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**WORLD RELIGIOUS TRAVEL ASSOCIATION TAPS
JOHN SEVERINI OF KDS SOLUTIONS FOR EXPO 2008**
***WRTA secures KDS Marketing, Sales, & Business Solutions to leverage
opportunities for first-ever faith tourism tradeshow***

LITTLETON, Colorado (January 10, 2008) – As the World Religious Travel Association prepares to host this fall the first-ever international convention dedicated to faith tourism, WRTA is tapping into one of the travel industry's top authorities and consulting firms – John Severini of *KDS Solutions*. The new relationship will enable WRTA to leverage its strengths in attracting travel wholesalers, agency groups, suppliers, trade organizations, and group leaders to the World Religious Travel Expo & Educational Conference 2008.

The timing of the ground-breaking event could not be better. The World Tourism Organization recently stated that religious tourism is responsible for 600 million trips annually. All segments of the religious travel industry are expected to be present at the Expo including tour operators, cruise lines, tourist boards, motorcoach/transportation companies, attractions, lodging facilities, and travel insurance/health companies. Among WRTA's newly confirmed Expo partners is CLIA, the Cruise Lines International Association who will be conducting an extensive workshop program.

"The World Religious Travel Expo is a remarkable opportunity for agents and suppliers to "step out of their box" of traditional sales focus and learn innovative ways to expand their existing client base," said John Severini, a partner of *KDS Solutions*. "KDS Solutions is excited to be working with WRTA and our primary focus is to leverage the huge initial demand for this fall's convention, which will enable more agents to tap into a burgeoning market to generate new customers and incremental sales. For agents and sellers of vacation travel, WRTA's Expo is a 'must attend.'"

"WRTA is thrilled to bring aboard John Severini and *KDS Solutions*. With their expertise and relationships in the travel industry, WRTA can further capitalize on the tremendous response we are receiving from travel suppliers and sellers," said Kevin J. Wright, WRTA President. "The Expo will be a watershed opportunity for WRTA to connect and educate companies in the New Era of the \$18 billion religious travel industry. John Severini's extensive involvement with agency groups and organizations will further spread the word and opportunity that exists for agents to earn quick, easy and new sales commissions by selling faith-based vacations."

As 2008 is shaping up to be a year of relative uncertainty with rising gas prices and a declining U.S. dollar, there is one segment that the travel industry can count on – *the continued explosive growth of religious tourism*. In the United States alone outbound travel for religious or pilgrimage purposes increased in 2006 by more than 36% from 575,000 travelers to 905,000 (U.S. Office of Travel and Tourism Industries; most recent statistics). Faith-based groups and organizations are also traveling more than ever before in North America, as cruise group departures are being used as fund raisers and "congregation building" events by religious groups, churches, synagogues, and organizations.

WRTA will host the **World Religious Travel Expo & Educational Conference 2008** at the renowned Gaylord Palms Resort Hotel and Convention Center from October 29 – November 1. The WRTA Expo will

feature two venues: *The International Tradeshow* and *The Educational Conference*. The combined event will provide the first world-class forum for travel suppliers, destinations, wholesalers, agencies and church travel planners to come face-to-face, develop partnerships, find new products and services, generate new qualified leads and build long-term profitable relationships.

The Educational Conference will provide the most comprehensive learning program ever offered on religious tourism – for both trade and group planners. Through leading industry speakers, dynamic presentations, panel discussions, interactive break-out sessions, seminars and peer networking forums, the trade participants can expand their knowledge of the opportunities in the new niche markets within faith tourism. Participants can listen to and discuss with travel experts market trends, marketing intelligence, the latest products/services and actionable ways to exceed faith-based customer's expectations. Group planners will attend product seminars hosted by travel industry experts, while also learning how to enrich and expand their travel ministry programs.

To learn more or register online, visit www.religioustravelexpo.com or call 1-800-657-1288 (or 360-778-3047). For more information about becoming a WRTA Member and joining the leading network for the religious travel industry, visit www.religioustravelassociation.com.

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About the World Religious Travel Association (WRTA)

The World Religious Travel Association (WRTA) is the leading network for shaping, enriching, and expanding the \$18 billion global faith tourism industry. WRTA exists to connect the worldwide trade and North American religious consumer together for the primary purpose of promoting and providing quality travel experiences around the globe. As the source and voice for the religious travel industry, WRTA provides members opportunities to network, learn, contribute, and lead. WRTA embraces all segments of faith tourism: Pilgrimages, Missionary, Cruises, Leisure Conferences, Retreats, Destinations, Attractions, Christian Camps, Family, Student/Youth, Adventure and Volunteer Vacations. To learn more about the WRTA or become a member, visit www.religioustravelassociation.com or contact WRTA at 1-800-657-1288 or 360-778-3047. To attend or exhibit at the World Religious Travel Expo, register online at www.religioustravelexpo.com. To join the (newly launched) first online global community for faith tourism visit WRTA Social Network www.religioustravelnetwork.com, hosted by the World Religious Travel Association.

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