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# 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

**Panelists:** Nancy Schnable, Discover Austin, MN

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

Kristen Montag, Meet Minneapolis

Dan Jasper, Mall of America



An aerial photograph of a vast lake system with numerous islands and peninsulas. The water is a deep blue-grey, and the land is covered in dense green forest. The sky is filled with soft, white clouds. The text "THANK YOU" is centered in the middle of the image.

THANK YOU