

# Are you Smarter than a Religious Travel Intern?



*Note to my fellow ASTA Tradeshow “Faith Tourism” Seminar attendees:*

*Personal Note from Kevin J. Wright:*

As your host of the fascinating Faith Tourism seminar, and as President of the *World Religious Travel Association*, I very much look forward to meeting you in person and presenting you with the “know-how” and necessary tools for entering or expanding your presence in the \$18 billion Faith Tourism Industry. Get ready for a fun, dynamic, fast-paced, interactive, and very educational seminar..... and get ready for an engaging twist on the popular T.V. show:

*Are you Smarter than a 5th Grader?*

How can you best prepare for the Faith Tourism Seminar? I have a questionnaire below for you. Go ahead and fill it out and bring it with you to our Seminar. Or, at least begin thinking about your answers to the questions below. We’ll kick-start our time together by handing out this survey to all attendees and then we’ll spend the rest of the time taking you through what I like to call *Faith Tourism Graduate School*. So get ready to participate in a Junior Year Practicum and even a Senior Year Thesis! But no worries.....I can assure you – everyone who attends my Faith Tourism Seminars, always graduates with high honors!

See you soon.

- ***Kevin J. Wright, Your Host Seminar Speaker***

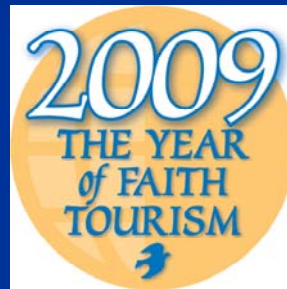
P.S. Feel free to contact me anytime in advance of the seminar.

- Which of the following trip(s) comprise faith-based tourism? (You can circle more than one answer)
  - Holy Land trip
  - South America Mission trip
  - Caribbean Cruise
  - Canadian Rockies leisure vacation
  - African safari
  - Weekend getaway to Southern California & Disneyland
  
- Which age group is most attracted to faith-based trips?
  - Ages 18-34 years old
  - Ages 35-54 years old
  - Ages 55+ years old

- What percentage of Americans are interested in taking a faith vacation?
  - 1 in 4 Americans
  - 1 in 10 Americans
  - 1 in 50 Americans
  - 1 in 100 Americans
  
- How many faith-based trips take place annually in the global travel industry?
  - 60,000 trips
  - 600,000 million trips
  - 6 million trips
  - 600 million trips
  
- Which of the following best represents the travel buying habits/requests of the faith-based market?
  - Budget
  - Quality/First-class
  - Luxury

Discover opportunities of how to participate in  
and take advantage of...

### ***The Year of Faith Tourism 2009***



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