

[Africa Travel, World Religious Travel Partners](#)

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Africa Travel Association (ATA) and the World Religious Travel Association (WRTA) renewed their partnership agreement in an effort to promote both organizations' endeavors in the religious travel trade. Religious travel and hospitality is present throughout the continent and is defined in four ways by WRTA: visiting a religious destination, attending a religious gathering, traveling for missionary or humanitarian purposes, or leisure traveling with fellowship intent.

“Faith-based tourism attracts 300 million travelers worldwide, who spend \$18 billion annually,” said WRTA President Kevin Wright.

“We look forward to once again working with ATA, especially as Africa has long served as a top destination for people of faith.” Under the new partnership agreement, ATA and its members will participate in the WRTA World Religious Travel Expo and Educational Conference 2009 to be held Nov. 14 to 16, 2009, in Reno, Nev., and WRTA will participate in ATA's upcoming events in the United States and across Africa, most notably the 35th Annual Congress in The Gambia in May 2010.

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

For more information, visit ATA online at www.africatravelassociation.org or call 212-447-1357. WRTA is the leading global network for the \$18 billion faith tourism industry.

For more information, call 859-219-3529 or visit www.WRTAreligioustravel.com or www.WRTAexpo.com