

PODCAST TRENDS FOR THE TRAVEL INDUSTRY





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BRIAN THACKER

'Inspiring storytelling'

New York Times

'Ear candy for listeners'

Washington Post

'Pure escapism'

The Times of London



Two-time Webby Nominee

Best Society and Culture

Podcast 2022 & 2023

Two-time British Guild of

Traveler Writers Broadcaster

of the Year 2020 & 2024

Visit USA Broadcast Feature

of the Year 2023

THE TRAVEL

SOUTH DAKOTA



18

89

STORIES



OUTLINE

- ★ Why are podcasts an essential part of destination marketing strategy?
- ★ How can I tell effective travel stories in audio?
- ★ What are the different ways podcasts can be used to promote a destination?
- ★ How can I integrate podcasts into traditional marketing and sales campaigns?



**FASTEST
GROWING
DIGITAL
MEDIUM**

SOURCE: EDISON RESEARCH 2024

MORE THAN
**500
MILLION**

PEOPLE LISTEN TO
PODCASTS WORLDWIDE



RECORD HIGH PODCAST LISTENERS

SOURCE: THE INFINITE DIAL 2024

67%

OF THE U.S. 12+ POPULATION
HAVE LISTENED TO A PODCAST

47%

OF THE U.S. 12+ POPULATION HAVE LISTENED
TO A PODCAST IN THE LAST MONTH

34%

OF THE U.S. 12+ POPULATION HAVE LISTENED
TO A PODCAST IN THE LAST WEEK



PEOPLE LISTEN TO PODCASTS MORE THAN EVER

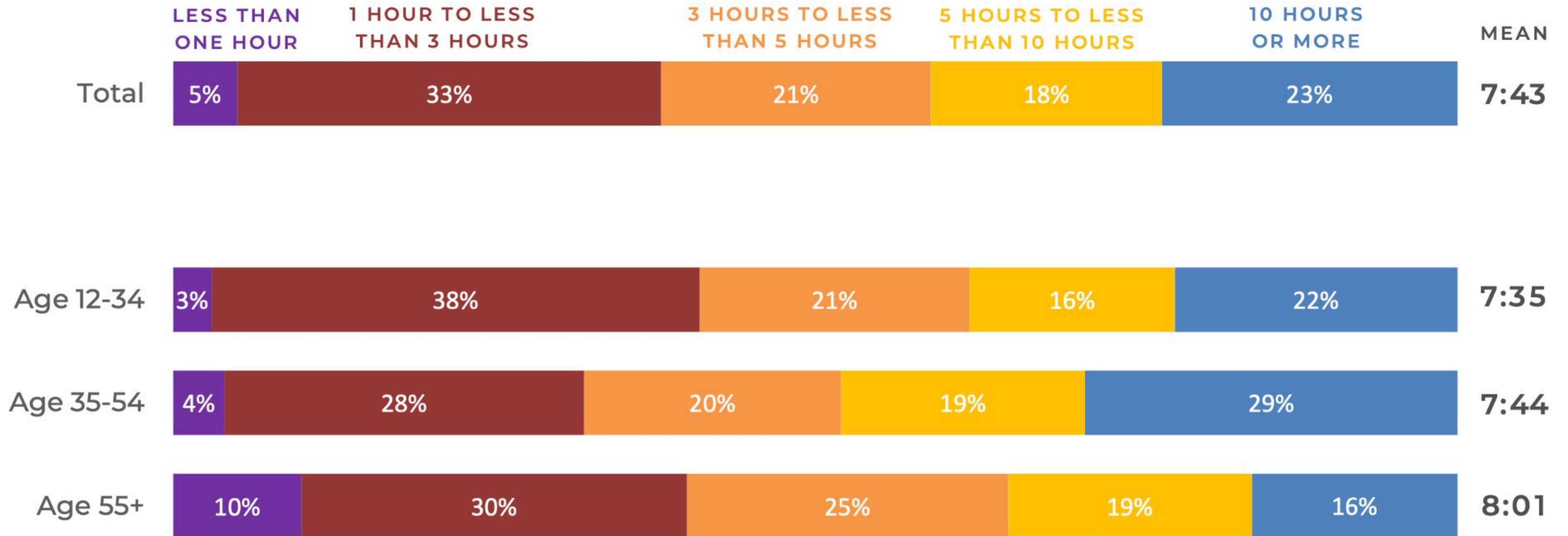
SOURCE: THE INFINITE DIAL 2024

SINCE 2014, THE AVERAGE TIME
SPENT LISTENING TO
PODCASTS HAS GROWN BY

450%

AVERAGE TIME WEEKLY PODCAST LISTENERS SPEND LISTENING TO PODCASTS

BASE: LISTENED TO PODCAST IN LAST WEEK





**WHY ARE PODCASTS
AN ESSENTIAL PART
OF A DESTINATION'S
MARKETING STRATEGY?**

THE RIGHT AUDIENCE



**HIGHLY
COVETED BY
ADVERTISERS**

COMPARED TO THE U.S. POPULATION,
MONTHLY PODCAST LISTENERS ARE...

**MORE
EMPLOYED**

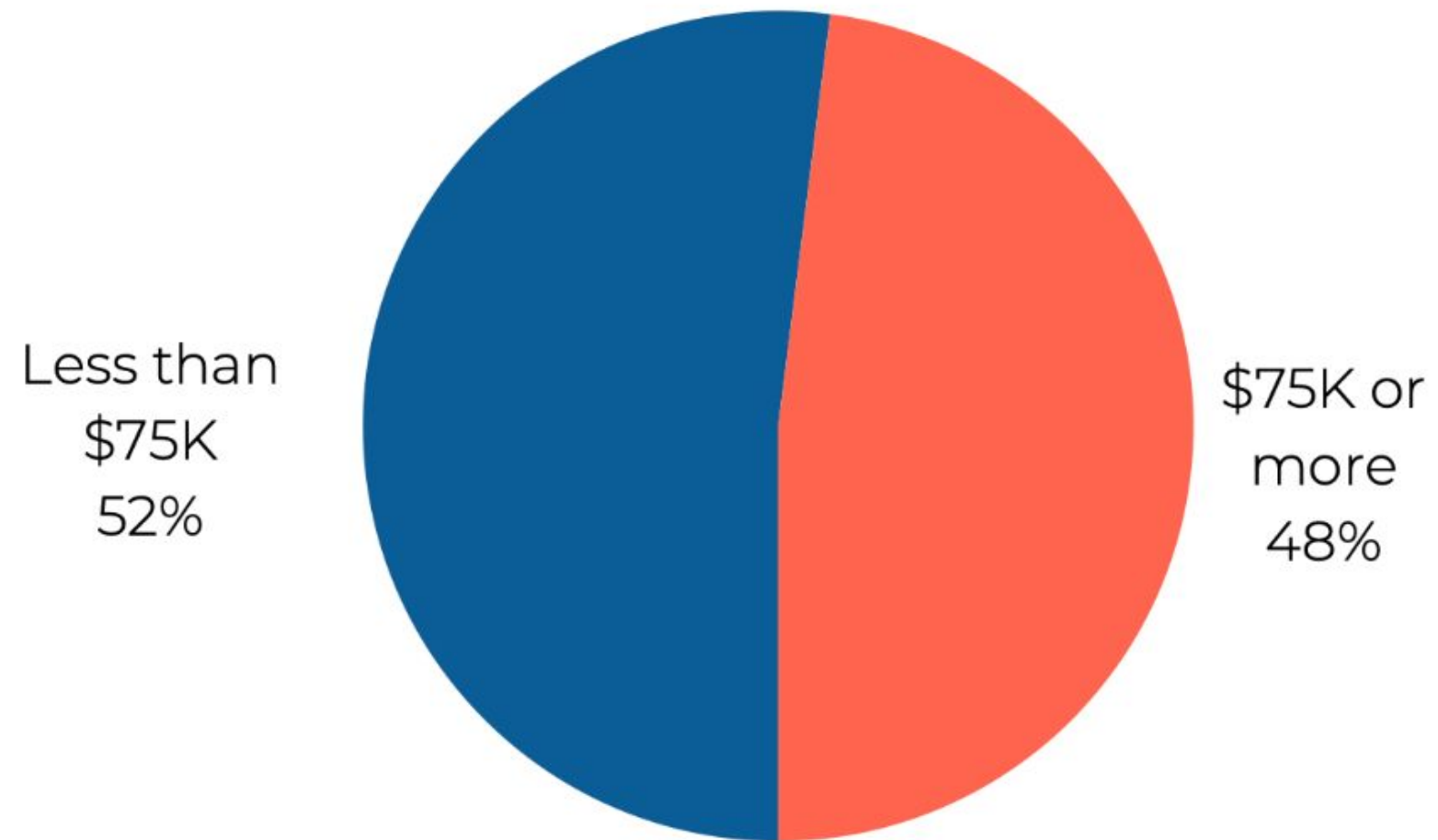
**MORE
EDUCATED**

**MORE
AFFLUENT**

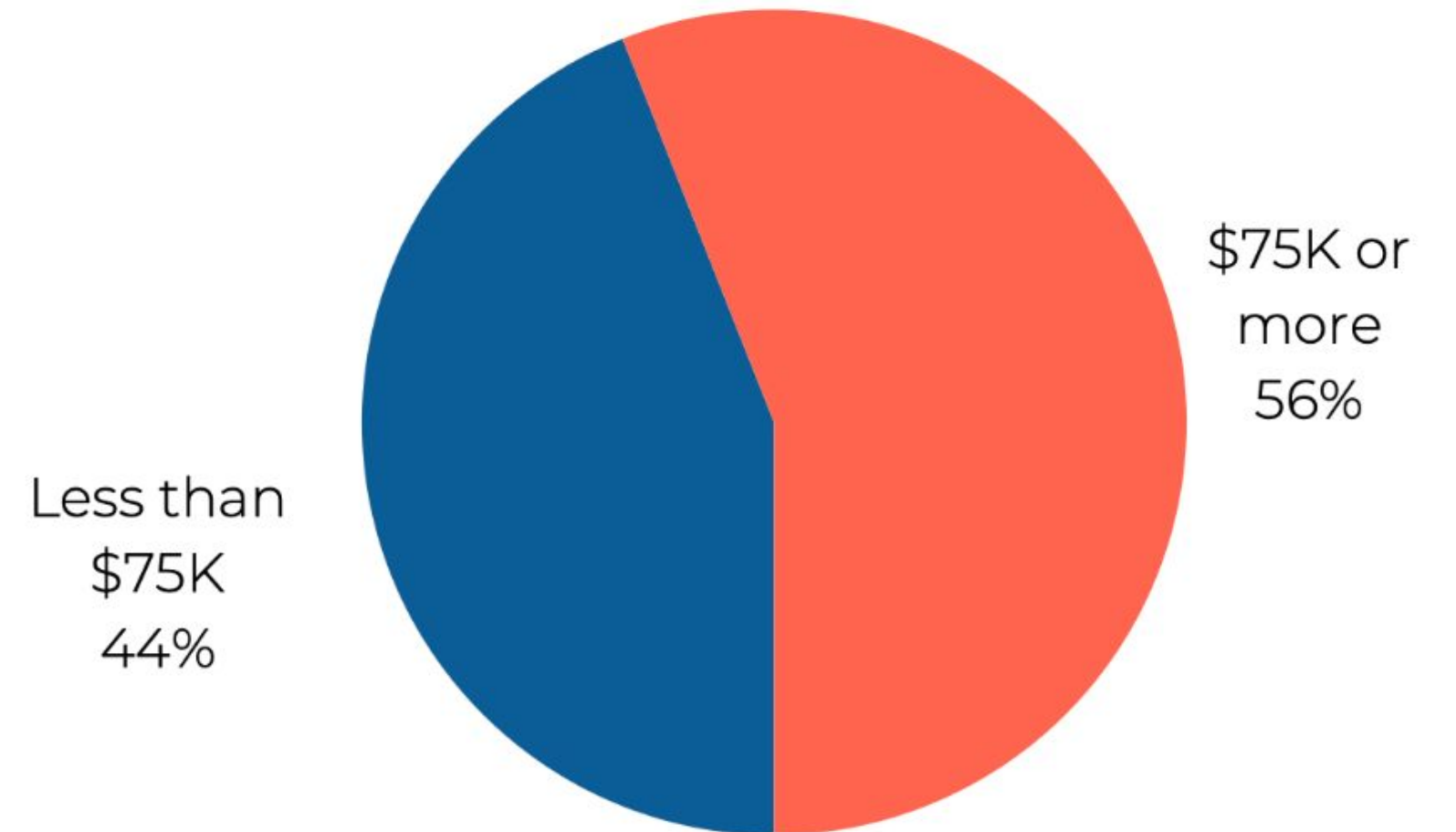
HOUSEHOLD INCOME OF MONTHLY PODCAST USERS

BASE: U.S. AGE 18+ MONTHLY PODCAST LISTENERS WHO GAVE A RESPONSE

U.S. POPULATION 18+



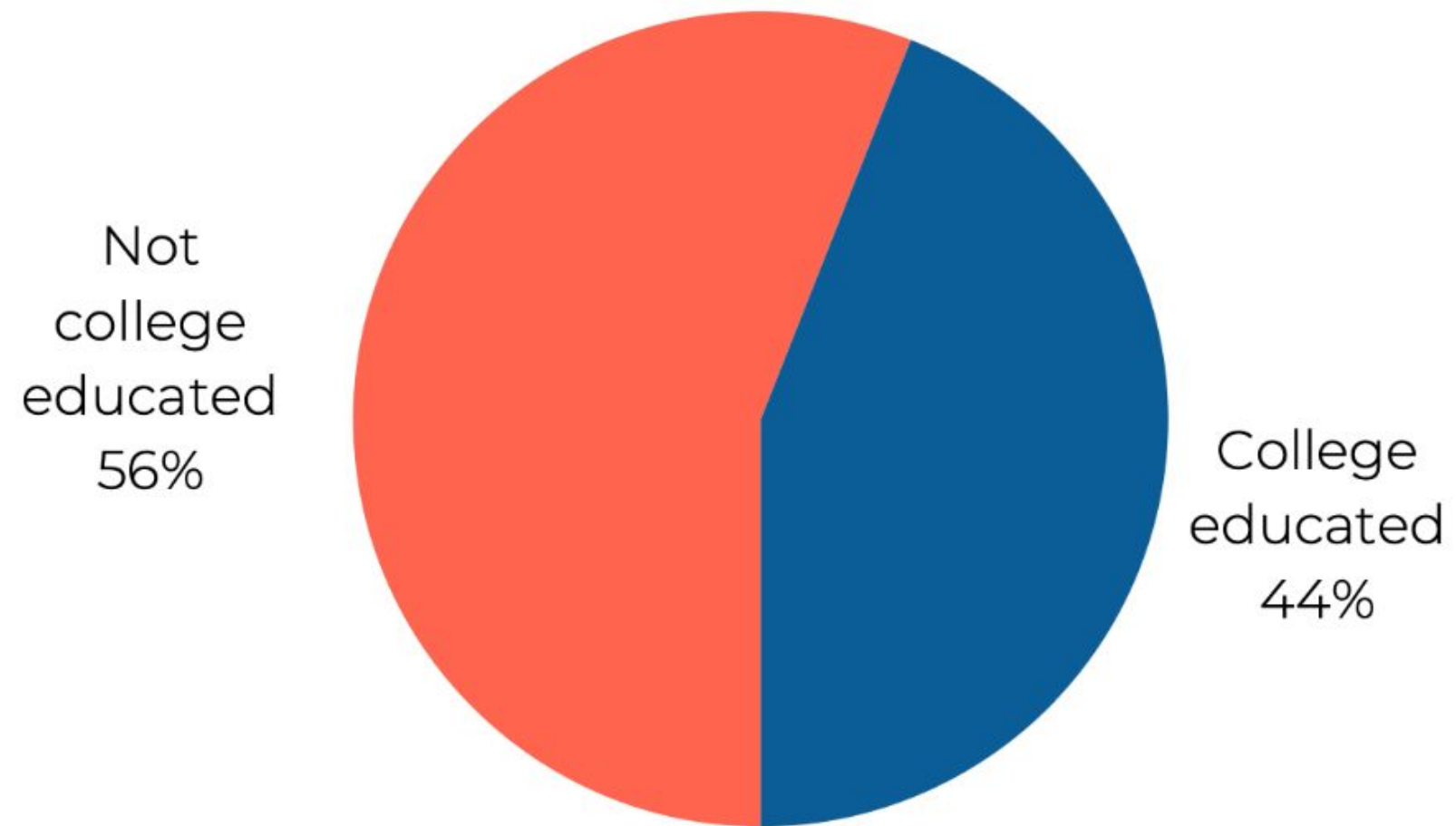
MONTHLY PODCAST CONSUMERS 18+



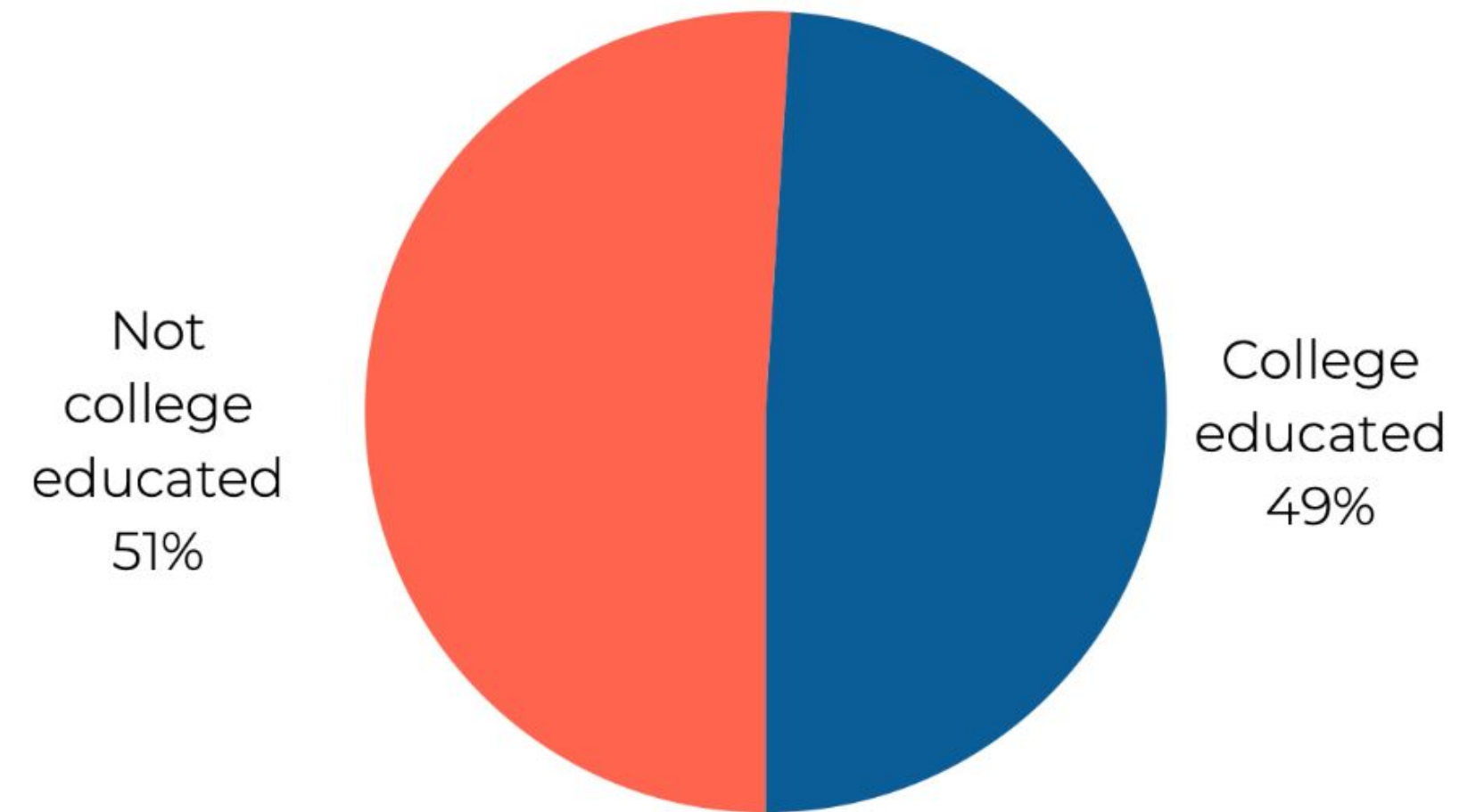
EDUCATIONAL ATTAINMENT OF MONTHLY PODCAST LISTENERS

BASE: U.S. AGE 18+ MONTHLY PODCAST LISTENERS WHO GAVE A RESPONSE

U.S. POPULATION 18+



MONTHLY PODCAST CONSUMERS 18+





**PODCASTS
REACH
KEY
CONSUMERS**

55%

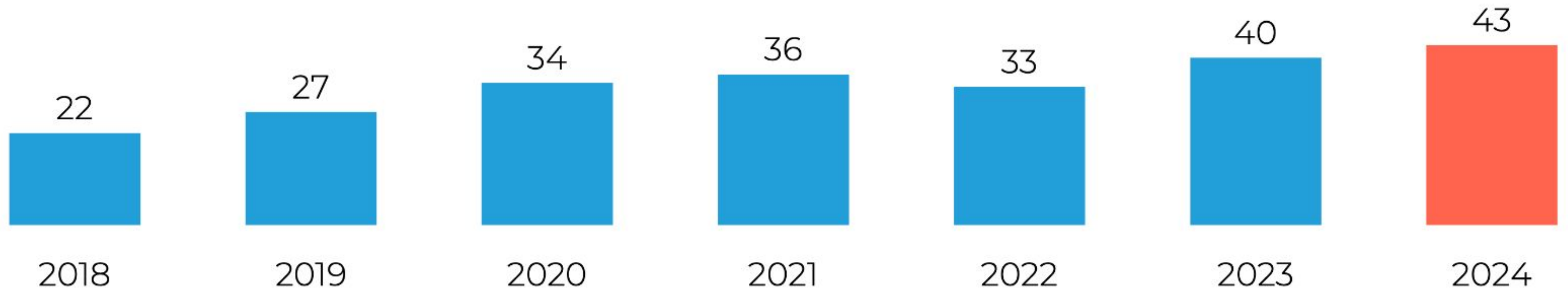
OF THOSE AGED 35-54 ARE
MONTHLY PODCAST LISTENERS

27%

OF THOSE AGED 55+ ARE
MONTHLY PODCAST LISTENERS

WEEKLY PODCAST LISTENING AMONG AGE 12-34

% LISTENED TO PODCAST IN THE LAST WEEK



**WHY ARE PODCASTS
AN ESSENTIAL PART
OF A DESTINATION'S
MARKETING STRATEGY?**

EFFECTIVENESS OF MEDIUM





**LISTENERS
ARE
RECEPTIVE
TO ADS**

46%

OF WEEKLY PODCAST LISTENERS
HAVE PURCHASED A PRODUCT OR
SERVICE AS RESULT OF HEARING
AN AD ON A PODCAST



PODCASTS INCREASE PRODUCT AWARENESS

69%

SAY PODCAST ADS INCREASE THEIR AWARENESS
OF PRODUCTS, BRANDS AND SERVICES.

81%

OF LISTENERS PAY MORE ATTENTION
THAN OTHER MEDIA

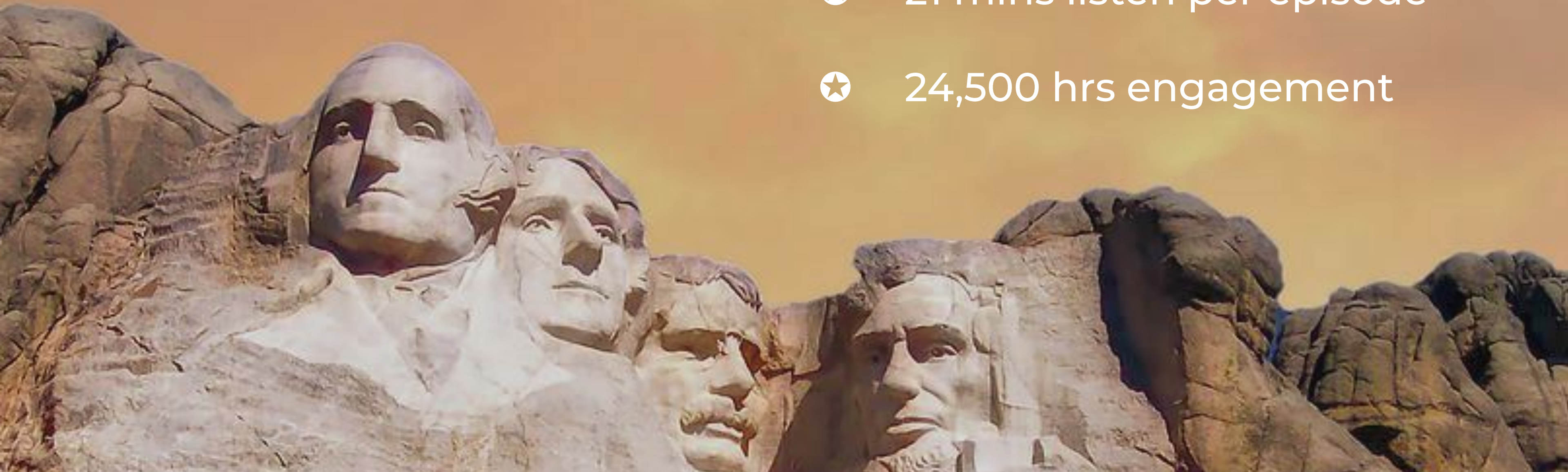


**WHY ARE PODCASTS
AN ESSENTIAL PART
OF A DESTINATION'S
MARKETING STRATEGY?**

HIGHEST ENGAGEMENT

MORE ENGAGEMENT

- ★ How we listen: Multi-tasking
- ★ 70,000+ downloads
- ★ 73% consumption
- ★ 21 mins listen per episode
- ★ 24,500 hrs engagement





HOW TO TELL EFFECTIVE STORIES IN AUDIO



A photograph of a bar interior. A wooden bar counter is in the foreground. In the background, a sign reads 'STAR & BULLOCK' with a rifle graphic below it. Another sign partially visible says 'SETH'S C...'. The ceiling has exposed beams and hanging lights.

HOW TO TELL EFFECTIVE STORIES IN AUDIO

IMAGINATION



HOW TO TELL EFFECTIVE STORIES IN AUDIO

IMMERSION



HOW TO TELL EFFECTIVE STORIES IN AUDIO

AUTHENTICITY



The background of the left half of the image is a photograph of the massive rock carving of the Kailash Temple in India. The carving depicts a large, serene face with a prominent nose and lips, carved into a reddish-brown rock face. A metal railing is visible at the top of the rock face, suggesting a viewing platform. The sky is a clear, pale blue.

HOW TO TELL EFFECTIVE STORIES IN AUDIO

DEEPER STORIES

CREATIVE SUMMARY

- ★ Longer engagement = more effective stories
- ★ Active imagination = emotional connection
- ★ Deeper immersion = better conversion
- ★ Local voices = authentic selling



PROMOTING YOUR PODCAST

- ★ Create your own show > Apple, Spotify etc.
- ★ Website integration
- ★ Social content & what works
- ★ Leverage YouTube channel
- ★ Trailer videos
- ★ Explorer's Podcast Network

WEBSITE INTEGRATION

CHECK OUT OUR PODCAST

The Travel South Dakota Stories



EPISODE 6: LITTLE TOWN ON THE PRAIRIE

Hop aboard a horse-drawn cart and journey across the plains of northern South Dakota to the Ingalls Homestead, the childhood home of author Laura Ingalls Wilder. Along the way, you'll learn about Laura's life in South Dakota and visit the places that shaped her beloved "Little House on the Prairie" books.

LISTEN NOW

Mountain Biking with a Pro in Park City

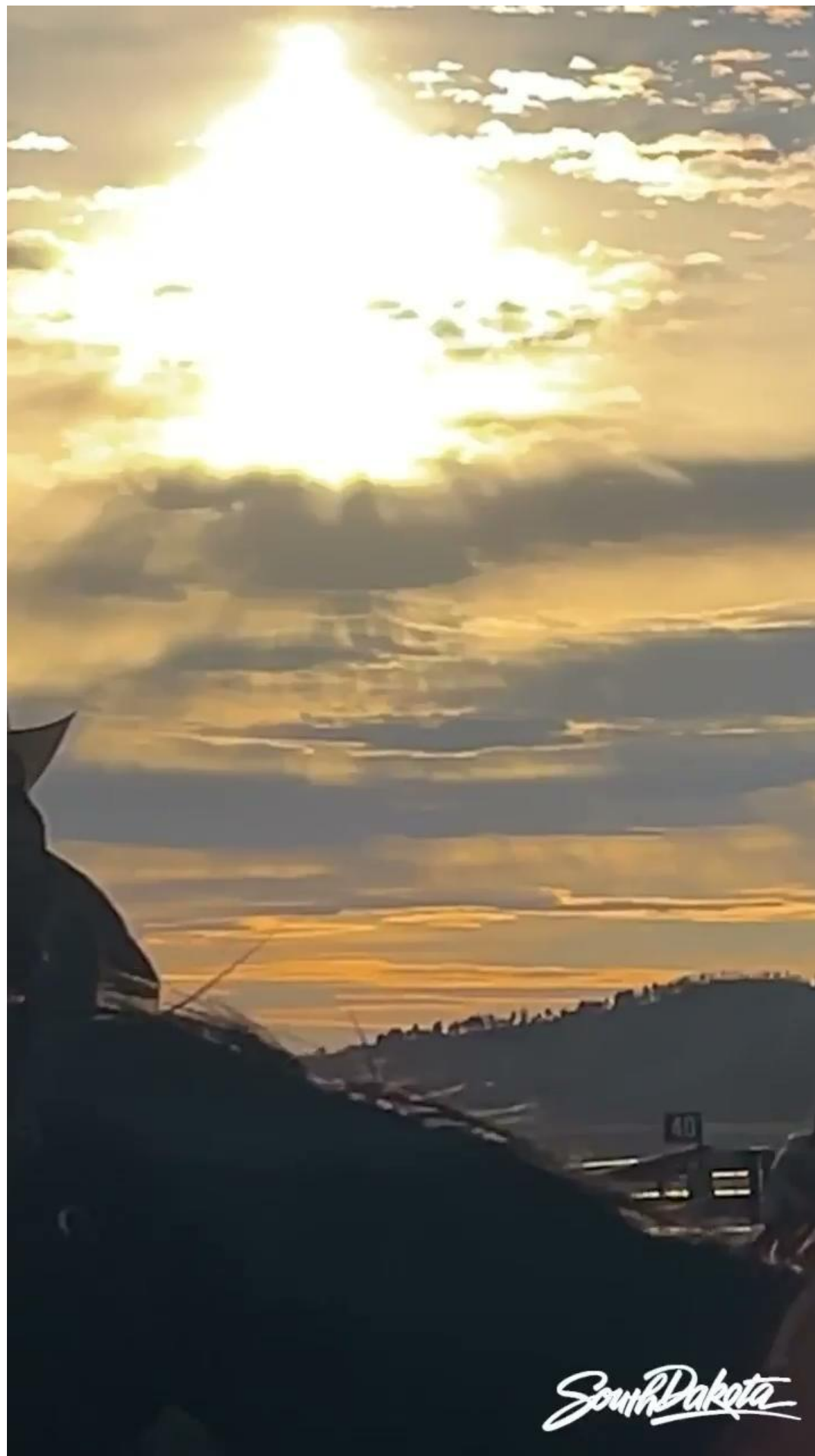
Park City, which hosted a number of events as part of the [2002 Olympic Winter Games](#), remains a vibrant hub of activity where the U.S. Freestyle Ski Team practices their jumps each summer (Read: [The Fly Girls of Park City](#)). Apparently, landing on your head in a pool is way better than landing on a mountain.

If you're not up for making the jump yourself (don't worry, professional training is provided), there's still plenty to enjoy. Visit the museum or, if you're feeling adventurous, try bobsledding on the actual 2002 Olympic track. It's a thrill that guarantees some impressive dinner party stories.

But you don't have to be an aspiring Olympian to find excitement in Park City. The area boasts over 400 miles of hiking trails, [three ski resorts](#) and some of the best mountain biking in the country (Read: [Trail to Town Adventures in Park City](#)). Among the top trails is Jenni's Trail, which offers an exhilarating ride that sounds something like this:



SOCIAL CONTENT



South Dakota

TRAILER VIDEO





INTEGRATING PODCASTS WITH AUDIO MARKETING

- ★ Your podcast is your homebase
- ★ 60 secs vs 23 mins
- ★ Easiest conversion
- ★ Authentic ads
- ★ Feed drop marketing
- ★ Explorer's Podcast Network



INTEGRATING PODCASTS WITH SALES CAMPAIGNS

- ★ Training tool
- ★ Sales asset
- ★ New product
- ★ Local partnerships
- ★ QR Codes
- ★ Audio Brochures

Why are podcasts an essential part of destination marketing strategy?

Huge market, which is rapidly growing, that connects you with the right audience in an effective way.



How can I tell effective travel stories in audio?

Longer engagement means deeper stories that immerse listeners in an authentic way, and make it come alive in their imagination.



What are the different ways podcasts can be used to promote a destination?

- ★ Build your audio homebase.
- ★ Enhance your website.
- ★ Create authentic social content.
- ★ Provide a new training tool.
- ★ Create an effective sales asset.
- ★ Share with partners.
- ★ Create your audio brochure.
- ★ Provide a new asset for media.
- ★ Feed drop marketing.



How can I integrate podcasts into traditional marketing and sales campaigns?

Add a new layer to your marketing infrastructure to create doorways to deeper stories.

Video = Show Words = Inform Social = Spark Podcasts = Connect





GREAT STORYTELLING



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QUESTIONS?