

A Sense of Place, Inc 2026 Media Kit



**AMATEUR
TRAVELER**.COM



Hotel *Scoop*

2025

I won the Travel Creators award again in 2025 as the **Best Travel Podcast** and was inducted into the **Podcast Hall Of Fame**.

2025 was again a hard year for Google traffic for travel bloggers. Amateur Traveler had not been hit by the Google changes until early 2025. On the bright side, Hotel Scoop traffic was up 66%.

This was the year I started doing short form videos more often including a series of Tech in Travel Minute videos.

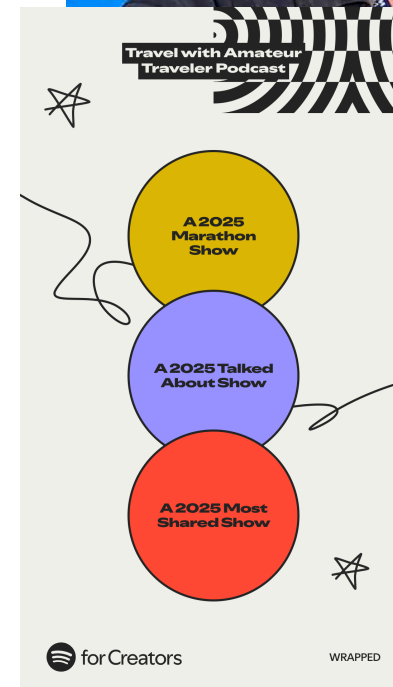
Amateur Traveler has grown on Spotify which reports that it is in the top 1% of podcasts for listens, comments, and shares.

The Amateur Traveler podcast turned 20 years old in July. I released 50 episodes (and 4 bonus episodes) and reached episode 976 in 2025.

The Amateur Traveler annual trip with listeners was to Cuba, with Uzbekistan and Turkmenistan scheduled for 2026.

4 new countries this year: Cuba, UAE, Oman, and Peru.

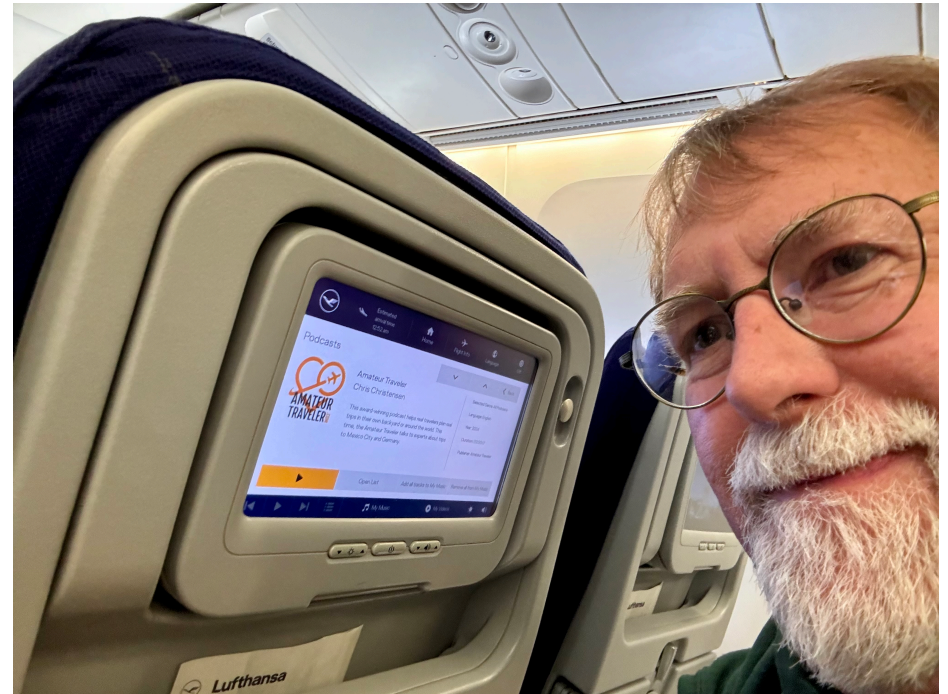
Hosted travel by United Airlines, Victoria Tourism, Walk Japan, Calaveras County, Western Expeditions, China Tourism, G Adventures, Lake Constance Tourism Board, Kansas Tourism, Quebec Tourism, Victoria Cruises, Australis Cruises, and numerous hotels.



2025

I now have two different companies selling the Amateur Traveler podcast into airlines.

In 2025, 52 different episodes of the Amateur Traveler were available on the entertainment systems of 8 different airlines: Air India, FlyDubai, KLM, Lufthansa, Mauritius, Oman/QAT, South African, and Singapore.



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 2025

Podcasts

1.7 - 1.98* million - Amateur Traveler

My hosting provider Megaphone (owned by Spotify) tells me 1.98m downloads but there is one spike that I am suspicious about, so I think 1.7m is probably more accurate)

Blogs

AmateurTraveler.com

- 411k Page views (down 57%)

California.AmateurTraveler.com

- 185k Page views (down 11%)

Hotel-Scoop.com

- 209K Page views (up 66%)

Some Mentions in 2025

- [Man vs. Algorithm: Can AI Really Plan Your Vacation?](#) – Business Miles
- [Meet Chris Christensen](#) – Canvas Rebel
- [Cuba in 2025 with the Amateur Traveler's Chris Christensen](#) – The Fromer's Travel Show
- [Building a Travel Empire in Just 4 Weeks of Vacation with Chris Christensen](#)
- [Entrepreneurial Lessons: How Chris Christensen Turned Podcasting into a Thriving Business](#)
- [The No. 1 Rule For a Successful Road Trip, According to the 'Amateur Traveler'](#) – Matador Network
- [Podcast Hall of Fame Announces Eleven 2025 Inductees](#) – PodNews
- [Chris Christensen: Deep Dive into Travel Podcasting](#) - Episode 375 of The Thoughtful Travel Podcast
- Not a Ballerina
- [20 Year Anniversary of the Travel in 10 Podcast](#) with guest Chris Christensen
- [Best Travel Podcasts to Inspire Your Next Adventure](#) - Angie Away
- [14 nerdy travel podcasts you should be listening to](#) - travel while nerdy
- [The Top 51 Best Travel Blogs to Follow in 2026](#) - Base Camp Hike
- [11 EPIC Travel Podcasts You NEED to Listen To in 2025](#) - The Broke Backpacker
- [20 of the best travel podcasts to listen to now](#) - Wanderlust
- [7 Podcasts About France That Will Transport You Straight to Paris and Beyond](#) - Life in Rural France

Amateur Traveler Inspires Travel

You've been consistently providing a great travel podcast for years. It's the first resource I go to when I plan my next trip. Congratulations Chris!

Steve Homrich

I wanted to express my appreciation for your wonderful curation of podcast guests. I first discovered your podcast about six years ago when I was planning my first trip to Japan and was trying to gather as much intel as possible before the voyage. Since then, your podcast has certainly helped my wishlist to grow! But also, more recently, I have relied heavily on your guests and their websites to plan my trips. Inspired by Croatia and She Roams About were invaluable in planning a multi-generational road trip in Croatia last summer and a trip to CDMX this spring. Since becoming a parent, my time for trip planning and research has diminished. I so appreciate your assistance in guiding me to valuable tools to make the planning that much easier, so that we can keep exploring distant, wonderful places.

Anne Cauley

We enjoyed listening to your recent episode with Max Walton. Now we are convinced to go to Brunei and Sabah on the island of Borneo
Thank you for the great work!

Hanna Lee

Your podcast from the previous week regarding your rafting adventure at the Grand Canyon was among your top 10 episodes! Your passion and excitement were evident in every detail you shared. I was so inspired by your account of the experience that I forwarded the podcast link to my daughter, encouraging her to seriously consider it as a family activity for next year.

Your work is greatly appreciated!

Barry S. Kramer

I want to tell you how invaluable this post and the podcast you did on Gulf Shores were to my wife and I as we headed to the Gulf Shores area a few weeks ago. Eventhough this was from 2017 it was still relevant. The Gulf is still a magnificent restaurant. That was the best combination of food and atmosphere! Thanks again and keep up the good work!

Charles Prevatte

Just wanted to let you know that, inspired by Episode 742, I walked across England along Hadrian's Wall in late July. Highly recommended if you get the chance.

Todd Keeran

Enjoy listening to the LKE Constance podcast. It definitely inspired me to check it out. Did you use a tour company that you got the bikes from? I didn't find it in the notes. I'd be interested in checking them out.

John Griffiths

My wife and I went to Paraguay in April after listening to Travel to Paraguay – Amateur Traveler Episode 709. We also extended a recent Egypt trip to spend an extra day in Cairo and a day in Seqqara/Memphis after listening to Travel to Cairo, Egypt - Amateur Traveler Episode 965. (I've been to 72 countries, and visiting Seqqara was one of my very favorite travel experiences ever.)

Drew Johnson

I want to give your podcast a shoutout. I was listening to another travel podcast with a well-known name. As destinations were discussed, the hosts repeatedly noted they had not been to the places they were discussing.

I really appreciate that either you or your guests have been to the places on each week's itinerary and bring an authentic perspective of the destination. It makes a difference.

Thank you for all you do to keep us learning and traveling.

Lou Anne Treadwell

I thoroughly enjoyed listening to the podcast titled "Cruising the Peruvian Amazon with G Adventures." I had always believed that a journey like this would be quite challenging, but your comprehensive descriptions of your experiences made it seem very attainable for amateur travelers like myself. I was listening to it this morning while mowing my lawn, and it didn't seem like you faced anything more difficult than some of the challenges I encounter in my backyard here in Florida.

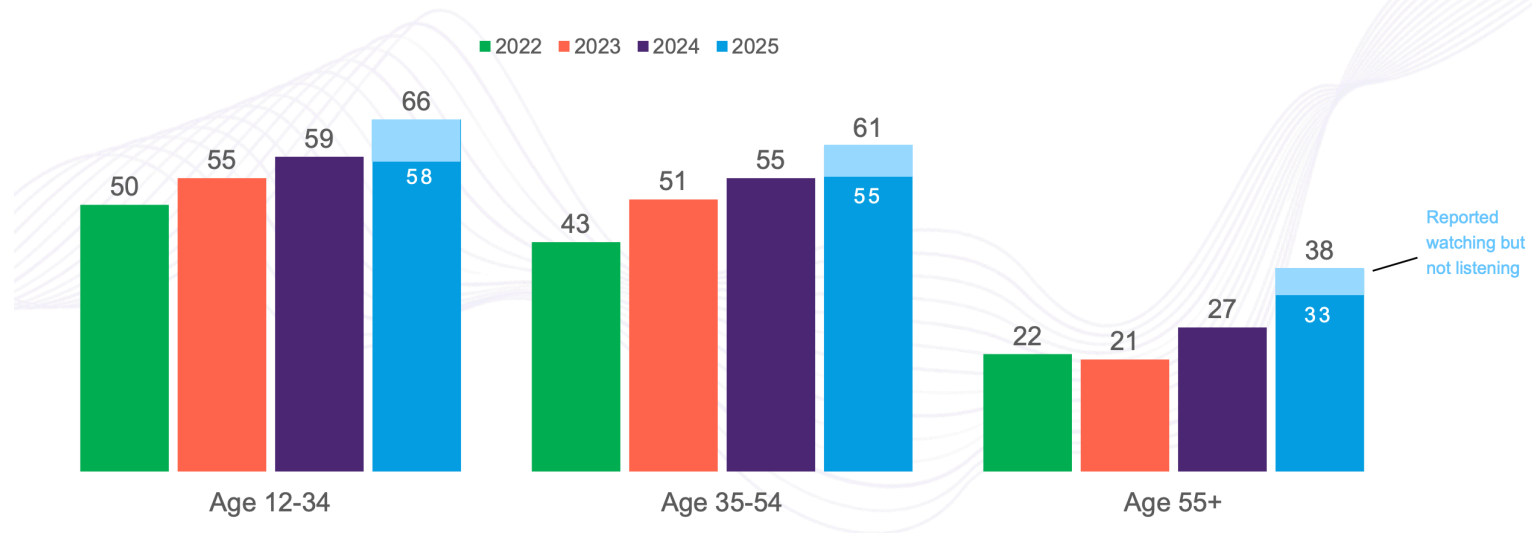
I sincerely appreciate your podcasts, blog, and website!

Barry Kramer

Monthly Podcast Consumption

TOTAL U.S. POPULATION 12+

% LISTENED TO OR WATCHED A PODCAST IN THE LAST MONTH



2025: Listened to and/or watched podcasts

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.

48% 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 58% 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: [The Infinite Dial 2025](#)

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

Country	Downloads	% of Total
United States	73,975	55%
Canada	10,123	7%
United Kingdom	9,428	7%
Australia	8,202	6%
Taiwan	2,680	2%
Germany	2,472	2%
New Zealand	2,465	2%
Netherlands	1,640	1%
Ireland	1,538	1%
Spain	1,340	1%



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:

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

Contact Chris if you have questions at

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