

Contact: Christine Moore, Epiphany Media
Tel: 469-688-5683
Email: christine@epiphanymedia.info

For Immediate Release

FAITH-BASED TRAVEL GROWS UP: INDUSTRY LEADERS FORM FIRST CONSULTING GROUP FOR \$1 BILLION RELIGIOUS TRAVEL MARKET

Nationally Recognized Religious Travel Authority Kevin J. Wright Launches Specialized Consulting Team for Faith-Based Tourism

LITTLETON, Colorado – December 12, 2006 – \$1 billion and growing; that is the shorthand description for the burgeoning religious travel industry in America. No longer a niche market, the world of faith-based travel has come into its own and is today considered one of the fastest growing travel segments by the World Tourism Organization. With more companies seeking to enter or expand their presence within the religious marketplace, one of the country's most recognized faith-based tourism authorities, Kevin J. Wright, has launched the industry's first religious travel market consulting group (www.religiousmarketconsulting.com).

A fifteen-year veteran of the travel industry, Wright introduced and led the very successful and high profile Religious Travel Division at Globus, the world's leading escorted travel company. In 2005, he pioneered the concept of *National Religious Travel Symposiums* - seminars designed for educating tourism professionals about the lucrative and growing religious travel market (hosted by Globus).

An award-winning author, Wright leads a team of independent consulting professionals who will assist travel companies in marketing, selling and developing product for the 180 million-strong religious market. Recognized as the pre-eminent authorities in the religious travel industry, the consulting firm's personnel have been interviewed by TIME Magazine, CBS Early Show, USA TODAY, Wall Street Journal, New York Times, Los Angeles Times, Travel Weekly, Group Tour Magazine, Church Executive, and dozens of other major media outlets. The four major players of the group consist of Kevin J. Wright; Honnie Korngold, founder and president of Christian Travel Finder; James E. Wright, an international marketing consultant and former President and CEO of the Space Needle Corporation in Seattle, WA; and Christine Moore, founder and principal of Epiphany Media.

"Our three-fold goal for clients is simple and clear: Increase revenues. Generate publicity. Establish brand name recognition within the Religious Marketplace," said Wright, president of *Religious Market Consulting Group*. "Our team will assist companies in developing and executing a vision, strategy and action plan for entering or expanding one's presence and sales within the Religious Market."

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The Religious Market Consulting Group will target and work with every sector of the tourism industry, including tour operators, cruise lines, tourist boards, consortiums, travel agencies, attractions, hotels, and motor coaches. Among their many services, Wright and his team will assist organizations with the following religious market opportunities:

- Deliver business plans
- Develop positioning, branding, & messaging
- Perform market research
- Conduct religious sales & marketing audit
- Build brochures, videos & collateral material
- Facilitate strategic planning & marketing retreats
- Design products, services, & experiences commensurate with religious market
- Create advertising & promotional campaigns
- Execute sales campaigns (calling/telemarketing, personal visits, direct mail, email, tradeshow)
- Launch media campaign and generate publicity via religious, travel & news media
- Fashion religious market loyalty programs
- Represent companies in religious marketplace
- Identify, recruit & train company and sales personnel
- Provide industry specific, religious-market-focused seminars and business consultations for senior management (one or multiple days)

In addition to his consulting group, Wright will launch in January 2007 the industry's first-ever association for the \$18 billion *worldwide* religious travel industry. Watch the cover of *Travel Weekly* throughout January for the major announcement complete with exclusive interviews of the association's leaders and top religious travel industry personnel.

To learn more about the *Religious Market Consulting Group* visit www.religiousmarketconsulting.com or contact Kevin J. Wright at kwright@religiousmarketconsulting.com.

About Kevin J. Wright & Religious Market Consulting Group

Kevin J. Wright is one of the country's most recognized religious tourism authorities. A fifteen-year veteran of the travel industry, Wright launched the very successful and high profile Religious Travel Division at Globus, the world's leading escorted travel company. An award-winning religious travel author, he has traveled to 25-plus countries, visited more than 200 major places of pilgrimage, hosted a faith-based reality travel show, writes for national publications, and serves as a guest speaker at conferences and on religious trips around the world. In 2000, he personally presented his travel guidebooks to Pope John Paul II. He is the author of several forth-coming books including *The New Faith-based Economy in America: Targeting the \$50 Billion & 180 Million-strong Religious Market*. To learn more about the **Religious Market Consulting Group** visit www.religiousmarketconsulting.com.

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