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NTA Convention Brings \$18 Billion Faith-based Travel Market to Delegates

LEXINGTON, Ky. — NTA's Convention '09 will be held in conjunction with the World Religious Travel Association Expo. Taking place in Reno, Nevada, Nov. 14-18, the co-located events bring together buyers and sellers for business, networking and education in one venue.

"Because everyone is looking for affordable and smart ways to do business, the NTA Annual Convention is already appealing because it's a one-stop shop for buying and selling of inbound, outbound and domestic business," said NTA President Lisa Simon, CTP. "This diversity is unique to NTA, and now, NTA and WRTA delegates will have even more business opportunities under one roof. Being able to travel once and having access to two shows is just smart business."

Faith-based tourism and hospitality attracts 300 million travelers and is an \$18 billion market segment. Currently, nearly 35 percent of NTA tour operators offer product for the faith-based traveler and all NTA members will have access to WRTA buyers through a number of combined networking events. Additionally, WRTA buyers will take part in the Buyer-to-Buyer Exchange where they can preschedule appointments with NTA tour operators.

Also, NTA operators can access the WRTA Expo floor for no extra charge or pay a small fee to access all aspects of the show, such as meal events and seminars. NTA suppliers and DMOs can purchase a full registration to the WRTA Expo for a discounted rate as well.

"Religious travel is recognized as one of the fastest growing and most recession proof segments of the travel industry," said WRTA President, Kevin J. Wright. "With NTA and WRTA holding their Conventions side-by-side, more travel professionals than ever before will have an unprecedented opportunity to explore faith-based travel, meet the 'movers and shakers' and find ways to tap into this new source of expanded revenue opportunities."

To learn more about Convention '09, visit www.NTAonline.com/Convention09.

The National Tour Association is the preferred association in the tourism industry for packaged travel professionals. NTA strives to provide value for its members by advancing the packaged travel industry through its advocacy efforts and progressive leadership. Connecting its members through business development, government relations, professional development and research, NTA has remained committed to serving its members with integrity and quality service since its founding in 1951. Today, the NTA membership represents 40 countries, and includes tour and travel packagers of all types. To learn more about the most important destination for packaged travel professionals, please visit <http://www.NTAonline.com/>.

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. For more information about WRTA visit www.WRTArelioustravel.com and www.WRTAexpo.com.