



# Religious Travel Buzz

WHAT'S THE BUZZ ABOUT

**Aug 7, 2009**

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## Lead Story: Make 2010 Your Best Year Ever in Faith Tourism



Are you ready to make 2010 your best year ever? And are you ready to make 2010 the best year you've ever had in faith tourism? If your answer is a resounding 'yes,' then read on.

By making a commitment to make 2010 your best year ever in religious travel and hospitality, you are adopting a 'proactive' approach versus a 'reactive' way of thinking. This is often the difference between those who succeed and those who succumb to ongoing challenges. Following are eight ideas that will help any tourism organization, travel professional or group planner make it a banner year for faith tourism.

For the [full story](#) at Leisure Group Travel:

<http://leisuregrouptravel.com/archives/August2009/Religious-Group-Travel-Ideas>

## Product Development Opportunities for 2010

Whether you are a tour operator, travel agent, cruise line, or travel provider of any kind, the year 2010 is shaping up to be a "big one" with many excellent product development and selling opportunities within faith tourism. Be sure your 2010 portfolio includes the following four travel itineraries/events:

- The renowned "every-decade" Passion Play of Oberammergau will take place in Germany. More than 500,000 travelers, visitors, and pilgrims are expected to attend the program and festivities.
- The famed pilgrimage route of Santiago de Compostela (in northwestern Spain) is celebrating its Holy Year in 2010. An increase

of 2.5 million visitors/pilgrims to 10 million is expected.

- This past June, Pope Benedict announced the unveiling of the Shroud of Turin at the cathedral in northern Italy. Millions are expected to visit and view the sacred relic.
- And this past June, the Catholic Church announced June 2009-June 2010 as The Year of the Priest. In response to this declaration, many priests, parishes and seminaries are embarking on new pilgrimage plans to Ars-sur-Forman in France (home of St. John Vianney), as well as Rome and Assisi.

*Special Note:* Nick Mancino, President of Regina Tours, has more information and an article coming out on the above events in the next issue of *On The Cutting Edge*. Be sure to watch for it.

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## Member News: Homeric Tours Launches New Faith Tours Brochure

Homeric Tours just released their new *Faith Tours* brochure. Homeric Tours states "*Faith Based vacations and tours* are available in a variety of packages from Homeric Tours Inc. We provide you with choices of transportation, destination, length of stay, and different levels of luxury and affordability so you can plan the perfect Faith Based vacation for yourself, family or friends."

Access the [brochure online](http://www.homerictours.com/brochures/faith/Faith2009.pdf) and view the 20+ faith tours:  
<http://www.homerictours.com/brochures/faith/Faith2009.pdf>

Are you a WRTA Member and would like to submit a press release or top news story for possible publication in *Religious Travel Buzz*? If so, submit your story to [WRTA Staff](#).

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## View the New 2009 Religious Market Educational Course

Are you looking for more information on how to succeed in today's Religious Market? If you are a member of WRTA, you can access the newly redesigned [Religious Market Educational Course](#).

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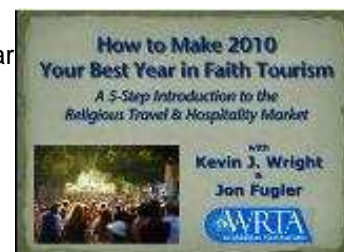
## View the New (Customizable) Religious Market Business Plan

Have you developed your 2010 Business Plan for the Religious Market yet? If not, WRTA is here to help you. If you are a WRTA Member, you can access the newly redesigned [Religious Market Business Plan](#), which is customizable to your business/company.

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## New Webinar Released: How to Make 2010 Your Best Year in Faith Tourism

WRTA is releasing two new webinars this month. The newest webinar is entitled: *How to Make 2010 Your Best Year in Faith Tourism*. Watch the [Five-Step Introduction to Faith-Based Travel and Hospitality Webinar](#). We will be releasing the second webinar next week, which is entitled *Revenues Secrets from Faith Tourism Experts: How to Thrive in a New Market*. This latter webinar features more than 10 audio clips from last fall's historic World Religious Travel Expo.



Once published, members can view the entire webinars by logging into the "Members Only" section of the WRTA website. Non-members can view the first webinar in its entirety by registering, while the second webinar is available for all (with no registration).

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## Join WRTA on LinkedIn, Facebook, Twitter, & WRTA Social Network

**Want to communicate with fellow religious travel professionals?**

Join WRTA on LinkedIn, Facebook, and Twitter



Get involved in one or all of WRTA's social networks. You'll be able to keep up with WRTA happenings as well as network and communicate with WRTA members from all over the world.

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## Just for Fun - Faith Tourism Links Galore

[2009 Religious Travel Buyer's Guide](#)  
[Expo 2009 Sponsorship and Exhibitor Guide](#)  
[Guidebooks: The Christian Travel Planner](#)  
[Guidebooks: Catholic Shrines of Western Europe](#)  
[Guidebooks: Europe's Monastery & Convent Guesthouses](#)  
[Guidebooks: Marian Shrines of the United States](#)  
[Videos from WRTA Members](#)  
[Video: Discover the World of Faith Tourism](#)  
[Video: Experience the World Religious Travel Expo](#)  
[Website: World Religious Travel Expo](#)

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## Personal Note from WRTA President

Dear Faith Tourism Friends & Colleagues,

Lots coming down the pike in the month of August. We are releasing a couple of webinars, as well as just published the newly updated/redesigned Religious Travel Market Educational Course and Religious Travel Market Business Plan. Be sure to utilize these assets.



Also, if your organization has any press releases or news for WRTA, please forward it to [our staff](#) for possible publication. The same applies to your organization videos, blogs, and more.

See you this fall in Reno at Expo 2009!

Best Wishes,  
Kevin J. Wright  
WRTA President