



## The Informed Traveler Podcast



*Your best source for travel trends, tips and destination ideas*



### ABOUT THE PODCAST

The Informed Traveler is a weekly podcast designed to inspire, inform, and empower listeners with expert travel advice, destination features, and insider tips. Hosted by veteran broadcaster and travel enthusiast Randy Sharman, each episode showcases interviews with travel professionals, tourism representatives, and seasoned travelers who share insights and stories that help listeners make the most of their travel experiences.

Airing across multiple platforms and major streaming services, The Informed Traveler Podcast reaches hundreds of listeners every week who are passionate about discovering new destinations, travel trends, and practical tips.

### HOST BIO – Randy Sharman

Randy Sharman is an award-winning radio host and lifelong traveler with a passion for storytelling and exploration. With more than three decades of broadcasting experience, Randy brings a conversational and relatable style to the show, connecting listeners with the world's most fascinating places and people. Whether it's a hidden gem in Europe or a local getaway in Canada, Randy makes travel approachable and exciting.





### ***Audience and Listenership***

Demographics:

Adults aged 35–85, educated, middle-to-high income earners.

Psychographics:

Passionate about travel, looking for value and unique experiences, frequent travelers (leisure and business), interested in authentic and sustainable tourism.

***The Informed Traveler is ranked as one of the Top 30 Travel Podcasts in the World!***

*\*FeedSpot.com Ranking*

### **STATS & REACH**

*Weekly listenership: 500-600 downloads per week*

*Monthly reach: 2000 - 2500 per month*

*Social media presence:*

***Facebook, Instagram, X, LinkedIn***

### **MEDIA PARTNERSHIPS & COLLABORATIONS**

We work with tourism boards, PR agencies, tour operators, and travel brands to deliver authentic, engaging content. Options include:

- Destination features and on-site coverage
- Interviews with brand or tourism reps
- Sponsored content and brand mentions
- Social media promotions

PREVIOUS COLLABORATIONS INCLUDE:

- Loreto, Mexico
- Travel Nevada
- Discover Los Angeles
- Travel Alberta
- Visit Anaheim
- Rocky Mountaineer

### **Frequency:**

Weekly (20–40 minutes)

Segments:

- Destination Features
- Expert Travel Advice
- Hotel & Resort Highlights
- Airline and Transportation News
- Travel Tech & Trends

### **LET'S WORK TOGETHER!**

**If you're looking to reach a loyal and engaged audience of travel lovers, let's connect! Whether you're launching a new campaign, opening a resort, or promoting a unique destination, The Informed Traveler Podcast offers a trusted and personable voice to tell your story.**

***Contact:***

***Randy@theinformedtraveler.org***

***Website:***

***www.theinformedtraveler.org***