PODCASTING IS A THING AND HERE'S WHY

Your destination rides shotgun.
EVOLUTION OF THE PODCAST

PRE: 2000 DRIVeway Moments

2010: On Demand TV

2008: Mobile Entertainment/ iPhone

2012: Apple Makes the Podcast AP Native
And a Saturday night live skit...

Along Comes Serial

1 story
12 episodes
80 million+ listeners
ACTIVITY MAKES LISTENERS MORE RECEPTIVE
THE INTIMATE AND CONVERSATIONAL NATURE OF THE PODCAST ENVIRONMENT CREATES AN ELEVATED STATE OF ENGAGEMENT.
A LIVING INTERNAL REALITY TAKES OVER THE BRAIN

-BENEDICT CAREY, NYT
2X GROWTH IN 5 YEARS

51% of the US population has listened to a podcast.

→ a tipping point!
85% of listeners who start a podcast listen to all or most of it.
WHO'S LISTENING
curious affluent young

- 68% post-graduates
- 45% earn + $75K/Year
- 82% south of 55 years old
- active on social
Podcast listeners follow companies and brands on social media, and look for more information through a branded website.
These voices provide us with information, yes, but also inspiration, entertainment, enlightenment, emotional engagement, companionship, and, above all, a sense that, in even our most arcane obsessions, we are not alone.

-Adam Sternbergh, Vulture, March 2019
Should your destination/business/brand have a podcast?

Yep.
ANY QUESTIONS?