



GEO-LOCATED PODCAST TOURS



ABOUT US

FOUNDER / CEO JARROD PICKFORD

A podcast professional and the Founder of Storytowns, Jarrod's had 20 years of audio experience producing radio for the likes of Nova, Dave Hughes & Kate Langbroek, Kyle & Jackie'O, Alice Cooper, as well as Ryan Seacrest on America's Top 40. His podcast career has seen him travel the world creating unique content, which has featured on the BBC. He's also acted as a key judge in the Australian Podcast Awards. Jarrod is a visionary whose love of travel, meeting people, and exploring different cultures and local customs shows up in full with the creation of Storytowns. With an abundance of life experience to inspire and motivate, Jarrod has the ability to find the remarkable within the unassuming.



OUR STATISTIC

127
PODCASTS

167
LOCAL BUSINESSES
FEATURED ON
STORYTOWNS

4k
APP DOWNLOADS
IN 2021

9.5k
SOCIAL MEDIA
FOLLOWERS

35k
PODCAST DOWNLOADS

250k
PROMO VIDEO VIEWS

830k
FACEBOOK REACH 2020

EMBRACING THE DIGITAL TOURISM MOVEMENT

WITH GEO-LOCATED PODCASTS

Storytowns showcases regional and rural towns, the folk that live there and local hidden gems, via location-based podcasts. The podcasts are designed to be an immersive and entertaining experience for the travelling tourist and locals alike.



OUR AIM IS TO

- Encourage Tourism
- Connect Communities
- Promote Local Businesses
- Boost Local Economies

DOWNLOAD
'**STORYTOWNS**'
FROM THE APP STORE



THE HON. DAN TEHAN

MINISTER FOR TRADE, TOURISM AND INVESTMENT,
MEMBER FOR WANNON, VICTORIA

“ Storytowns is a fantastic initiative, particularly as we focus on the local tourism industry in Australia. During these unprecedented times, Storytowns provides an opportunity to showcase our regional and rural towns and promote local businesses, create local jobs, and grow the economy. ”



CONNECTING COMMUNITIES

WITH GEO-LOCATED PODCASTS

TIMBOON ICE CREAMERY OWNER: TIM MARWOOD

Storytowns is a fantastic concept long overdue. Jarrod has managed to encapsulate the very essence of what it means to be in small business as an artisan maker in Victoria's Great South West. His warm 'arm chair' approach to interviewing has given the listener a wonderful insight into how some of our most notable makers of local produce tick.



CELEBRATING 200
LOCAL STORIES

LISTEN CLICK TO LISTEN  OR DOWNLOAD APP **'STORYTOWNS'**



DISCOVER
THE GRAMPIANS



THE SILO ART
PODCAST TRAIL



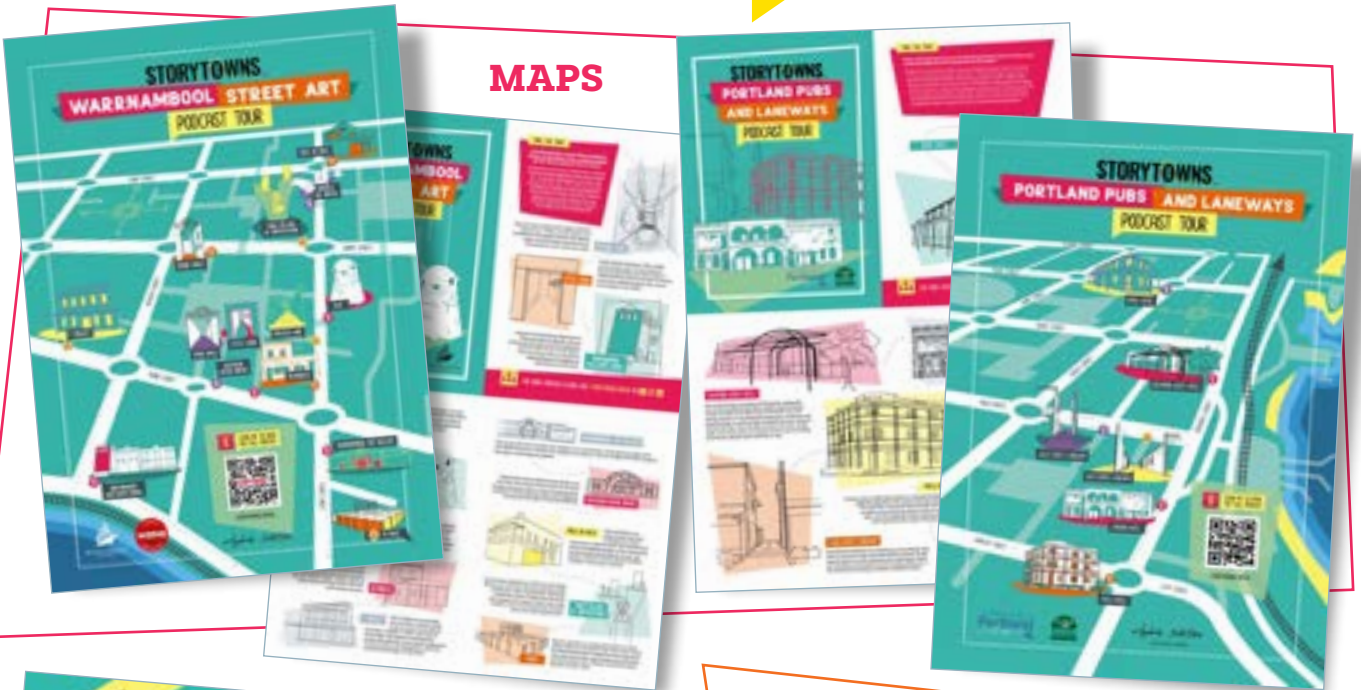
THE WARNAMBOOL
STREET ART TOUR



HOW DO WE ENGAGE PEOPLE WITH THE PODCASTS?

WE OFFER YOU

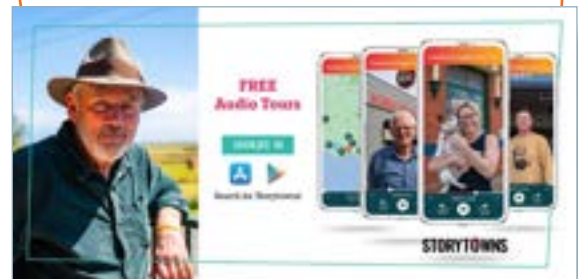
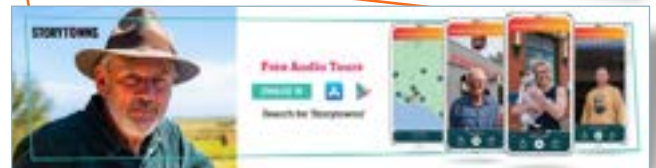
MAPS




FLYERS

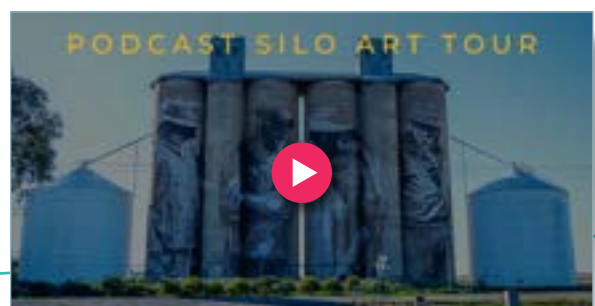


DIGITAL



PROMOTIONAL VIDEOS

CLICK TO LISTEN 

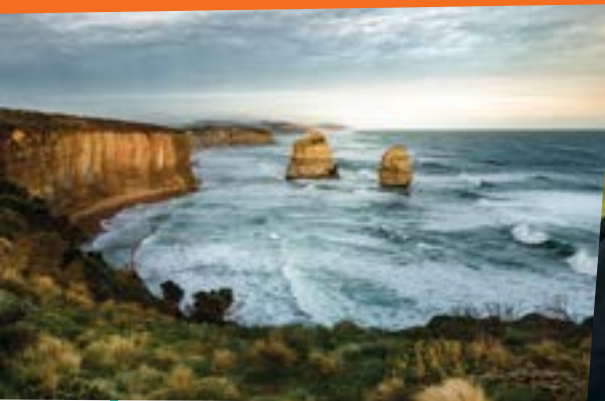


OUR 2 TYPES OF PODCASTS

ONE GOOD STORY ALWAYS LEADS TO A NEW ADVENTURE



1 PODCAST TOURS



Promote the local gems and hidden trails in your region.

We design podcast tours to boost your local economy, create jobs, share culture and rebuild communities. We invite locals and travellers to connect through stories with your community, highlighting key destinations, small businesses and hidden gems, all of which encourage visitors to increase their length of stay and create a thriving local economy. Storytowns has the advantage of planning podcast 'tours' that direct people to specific businesses, attractions and encourage interest along the way. Foodie trails, cultural and historical

tours, art tours you name it we do it all, and will capture your uniqueness as a town along the way. Imagine giving locals and tourists a whole new digital experience designed and created around your distinctive offering.

**CLICK HERE
TO LISTEN**



2 PODCAST TOWNSCAPES



What's your town's unique story?

When tuning into your tour, people will hear the remarkable stories told straight from the hearts and minds of your lovable locals. It is like having a free tour guide in your pocket! Storytowns immerses visitors in the history and culture of your town, while also revealing its best hidden secrets. Hear about food, music, fresh produce, cafes, restaurants galleries, street art,

and much, much more. It's so easy too, because when travelling to and arriving at certain locations, via the app, geo-located podcasts will be triggered to start playing.

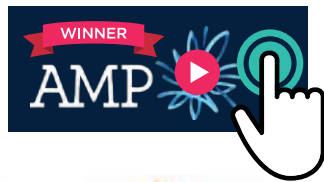
**CLICK HERE
TO LISTEN**



WE ENCOURAGE PEOPLE TO
**GET OFF THE BEATEN
TRACK & TAKE THE
ROAD LESS TRAVELLED!**

TELL US YOUR UNIQUE STORY SO WE
CAN SHARE IT WITH THE WORLD.

WHO WE'VE WORKED WITH



Storyteller sparks local tourism



AS FEATURED IN



STORYTOWNS

SCHEDULE A CHAT WITH

JARROD PICKFORD

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