



July 31, 2009

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Keynote Speaker Announced: Scott Koepf, NACTA President



The World Religious Travel Association is proud to announce NACTA President, Scott Koepf, CTC, MCC, as the Monday morning Keynote Speaker for the World Religious Travel Expo 2009. NACTA is an industry-leading trade association for professional independent travel agents, including home-based independent contractors and outside sales agents. NACTA is an affiliate of ASTA, the American Society of Travel Agents, the world's largest travel trade association.

NACTA President Scott Koepf CTC, MCC, has been in the retail travel business for over 25 years. He has owned two travel agencies, run two of the largest travel franchise groups, as well as managed one of the largest host agencies in the US. He is a recognized expert on leisure travel marketing and sales and the retail travel industry in general. His passion for training and helping travel agents succeed is well known as he participates in almost all major industry event and conventions. While in demand as a motivational and inspirational speaker, his primary focus is representing the interest of NACTA members and providing programs for NACTA members to further their success in the travel industry. Scott's Keynote Address will feature and expound upon the Expo's theme "Make 2010 Your Best Year Ever."

Note: NACTA Member travel agents receive a special rate to attend the World Religious Travel Expo 2009. For more information or to register, contact [WRTA Staff](#).

Expo Schedule Released (Preliminary)

**Saturday,
November 14**

8:00am - 4:00pm **Exhibitor Move In**
7:30am - 7:00pm **Registration Open**
10:45am - **Buyer Exchange for Agents/Planners (optional)**

12:15pm *One-on-one, 10-minute appointments with NTA tour operators*

2:00pm - 6:00pm **Sightseeing Tours** (optional)

7:00pm - 9:00pm **Welcome Reception**

Sunday, November 15

7:00am - 5:30pm **Registration**

7:45am - 9:00am **Continental Breakfast/Opening Session**
Keynote: WRTA President, Kevin J. Wright
Make 2010 Your Best Year Ever

General Session Panel
Soundbites from the industry featuring WRTA charter members

9:15am - 10:15am **Educational Breakout Sessions**

Product Development in Religious Travel

Seminar 1- How to build the right travel products and experiences for today's religious market

Seminar 2- Fellowship vacations and events in North America: Tapping your backyard goldmine

Seminar 3- Discover the top trends, destinations and opportunities in religious travel

10:30am -
11:30am

Speed Networking Plus LinkedIn

11:45am - 1:00pm **Lunch/General Session**

The Holy Land Panel

1:15am - 6:15pm **The International Trade Show**

5:00pm - 6:15pm **Expo Reception**

7:30pm - 10:30pm **Icebreaker Party with NTA**
Sponsored by Reno-Tahoe CVB

Monday, November 16

7:30am - 6:00pm **Registration Open**

7:45am - 8:30am **Continental Breakfast**
Sponsored by Switzerland Tourism and Globus family of brands

8:30am - 9:30am General Session
Sponsored by Switzerland Tourism and Globus family of brands

Keynote Address
Scott Koepf, NACTA President

Executive Panel Roundtable
Hosted by Scott Koepf

9:45am - 10:45am **Educational Breakout Sessions**

Sales, marketing, advertising and PR in religious travel

Seminar 1- Is it Father or Pastor? Discover how to reach, and speak to, the religious leader and group planner.

Seminar 2- Become Hip. Harness the power of social media including LinkedIn, Facebook, Twitter, blogs and more

Seminar 3- Double Your Religious Clientele in 2010. Winning sales, marketing and PR strategies for the faith market

11:00am -
12:00pm **Open Forum & Networking Hour**
Business Planning for 2010

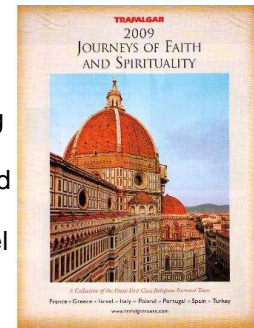
12:15pm - 2:00pm **Broadway Luncheon with NTA**
Sponsored by Theatre Direct

2:15pm - 6:15pm **The International Tradeshow**

5:00pm - 6:15pm **All-access Reception with NTA**
7:00pm - 9:00pm **Farewell Dinner**
9:30pm - 12:30am **Tourism Rocks Party** (optional/ticket required)
Charity event to support Tourism Cares

This Week's Featured Exhibitors

TRAFALGAR Recognized as a global leader in escorted tours since 1947, Trafalgar Tours launched this past spring the new Journeys of Faith and Spirituality brochure, detailing five expertly designed Religious Travel itineraries visiting the most inspirational and holy sites in Israel, Italy, Greece, Turkey, France, Spain and Poland. Expo delegates will have an opportunity to meet with Trafalgar personnel on the Tradeshow Floor and learn more about their religious travel program. As a WRTA Charter Member, Trafalgar Tours will participate once again in the Opening Session, which this year is titled Soundbites from the Industry. For more information about Trafalgar Tours and the 2009 Religious Travel program visit:



www.trafalgartours.com

Press Release about [2009 Religious Tours series](#)

Jordan played a major role at Expo 2008, hosting the Opening Luncheon with Keynote speaker Senator Akel E. Biltaji, Jordan's Ambassador-at-Large for Tourism. At Expo 2009, you will once again have an opportunity to meet firsthand with Jordan travel partners and representatives of the Jordan Tourism Board, a Charter Member of WRTA. Jordan is a modern country with biblical history that dates back to the times of Genesis. In ancient times, the land was a designated place of refuge. This depth of biblical history, combined with the unspoiled nature of the holy sites and the variety of leisure and adventure experiences available throughout the kingdom, are the key reasons Jordan attracts modern pilgrims. The highlight of any faith-based visit to this part of the Holy Land is Bethany-beyond-the-Jordan.



<http://www.visitjordan.com>

Jordan's [Religion & Faith webpage](#)

[Video: Jordan, A Biblical Land](#)

Switzerland.
get natural.



Switzerland Tourism will continue its trend at Expo 2009 of serving as an Official Host and Sponsor of a morning breakfast. Expo delegates will be treated to a presentation on this leading European destination for faith-based groups. Switzerland is rich in religious culture/history and its cities of Geneva and Zurich figure prominently on Reformation tours/itineraries, while other destinations such as the Einsiedeln continue to remain a top European place of pilgrimage with its famed monastery and shrine. In 2009, the (Geneva-based) award-winning International Museum of the Reformation is celebrating the 500th Anniversary of John Calvin's birth.

<http://www.myswitzerland.com/en.cfm/home>

[Groups & Religious Travel Webpage](#)

[International Museum of the Reformation](#)

Expo Tip of the Week

Expand your contacts and grow your business with the National Tour Association. As you know, WRTA and NTA are co-locating their conventions this year in Reno, however, did you know WRTA suppliers/wholesalers/destinations and WRTA buyers can access select NTA functions with the NTA add-on options?

- **\$220 NTA Add-on:** For Travel Wholesalers/Tour Operators who want appointments with Tour Suppliers at NTA. Subject to NTA approval.
- **\$545 NTA Add-on:** For Wholesalers/Suppliers/Destinations who want access to NTA Convention Mall and education. Does not include appointments with NTA Tour Operators. Subject to NTA approval.
- **\$825 NTA Add-on:** For Wholesalers/Suppliers/Destinations who want to have appointments with NTA Tour Operators. Subject to NTA approval.

[About NTA](#)

[More about WRTA/NTA registration](#)

Watch the World Religious Travel Expo Video

Want to watch and experience the Expo firsthand? You can! Sit back, relax and enjoy the [personal experience](#) of the World Religious Travel Expo by watching this video.



Visit the Expo Website



Have you explored the Expo Website?

You can learn all about this fall's World Religious Travel Expo by visiting the official website: www.WRTAexpo.com. Be sure to visit and take time to explore.

For more information about exhibiting, contact Kami Risk at 888-255-WRTA (9782) or 859-226-4402; or email Kami at sales@WRTAstaff.com.

Personal Note from WRTA President

Dear Faith Tourism Friends & Colleagues,

The theme for this fall's World Religious Travel Expo is "Make 2010 Your Best Year Ever."

This is our #1 goal for you and the industry at large. 2010 is expected to be a banner year for the faith tourism industry, especially as a number of major religious travel events are taking place around the world including Oberammergau's Passion Play (Germany), Santiago de Compostela's Holy Year (Spain), and the unveiling of the Shroud of Turin (Italy).

For these reasons and more, if you haven't yet registered for the Expo, be sure to do so now. I'm looking forward to seeing you this fall in Reno.

Best Wishes,
Kevin J. Wright
WRTA President