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## **WRTA LAUNCHES CONSULTING FIRM AND SPEAKERS BUREAU FOR RELIGIOUS TRAVEL & HOSPITALITY**

*Based on growing marketplace demands,  
the World Religious Travel Association expands its business services*

**LEXINGTON, Ky. (February 18, 2010)** – In launching a new consulting program and speakers bureau, the World Religious Travel Association is expanding its business services to meet the growing demands of the \$18 billion religious travel and hospitality industry.

“We’re thrilled with the debut of these two new enterprises,” said Kevin J. Wright, WRTA president. “As more organizations and companies enter religious tourism from throughout the United States and around the world, we’ve seen the demand rise for specialized consulting as well as requests for expert speakers within the marketplace. With the launch of these ground-breaking business services, WRTA will not only continue to facilitate the growth of the industry, but also further enrich and empower it.”

Since its inception, WRTA has provided select contracted services to destinations, travel providers, and suppliers that requested further assistance in tapping the religious market.

In response to the increased interest, WRTA is now making its specialized consulting services available to the industry. Each new project will be taken on a case-by-case basis and must fall outside the scope of WRTA’s traditional membership benefits. Current and past clients include international tourist offices, convention and visitors bureaus, tour operators, suppliers, retailers, and theme parks/attractions among others.

To accommodate the blossoming and ongoing demand for its speaking services, WRTA is also launching a Speakers Bureau. With the new venture, WRTA will continue to best fulfill and meet the ever-expanding needs and requests of the faith-based travel marketplace. WRTA

president and four-time published travel author, Kevin J. Wright, will continue to serve as the bureau's featured speaker. Wright has spoken at dozens of tradeshow, conferences, and events globally and nationally.

For companies and organizations interested in hiring WRTA's consulting, speakers bureau, or video development services, or to submit a proposal, contact Jim Wright, WRTA VP Sales & Marketing at Tel (888) 255-9782 x203 or (360) 778-3047 or [jwright@WRTAreligioustravel.com](mailto:jwright@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](http://www.WRTAreligioustravel.com) and [www.WRTAexpo.com](http://www.WRTAexpo.com).

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