



FOR IMMEDIATE RELEASE:

A New Podcast Network Connects Florida Travel Industries with Innovative Opportunities to Attract Tourism



Boynton Beach, FL - December 29, 2017 - Florida tourism brands can now profitably break into the podcasting space with a new podcasting network.

Florida has quickly become a hotbed for podcasting (on-demand radio shows), and a new network--the [Florida Podcast Network](#)--has launched "with the vision of propelling Florida's prosperity forward through the power of podcasting," says founder, Jaime ("Jemmy") Legagneur of [Flint Stone Media](#).

Businesses Breaking Into the Game

Legagneur envisions creating an easy path for local brands (particularly, travel and tourism) to use podcasting to increase exposure without a huge production commitment. The revenue potential for podcasting a brand is very strong, with the 2017 Edison Research Podcast Consumer Study showing that 45% of those who listen to podcasts have an annual household income of at least \$75,000. And, for businesses that do not want to take the leap of starting their own show, they can advertise on the Network and target a dedicated niche Floridian market on episodes with enduring access.

As the Network grows, Florida will benefit significantly. Travel and tourism podcasts are a perfect consumption option for locals and non-locals alike exploring ways to experience the State, as they can passively consume shows while on their rush hour commutes, working, running errands, etc....

Growing Local Hotbed

As the craft of podcasting has grown in popularity worldwide, local MeetUp groups for the independent podcaster, such as the [Florida Podcaster's Association](#) in Tampa, the [Palm Beach Podcasters](#) in Boynton Beach, and [Podcast South Florida](#) in Ft. Lauderdale, have grown to include hundreds of members. And, Florida locals, Chris Krimitsos and Niel Guilarte, produced the first major documentary film about podcasters, [The Messengers Documentary](#), which hit a top spot in iTunes.

