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## **WRTA Announces Theme of Fall Expo**

### **“Make 2010 Your Best Year Ever”**

LEXINGTON, Ky. (June 25, 2009) – The World Religious Travel Association (WRTA) has announced “Make 2010 Your Best Year Ever” as its official theme for this fall’s World Religious Travel Expo. The newly chosen motto will serve as the guiding principle and overall purpose of the three-day event.

“Our theme serves as an invitation to tap into the flourishing religious travel and hospitality industry,” said WRTA president, Kevin J. Wright. “We all know this is a very trying time for many companies. However, as faith tourism provides new market and revenue possibilities, the World Religious Travel Expo provides organizations with a renewed opportunity to experience their best year yet.”

Faith-based travel and hospitality has become an important new market segment for many tour operators, travel agents, destinations and suppliers in the industry. In the past year alone, the religious market has taken on even greater significance, due to its recession-proof and groups-dominated attributes. An estimated 75% of faith-based travelers prefer to travel in group settings, while 80% would like to repeat their religious travel experience. Challenging times only serve to bring people of faith together in greater numbers for travel or convention purposes; providing a much needed “stimulus” to the industry.

WRTA recently opened registrations for the World Religious Travel Expo & Educational Conference 2009, which will be held November 14-16, 2009, at the Reno-Sparks Convention Center in Reno, Nevada (USA). Serving as the most important meeting and tradeshow in the religious travel and hospitality industry, the event is expected to draw tourism organizations and travel professionals from 30-plus countries.

A new highlight for the Expo includes co-locating with the National Tour Association Annual Convention, offering members of both associations unprecedented opportunities for business growth, networking, and access to new market opportunities.

For more information about attending or exhibiting at the World Religious Travel Expo, contact the World Religious Travel Association at 888-255-WRTA (9782) or +1-859-219-3529 or by email [headquarters@WRTAreligioustravel.com](mailto:headquarters@WRTAreligioustravel.com). For more information about WRTA and the Expo, visit [www.WRTAreligioustravel.com](http://www.WRTAreligioustravel.com) and [www.WRTAexpo.com](http://www.WRTAexpo.com) respectively.

**World Religious Travel Association (WRTA):**

WRTA is the leading global network for the \$18 billion faith tourism industry. WRTA's primary purpose is to guide, enrich, and expand religious travel and hospitality around the globe via the trade, consumer, and media. Its membership is comprised of accommodations, attractions, tour operators, travel agents, tourism offices, transportation services, media and other key players in the tourism industry.

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