



MEDIA KIT 2026



Taste *the* World

A Danish travel podcast about
unusual and less-visited destinations

Hosted and produced by **Per Sommer**

What is *Taste the World*?

Taste the World is a Danish travel podcast for people who want more from travel than the usual highlights.

The podcast takes listeners to unusual and less-visited destinations, with stories about culture, people, history and different ways of travelling. Some episodes explore places many Danish travellers know little about. Others look at familiar destinations from a different angle.

It is not about ticking off countries. It is about understanding places, meeting people and telling travel stories that stay with the listener.



Per Sommer on location — the podcast is grounded in real travel.

A different kind of *attention*

For destinations and tourism organisations, podcasting offers something different from a campaign image, a short video or a traditional ad. It reaches Danish-speaking travellers who are open to places beyond the most obvious routes, and who want to know not only where to go next, but why a place matters.

It gives time.

Time to explain a place, tell the stories behind it, and create curiosity before the traveller starts planning.



01 · DEPTH

More time with the audience

A podcast gives room to explain a destination, its stories and its context in a way a short post or ad cannot.



02 · TRUST

A trusted voice

The story is carried by a host the listeners already know, which makes the collaboration feel more personal and credible.



03 · LONGEVITY

Longer life than a campaign post

An episode keeps reaching listeners after publication, and can be shared across channels by both Taste the World and the partner.



A curious *travel* audience

Taste the World has built a Danish-speaking travel audience through 50 episodes about destinations, culture and alternative ways of travelling.

62,000+

downloads to date

50

published episodes

~1,000

downloads per episode

Adult travellers

a mature travel audience with interest in culture, destinations and alternative ways of travelling

STRONGEST AGE GROUPS

28–34 and 45–59

The audience includes both younger adult travellers and established travellers with a clear interest in culture, destinations and alternative ways of travelling.

GENDER SPLIT



■ 55.7% male ■ 43.5% female

A balanced audience of curious travellers, open to new places and cultural stories beyond the standard routes.

LISTENER RESPONSE

“It is almost like being on vacation yourself.”

“Good stories, interesting people and places that inspire adventure.”

“Great inspiration and cozy.”

What listeners *respond to*

Recent listener interest shows a clear pattern. Taste the World listeners engage with episodes about culturally rich cities, less obvious destinations and more thoughtful ways of travelling. Three recent examples capture the range.



RECENT · CITY

Cairo

A city many travellers have strong opinions about, but fewer take the time to understand.



RECENT · COUNTRY

Syria

A destination shaped by history, culture and complexity, far outside most standard travel coverage.



RECENT · THEME

Slow travel

A travel style that values presence, curiosity and deeper experiences over ticking off sights.

These themes show what Taste the World does well: turning places and travel ideas into stories that make Danish listeners curious.

For destinations, this is an opportunity to reach travellers who are willing to listen, learn and consider places they may not have thought about before.

Collaboration *formats*

Taste the World works with destinations, tourism boards and selected travel brands that want to reach Danish travellers through credible podcast storytelling. The main collaboration format is a paid co-produced podcast episode, tailored to the destination, brand and story.



Always a clear partnership

All paid collaborations are openly presented as partnerships. Taste the World keeps its personal, editorial tone, so the episode feels useful and credible for the listener while creating real value for the partner. Previous collaborations have included projects with the Spanish Tourist Office in Denmark and selected travel-related lifestyle brands.

POSSIBLE FORMATS



Co-produced podcast episode

The core offer. A story-led episode created with a destination, tourism board or travel brand.



Podcast + article

An episode supported by an article on Taste the World, easier to share and find online.



Podcast + social content

An episode extended with Instagram content, short-form video or selected visual storytelling.



Full content package

A tailored package with podcast, article, newsletter mention and social media content.



Content for partner channels

Audio clips, text or visual material the partner can use in their own communication.



Travel & interviews

Travel, interviews and guest participation, depending on the story and agreed scope.

Each collaboration is scoped individually. The final shape depends on the format, production setup, travel requirements, number of guests and how the content will be used across channels.

LET'S TALK

Let's tell *your story*

Are you working with a destination, tourism organisation or travel brand that wants to reach Danish travellers in a more personal and story-driven way?

Then let's talk about how Taste the World can help tell your story. Every collaboration starts with a conversation about the destination, the audience and the format that makes most sense.



CONTACT

Per Sommer



PHONE

+45 21 49 08 32



EMAIL

per@tastetheworld.dk



WEB

www.tastetheworld.dk



Per Sommer — host and producer, Taste the World.



Taste the World

TRAVEL STORIES THAT STAY WITH YOU