

PODCASTING IS A THING AND HERE'S WHY



Your destination rides
shotgun.

larj
MEDIA

EVOLUTION OF THE PODCAST

**PRE: 2000
DRIVEWAY MOMENTS**



2010: ON DEMAND TV



**2008: MOBILE
ENTERTAINMENT/
IPHONE**

**2012: APPLE MAKES THE
PODCAST APP NATIVE**





Along Comes Serial

1 story

12 episodes

80 million+ listeners

And a Saturday night live skit...

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

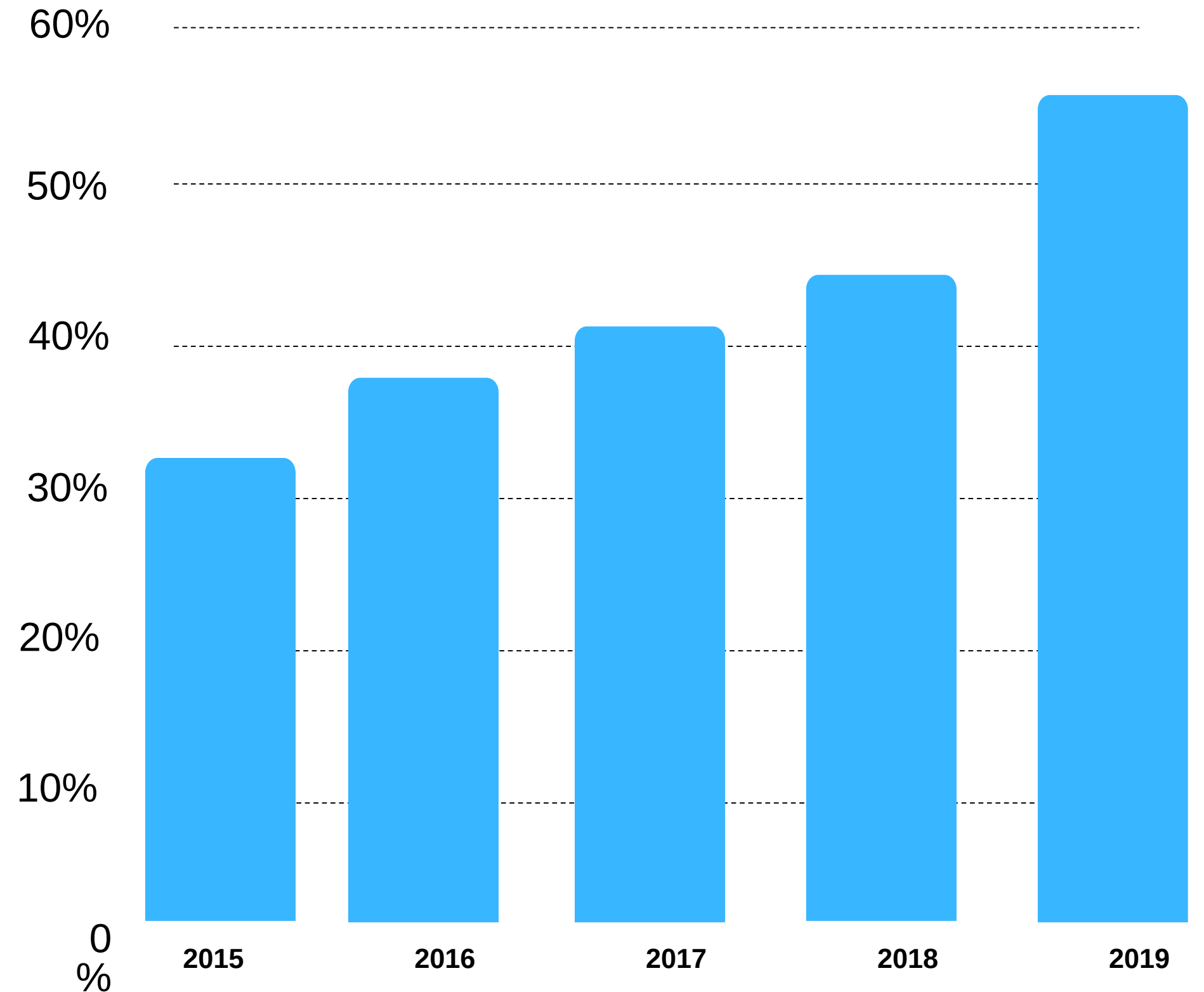


2X GROWTH IN 5 YEARS

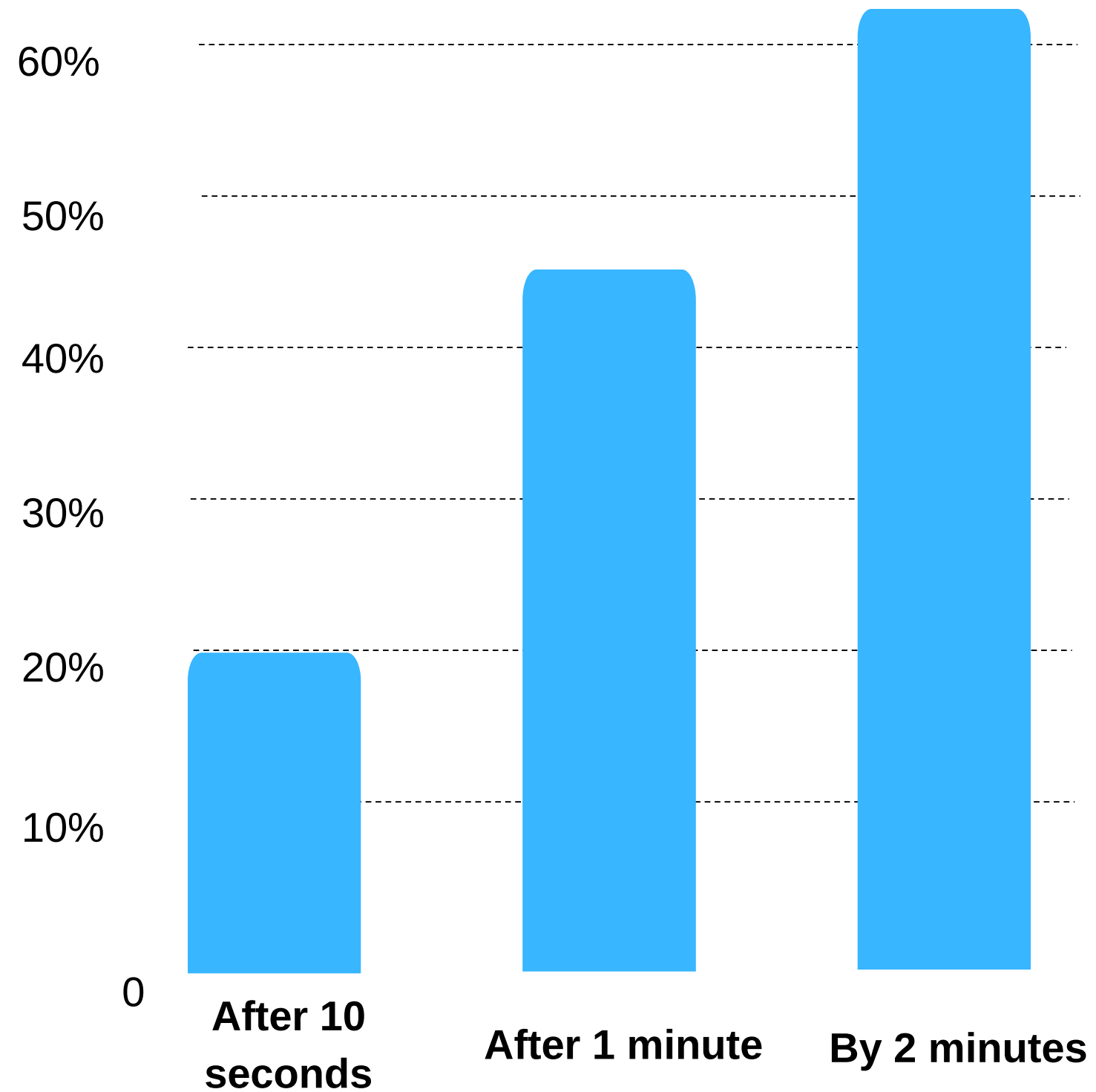
51% of the US population has listened to a podcast.

→ a tipping point!

% OF US MONTHLY PODCAST LISTENING



VIDEO DROPOFF RATE OVER TIME



MORE TIME LISTENING

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?

