











Podcasts Place in Tourism Marketing: The Good, the Bad and the Ugly

Moderator: Bill Von Bank, Experience Rochester

Panelists: Nancy Schnable, Discover Austin, MN

Lacey Squier, Ely Area Tourism Bureau/Visit Ely, MN

Kristen Montag, Meet Minneapolis

Dan Jasper, Mall of America





Podcasts

- There are nearly **2.5 million** podcasts listed in Apple podcasts, but only about 450,000 podcasts are active.
- More than **71,000,000 episodes** exist in podcast feeds.





Who



41% of Americans aged 12 and over have listened to a podcast in the last month.



28% of Americans aged 12 and over have listened to a podcast in the last week (on average 8 different podcasts are listened to weekly by this group).

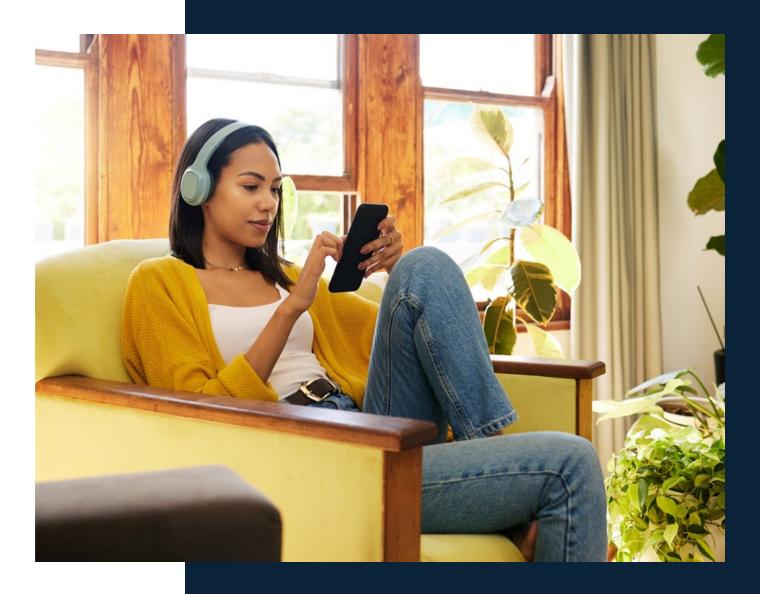


45% of podcast listeners have a household income over \$250,000.



Why

 74% of podcast listeners listen to learn new things







Behaviors

- **49**% of podcast listeners listen to the programs at home.
- 49% of podcast listeners say they do so while driving.
- **79**% of podcast consumers listen to podcasts through their mobile devices.
- 17% of podcasters record videos of their episodes.
- 38% of listeners report purchasing things that are mentioned in podcasts.





Nancy Schnable

Discover Austin, MN

Podcast: Discover Austin Minnesota







Lacey Squier

Ely Area Tourism Bureau (Visit Ely, MN)

Podcast: What's Up Ely







Kristen Montag

Meet Minneapolis

Former Podcast: Minneapolis Insider Podcast







Dan Jasper

Mall of America

Podcast: So Much More:

A Mall of America® Podcast













Panelist Q & A

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