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**3RD ANNUAL WORLD RELIGIOUS TRAVEL EXPO
PROVIDES NEW AND EXPANDED MARKET OPPORTUNITIES**

***WRTA opens exhibitor reservations to the
industry's largest religious tourism and hospitality tradeshow***

LEXINGTON, Ky. (March 18, 2010) – The World Religious Travel Association has opened exhibitor reservations for the 3rd Annual World Religious Travel Expo & Educational Conference. WRTA also unveiled the official theme of Expo 2010: *Discover the World of Faith Tourism*. The tradeshow will be held for the first time internationally in Montreal, Quebec, Canada, from November 13-16, 2010.

“The World Religious Travel Expo is the largest annual gathering of its kind in the industry, so I’m thrilled to open up this opportunity to travel companies, destinations, and suppliers eager to take part in this remarkable event,” said Kevin J. Wright, WRTA president. “As we prepare to highlight the year in faith tourism, we’re expecting record attendance again at this fall’s tradeshow, especially with our second co-location with the annual NTA Convention. The Expo remains ‘the place to be’ for any organization or travel professional that wishes to buy, sell, and network in the religious marketplace.”

Faith-based travel and hospitality has evolved into a major market and pillar of the global travel industry. More than 300 million people each year embark on trips or events with their faith communities including pilgrimages, cruises, leisure vacations, conferences/events, missionary travel, volunteer vacations, adventure travel, safaris, and more. The World Religious Travel Expo attracts tour operators, tourist offices, convention and visitor bureaus, motorcoach companies, hotels, attractions, suppliers, media, travel agents, and other tourism companies/professionals from throughout North America and around the world.

“We are excited about the upcoming WRTA Expo in Montreal and very much look forward to it,” said Mirko Capodanno, Manager Central USA and Canada. “Switzerland Tourism and our partners will be participating for the third consecutive time and the Expo marks an important and key event for us. Not only will it be a platform to promote faith-based travel in Zurich, Lucerne and the Ticino, but we’ll also be able to highlight train travel in Switzerland and our new partnership with Sunstar Hotels. Plus, it’s always a great opportunity to meet with the religious travel industry which is vital for us and also a lot of fun – an opportunity not to be missed!”

For Expo 2010, WRTA is excited to welcome new sponsors such as the Italian Government Tourist Board, Palestinian Ministry of Tourism & Antiquities, Innsbruck Tourist Board, and Tourisme Montréal. As well as our returning sponsors Switzerland Tourism, Theatre Direct & Broadway.com/groups, and VisitRochester.

The World Religious Travel Association will host this fall’s Expo again in conjunction with the NTA Convention. Through this collaboration with NTA, the leading association for travel professionals, both associations can offer its members unprecedented opportunities for education, business expansion, networking, and new market opportunities. Last year’s WRTA Expo 2009 featured the theme “*Make 2010 Year Best Year Ever*” and the event’s Gold and Silver Sponsors included Reno-Tahoe, Theatre Direct & Broadway.com/groups, Globus family of brands, Switzerland Tourism, Jordan Tourism Board N.A., German National Tourist Office, Leipzig Tourism and Marketing Company, Routes to Luther, VisitBritain, VisitScotland, Canterbury Cathedral, VisitRochester, PhotoVision, Epiphany Media, LifeWay, and TBN Holy Land Experience.

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. For more information about WRTA and the Expo, visit www.WRTAreligioustravel.com and www.WRTAexpo.com respectively.

About the World Religious Travel Association:

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. WRTA membership includes travel agents, tour operators, tourism boards/DMOs/CVBs, attractions, accommodations, suppliers, media and other organizations involved in tourism. For more information, visit www.WRTAreligioustravel.com and www.WRTAexpo.com.