

## USER-GENERATED POD-TOURS



What could be better than having an insider walk you through his or her favourite spots in a new city or travel destination? How about having access to a whole library of such tours that can be downloaded right to your iPod or MP3 player? That's what Chicago-based [AudioSnacks](#) is offering consumers. Users can download audio tours of select destinations and can put up their own tours for purchase. "AudioSnack is a place to find, purchase, download, listen to and appreciate audio tours that people just like you have created to share, and a place where you can do the same for others." Tours are modestly priced—some are even free. Many feature downloadable maps to accompany the audio footage, and customers can listen to a sample snippet of a tour before deciding to purchase. Already there are tours available for destinations in the United States, Canada, Europe, Australia, South Africa and more. Customers get a unique perspective and insights: they can take an audio tour through Chicago with a Jewish hip-hop poet, for instance, or see the sights in Seattle with a hot DJ. Since members are encouraged to create and upload their own tours, the library is likely to grow quickly. The company is also building a new section, offering campus tours for (upcoming) freshmen "who look lost no matter how many times they've looked at their maps." While [AudioSnacks](#) isn't the only company offering MP3 tours (see [Soundwalk](#), [TourCaster](#), [Tourist Tracks](#) and others), letting users upload and sell their own tours makes for an interesting twist. It's a great example of [Generation C\(ash\)](#): consumers are producing valuable content, and expect to be rewarded accordingly. Definitely one to set up in your own country or language.

16th April 2007

Email: [audiosnacks@gmail.com](mailto:audiosnacks@gmail.com)

Website: [www.audiosnacks.com](http://www.audiosnacks.com)