



September 17, 2009
Issue #004

Featured Spotlight Members - Meeting the "Who's Who" in Faith Tourism

[Bahamas Government Tourism Office](#)
[Africa Travel Association](#)

- [Globus](#)
- [Submit your Profile](#)
- [New Partnership Announced](#)
- [Enjoy Expo 2009 in 102 Seconds!](#)

Featured Spotlight Members Meeting the "Who's Who" in Faith Tourism



Bahamas Government Tourism Office

If you could summarize your organization in once sentence, what would it be?

The Bahamas is the place where GOD lives!

How is your organization involved in religious travel and hospitality?

The Government is the chief sponsor of all tourism marketing and promotion for the country, as Tourism represents 75% of the GDP.

What specific products and/or services does your organization provide for faith-based travelers, groups and organizations?

We offer religious/historical tours, weddings, and assist/make your travel experience easier through streamlining governmental redtape in doing travel business in The Bahamas.

What is your organization's competitive advantage in the marketplace, and more specifically, within religious travel?

- A) Proximity to USA
- B) Physical beauty of the country
- C) Beaches/Water
- D) Friendly God centric Population
- E) Variety of Islands comprising the archipeligo of the Bahamas

Tell us about the "people behind your organization." What makes your personnel among the best in the industry for both the travel trade and consumers to work with?

We, Bahamians, are a gentle people, a loving people who fear GOD and want to live in peace. This trait goes back to some of our ancestors, the Arawak/Lucayan Indians.

If there is one thing about your organization that you would like for every travel professional and planner to know about (and remember you by), what would it be?

The Bahamas is the closest off-shore destination, only 50 miles off the coast of Florida and the best destination to host religious meetings, groups conventions and conferences - the Place where GOD lives!!

Contact Information

Linville J. Johnson
Director-Religious Groups Market
Bahamas Government Tourism Office
ljohnson@bahamas.com
www.bahamas.com/worship
(954) 888-1094

Africa Travel Association



If you could summarize your organization in once sentence, what would it be?

The Africa Travel Association (ATA) was established as an international travel industry trade association in 1975 to promote travel and tourism to and within Africa, and to strengthen intra-Africa partnerships.

How is your organization involved in religious travel and hospitality?

ATA provides services to members working in a broad range of niches (i.e. religious travel, heritage, culture, adventure, youth, business, sustainable tourism, etc.), sectors (public, private and nonprofit) and regions (across Africa and the USA).

What specific products and/or services does your organization provide for faith-based travelers, groups and organizations?

ATA offers opportunities to link with buyers and sellers in the USA and in Africa, networking opportunities with leaders in the travel and tourism industry in the USA and in Africa, ongoing learning opportunities on topics related to the growth of the industry in Africa and to increasing US arrivals on the continent, and opportunities to build relationships with travel trade media.

What is your organization's competitive advantage in the marketplace, and more specifically, within religious travel?

Broad and deep reach in Africa, from ministers of tourism, culture, sports and diaspora affairs to heads of national tourism boards; and from travel agents and tour operators to travel trade media and arts & culture personalities.



Tell us about the "people behind your organization." What makes your personnel among the best in the industry for both the travel trade and consumers to work with?

ATA members include: tourism, diaspora, culture, and sports ministers, tourism boards, airlines, hoteliers, travel agents, tour operators, travel trade media, public relations firms, consulting companies, non-profit organizations, businesses, small and medium-sized enterprises, and other organizations engaged in tourism promotion. ATA is overseen by an international board of directors comprising of governments, airlines, hotels, and wholesalers/tour operators. ATA is managed by a small management team, including an Executive Director, an Assistant to the Executive Director, Media and Communications experts, an advisor on African Diaspora Affairs, and interns and volunteers focusing on administration, event planning and membership services.

If there is one thing about your organization that you would like for every travel professional and planner to know about (and remember you by), what would it be?

ATA is the premier global association bringing Africa to the world and the world to Africa.

Contact Information

Edward Bergman

Executive Director
Africa Travel Association
info@africatravelassociation.org
www.africatravelassociation.org
+1-212-447-1357

GLOBUS®



Globus

If you could summarize your organization in once sentence, what would it be?

Globus, in operation for more than 80 years, is experienced in accommodating

custom religious groups for over 50 years, and provides faith-based vacations that deliver a perfect balance of faith and fun designed to build community, and a shared awareness of the world around us.

How is your organization involved in religious travel and hospitality?

In 2010, Globus is celebrating the sixth anniversary of launching its religious tour division. With a dozen itineraries and multiple departure dates focused on the lands of the Bible, and both Protestant and Catholic denominations, Globus continues to be the largest tour operator to offer faith-based travel.

What specific products and/or services does your organization provide for faith-based travelers, groups and organizations?

Globus travels to many of the world's greatest religious sites and destinations -- with exceptional quality and value. We feature customized religious group programs and four travel plans covering twenty itineraries to more than twenty countries: Travel the Lands of the Bible; Travel the Lands of Protestant/Christianity; Travel the Lands of Catholicism; Oberammergau in 2010.



What is your organization's competitive advantage in the marketplace, and more specifically, within religious travel?

With more than 80 years of experience offering top quality vacations to more than 65 countries, we also offer the greatest variety of travel packages and price levels. You simply decide which type of travel or vacation experience would most perfectly fit your church, ministry, organization, or personal interests. And with over 30 offices around the world and support whenever and wherever you need it, we simply help you focus on the most important aspects of your trip -- sharing faith, community, and God's creation. Globus is the first choice among individuals looking

for group travel year after year. With our scheduled departures, you can cater to individual faith-based travelers; not just those that are part of a group. We also combine the religious aspects of each trip with the wonderful traditional sites and activities of each destination. Our vacations are designed to offer you flexibility, choice, and a pace that best fits the way you want to travel. We offer more included features, more superior hotels, and more value. The safety of our travelers and the richness of our vacations is a priority and that is what has made Globus the worldwide leader in travel, and a name you can trust.

Tell us about the "people behind your organization." What makes your personnel among the best in the industry for both the travel trade and consumers to work with?

We have a religious team dedicated to delivering quality religious travel. They constantly monitor performance of our current programs so that we continue to meet our high standards, they review feedback and market trends to design future programs, and they maintain a solid focus on all aspects of our religious programs to be the ultimate source of information for our valued trade partners and their customers.

If there is one thing about your organization that you would like for every travel professional and planner to know about (and remember you by), what would it be?

We are a partner you can trust. We know how important it is for you to have the utmost confidence

in your travel partner, and standing behind our products 100% is what we do best.

Contact Information

Jennifer Brelsford
Religious Travel Specialist
Globus
faith@globusfamily.com
www.globusfaith.com/
(877) 797-8793

Submit Your Profile - and Be Featured!

Are you a WRTA Member?

If you are a WRTA Member, you are eligible to submit your online profile for possible publication in an upcoming issue of Spotlight on Members. Fill out your Profile Questionnaire now!

http://bit.ly/WRTA_Submit_Member_Profile

Note: Only WRTA Members are eligible to have their profiles published. Non-members are welcome to complete and submit the questionnaires, however - before WRTA can publish your profile, you will need to register as a WRTA Member. [Join now!](#)

World Travel Market

New Partnership

WRTA is proud to announce its new partnership with the World Travel Market (WTM), the largest event in the global travel industry. Now celebrating its 30th year, the World Travel Market attracts over 5,500 exhibitors and almost 50,000 participants.

Official description of the World Travel Market

Staged annually in London, World Travel Market is a vibrant must-attend four day business-to-business event presenting a diverse range of destinations and industry sectors to UK and International travel professionals. It is a unique opportunity for the whole global travel trade to meet, network, negotiate and conduct business under one roof. By attending World Travel Market, participants efficiently, effectively and productively gain immediate competitive advantage for their business and stay abreast with the latest developments in the travel industry.

Learn more about WRTA's new partner

Official website www.wtmlondon.com
Schedule & events www.wtmlondon.com/events
Register online and fast track entry at
<http://www.wtmlondon.com/page.cfm/Link=62/t=m/goSection=11>

Enjoy the Expo in 102 Seconds...



[play video](#)