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WRTA PROCLAIMS 2010 THE YEAR OF TRAVEL MINISTRY

The World Religious Travel Association to host Travel Ministry Conferences in Nashville, Denver, Chicago, Philadelphia, and San Diego

LEXINGTON, Ky. (March 4, 2010) – The World Religious Travel Association has designated 2010 *The Year of Travel Ministry*. Serving as a year-long campaign promoting the benefits of travel direct to faith-based communities and individuals, the purpose and goal of the new theme is three-fold: (1) Encourage people to integrate travel with their faith. (2) Assist faith communities in developing travel programs. (3) Promote and increase awareness of the many faith-based vacation opportunities available.

To kickoff the celebrations, WRTA has announced the hosting of five Travel Ministry Conferences across the United States throughout the summer in Nashville, Denver, Chicago, Philadelphia, and San Diego. Each half-day event is designed for religious leaders as well as group travel planners and individual travelers to learn and discover how to build (or enrich) a travel program at their respective faith community. This year's theme and focus follows on the heels of WRTA's 2009 declaration as The Year of Faith Tourism.

“Of the many wonderful initiatives we’ve put into place here at WRTA, we are especially excited about our Travel Ministry Conferences,” said Kevin J. Wright, WRTA president. “For several years both the travel trade and faith-based communities have been asking us to host such events. With our new announcement, we’ll be making a lot of people joyful in 2010 and we expect these new conferences to be both very successful, as well as the start of a new era for WRTA’s regional activities.”

The Travel Ministry Conferences also provide an excellent venue for travel providers and tourism organizations to meet and interact with attendees, religious leaders, and travelers.

Members of the travel trade can attend, exhibit at, or sponsor any or all of the Travel Ministry Conferences.

For more information about the Travel Ministry Conferences visit www.WRTAreligioustravel.com. For faith-based communities, organizations and individuals interested in attending and participating in the Travel Ministry Conferences, contact WRTA staff at +1.859.219.3529 or 888.255.WRTA, ext. 101 or members@wrtareligioustravel.com

For travel trade companies and professionals interested in attending, exhibiting at, or sponsoring the Travel Ministry Conference events, contact Kami Risk at +1.859.226.4402 or sales@wrtareligioustravel.com.

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, www.WRTAreligioustravel.com.

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