	20K
Canada	19K
Australia	11K
Germany	6.1K
India	5.9K
Pakistan	3.7K

Active users▼ by Gender



Active users▼ by Age





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

- FAM Trips
- Podcasts
- Podcast Sponsorships
- Guest Posts
- Content Creation
- Reviews of Hotels / Restaurants / Gear

Contact Chris if you have questions at

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(408) 416-6348 cell (Pacific Time)