



## Expo 2009 Update



The World Religious Travel Expo is right around the corner.

As we prepare and finalize our great educational sessions, [take a peek](#) at what we have so far. Also, view the [list of exhibitors](#) we have lined up. It is going to be another historic year!

Haven't [registered](#)? Want [more information](#)? What to know more about the [NTA partnership](#) and how it benefits you? Please contact [WRTA staff](#). We will be happy to answer your questions.

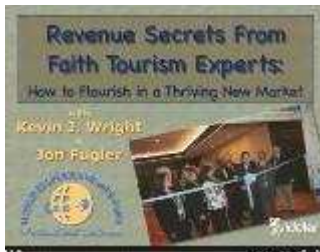
## ATA Renews Partnership with WRTA



**Africa Travel Association** (ATA) and the World Religious Travel Association

(WRTA) are pleased to announce a continuation of their partnership agreement in an effort to promote both organizations' endeavors in the religious travel trade.

"ATA is excited to work with WRTA to promote faith-based tourism to Africa," said ATA's Executive Director, Edward Bergman. "Religious tourism is certainly a growing niche market for travelers to the continent and the partnership with WRTA will help us to educate our membership on faith-based



## New "Revenue Secrets from Faith Tourism Experts" Webcast Released

WRTA has compiled together the most comprehensive selection of revenue secrets from top faith tourism experts into one engaging webcast. The presentation includes highlights and audio clips from last fall's World Religious Travel Expo. [View the webcast](#).

## Religious Travel News

Stories from around the religious travel industry.....

- [Bahamas Religious Market Global Outreach - Experience Faith Madaba \(Jordan\) to become leading destination for religious tourism](#)
- [Cruise Lines urge agents to sell groups including faith-based and religious travel](#)
- [Pope names Orlando tourist ministry a basilica](#)
- [Eureka Springs and religious tourism](#)
- [Iraq tapping religious tourism](#)
- [Saudi Arabia sees rise in religious tourism](#)
- [Our Lady of Guadalupe shrine most visited in the world](#)
- [Bahamas: Growing the religious tourism market](#)

## Just for Fun - Faith Tourism Links Galore

- [Webcast: Revenue Secrets from Faith Tourism Experts](#)
- [Webcast: Five-Step Introduction to Faith-based Travel & Hospitality](#)
- [2009 Religious Travel Buyer's Guide](#)
- [Expo 2009 Sponsorship and Exhibitor Guide](#)
- [Guidebooks: The Christian Travel Planner](#)
- [Guidebooks: Catholic Shrines of Western Europe](#)
- [Guidebooks: Europe's Monastery & Convent Guesthouses](#)
- [Guidebooks: Marian Shrines of the United States](#)
- [Videos from WRTA Members](#)
- [Video: Discover the World of Faith Tourism](#)
- [Video: Experience the World Religious Travel Expo](#)
- [Website: World Religious Travel Expo](#)

tourism opportunities."

Religious travel and hospitality is present throughout the continent and is defined in four ways by WRTA: Visiting a religious destination; attending a religious gathering; traveling for missionary or humanitarian purposes; or leisure traveling with

fellowship intent.



"Faith-based tourism

attracts 300 million travelers worldwide, who spend \$18 billion annually," said Kevin J. Wright, WRTA President. "We look forward to once again working with ATA, especially as Africa has long served as a top destination for people of faith. In fact, among the wide variety of travel experiences the continent offers, faith-based African safaris are quickly becoming one of the most popular new trends in religious travel today."

[Read Release.](#)

## Member News: Homeric Tours Launches New Faith Tours Brochure



With the introduction of our new Faith Tours brochure evidencing our commitment to the religious audience, 2009 is indeed an exciting year for Homeric Tours. With over 40 years of experience serving the greater travel community, specializing in the Mediterranean, the Middle

East and Europe, it was time for Homeric Tours to distinguish its approach into this specialized area of the industry. This new brochure is a collaboration of our own research as well as the many requests that we have received over the years from our loyal group leaders. We are confident that our brochure will be well received by our existing clients as well as the marketplace as a whole. [Read the release.](#)

*Are you a WRTA Member and would like to submit a press release or top news story for possible publication in Religious Travel Buzz? If so, submit your story to [WRTA Staff](#).*

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## Communicate with Fellow Religious Travel Professionals



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### Dear Faith Tourism Friends & Colleagues,

We are very excited about the new release of our two webcasts. Be sure to take some time and watch one or both of them, especially [Revenue Secrets from Faith Tourism Experts](#). Both webcasts are very engaging and informative about today's faith-based market.

Lots of other wonderful things happening. We just debuted our new "[Online Member Profile Update](#)" function on the WRTA website. If you are a member, you can now update your profile 24/7 online at [www.WRTAreligiustravel.com](http://www.WRTAreligiustravel.com).



Lastly, we have some very exciting news coming out shortly regarding this fall's Expo. I'll give you a hint.....he was the marketing director behind the best-selling book *The Purpose Driven Life*. Any guesses?

See you this fall in Reno at Expo 2009!

Best Wishes,  
Kevin J. Wright  
WRTA President