



Expo 2009 Buzz

WHAT'S THE BUZZ ABOUT



Exhibitors of the Week

Key Tours - Key Tours is a wholesale tour operator for the Mediterranean region. Servicing travelers from around the world, using company-leased buses and salaried guides, Key Tours is able to operate an excellent variety of itineraries at cost-effective prices. [website](#)

Krouse/Amsalem Travel - We can help your dreams come true- we've been doing it for 25 years! Our experienced travel consultants can help you plan the trip of a lifetime or discover regional attractions you've never visited. [website](#)

TBN Holy Land Experience (Sponsor) - TBN is the world's largest religious network and America's most watched faith channel. TBN offers 24 hours of commercial-free inspirational programming that appeal to people in a wide variety of Protestant, Catholic and Messianic Jewish denominations. [website](#)

Central Holidays - Our family of companies offers a virtually unlimited range of trips...From independent and customized travel for individuals and groups, hosted itineraries, escorted tours, cruise packages, ski vacations, and castles, villas and farm house stays. [website](#)

Go Ahead Tours - Thanks to our reputation as a leading travel company and our direct connections to vendors around the world, we're able to secure the lowest rates on hotels, flights and sightseeing options -and pass the substantial savings onto you. [website](#)

Aristotle Travel - Our expert staff of travel

Expo Quick Updates

Updated and descriptive [educational sessions announced](#).

[Expo schedule finalized](#) - print it out and plan your time in Reno.

[Keynote speakers](#) announce their topics.

The [International Tradeshow booth layout posted](#)

Who will you meet? Review the growing [exhibitor list](#).

Meet our Newly Added Keynote Speakers

Monday 11:00am - 12:00pm: The Holy Land Panel

Join us and our featured speaker, **Her Excellency Maha Khatib, Jordan Minister for Tourism and Antiquities**, at The Holy Land Panel. Her Excellency will host a Holy Land Panel in a roundtable discussion. The panel includes Dr. Khoulood Daibes (Palestine Minister of Tourism and Antiquities), Tasoula Manaridis (Director North America, Cyprus Tourism Organization), and Eliezer Hod (Director for the Western Region, Israel Ministry of Tourism). [read more...](#)

Monday 7:00pm - 9:00pm: Farewell Celebration & Prize Drawings Banquet

Ending the World Religious Travel Expo & Educational Conference on a great note, be entertained by our featured singer, [Karen Knight](#) and learn "The Power of Passion in Your Business" from our keynote speaker and business revivalist, [Keith Powell](#).

professionals are uniquely trained and equipped to plan, manage and deliver the most demanding and exclusive travel program to any part of Greece or the Eastern Mediterranean. For two decades we have been synonymous with reliability, financial integrity and excellent service. [website](#)

Travel Guard - With more than 20 years of industry experience, Travel Guard is America's leading travel insurance plan provider. We specialize in providing innovative travel insurance, assistance and emergency travel service plans for millions of travelers and thousands of companies throughout the world. [website](#)

New Faces Travel and Shipping - We specialize on incentive travel, study tours, biblical tours, custom made tours, blue cruises, shore excursions for cruise passengers and hotel reservations at the selected hotels of Turkey. [website](#)

Lifeway (Sponsor) - LifeWay Christian Resources of the Southern Baptist Convention is one of the world's largest providers of Christian products and services, including Bibles, church literature, books, music, audio and video recordings, church supplies, and Internet services. [website](#)

Israel Ministry of Tourism - Israel is a tiny country--only about 29,000 square kilometers--and yet, it is a place of amazing variety, with globally unique contrasts. Israel's location, bridging Africa, Asia and Europe, has blessed it with four biogeographical zones making it unique worldwide in terms of its combination and variety of climate, flora and fauna. [website](#)

Our Lady of the Rockies - Located in Butte, Montana (USA), Our Lady of the Rockies is a 90-foot statue that sits atop the Continental Divide is the realization of a dream and the result of six years of hard work and is dedicated to all women--especially mothers. [website](#)

Shouldn't you exhibit too?
Contact [Kami](#) at 859.226.4402
Find out why below:



A Look Back at Expo 2008, Making History

The inaugural World Religious Travel Expo and Educational Conference, held in November 2008, claimed a number of firsts. The tourism minister of Palestine made her first foray into a North American trade show, marketing holy sites such as Bethlehem and Nazareth; participants from 30 countries on six continents gathered for the first large-scale gathering to promote and develop the \$18 billion worldwide faith tourism industry; and WRTA announced that its second annual expo would be held in November 2009, in conjunction with the 2009 National Tour Association (NTA) annual convention. [read more...](#)

"We were very happy with our participation at the WRTA's first religious conference. The turnout and quality of agents participating was amazing. We will continue to support WRTA and we are looking forward to participate at the 2nd WRTA Conference."

- Tasoula Manaridis, Director
Cyprus Tourism Organization

Survey Results

In the last Expo Buzz, we asked our Expo delegates a few questions. Below are the results:

Q: Did you attend Expo 2008?

A: Of our responses, 80 percent of the attendees are first-timers. We are excited to welcome all our new attendees!

Q: How are you taking advantage of the co-location with NTA?

A: The two most popular answers were the all-access tradeshow reception Monday and the Theatre Direct/Broadway.com Luncheon Monday.

New to the Expo?

If this is your first WRTA Expo, we have some tips for you! In order to make the best of the Expo this year and really get your money worth:

- **Fill your schedule!** Attend seminars and social events and meet as many people

STAND OUT in an \$18 billion industry!



Click here to play

as you can. Don't forget, since we are co-locating with NTA, introduce yourself to NTA attendees and trade contact information!

- **Have fun.** Attending Expo 2009 is a great excuse to have fun while also learning about religious tourism. Be sure to take advantage of all scheduled events including sightseeing tours, NTA's Luncheon on Saturday, and the Tourism Rocks Party Monday night ([ticket required](#)).
- **Meet and Greet.** The Expo is no place to be shy! Be sure to take time and sit with a stranger at lunch, volunteer, enjoy a cup of coffee and chat with another delegate, wander through the tradeshow floor, and strike up a conversation at the reception. There are opportunities everywhere!

Forward
to a Friend 