

FAITH TRAVEL MARKET

REFERENCE GUIDE

What is Faith Travel?

Faith-based travel is the providing of transportation, lodging, food/beverage, travel arrangements, tour packages and other related travel/hospitality services to people of faith or to a place of faith.

Facts about the Faith Travel Market

- 37% of NTA tour operators offer faith-based travel product and services.
- More than 400,000 religious congregations and communities exist in North America. (Source: American Church Lists)
- 80% of Americans identify themselves with a particular faith (Source: American Religious Identification Survey)
- Up to 330 million people visit key religious sites each year, according to WTO. (Source: [Travel Market Report](#))
- An estimated 25% of all U.S. travelers are interested in taking a spiritual vacation, and the U.S. market is currently about 16 million strong. (Source: [Travel Market Report](#))
- 76% of the global population shares at least a minimal level of adherence to a religion or form of spirituality. (Source: Adherents.com)

Types of Faith-based Trips

- Pilgrimages
- Religious heritage tours
- Conferences, conventions, festivals and events
- Mission trips and volunteer vacations
- Adventure and active travel
- Retreats
- Student and youth trips
- Cruises
- Leisure vacations
- Retreats and religious guest houses
- Visits to attractions, museums, amusement parks, waterparks, zoos, etc.
- Day-trips and local getaways



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As Seen in Courier

[Terrains of Faith](#) April/May 2017

[Faith in Jordan](#) December 2016

[When you come to Utah, visit Temple Square](#) November 2016

[Finding faith in Slovakia](#) August/September 2016

[Germany and Switzerland... Reformation Jubilee hits full stride](#) July 2016

[Discover a hidden spiritual gem... Visit Rome's religious venues to shed new light on lifelong faith](#) June 2016

[Israel, Jordan and Palestine... Following in the Footsteps of Jesus in Palestine](#) March 2016

[Tours Connect Women of Faith](#) February 2016

[Greece and Turkey... Magister Tours Highlights Turkey, Faith-based Itineraries for 2016](#) January 2016

[Interfaith Itineraries Attract Travelers](#) July 2015

[The World of Faith-based Cruising](#) July 2015

[Berlin Artist Yadegar Asisi Contributes to Reformation Jubilee Preparations](#) July 2015

[Marketing Essentials for the Faith-based Segment](#) May 2015

[Courier Magazine's 2015 Distinguished Dozen Awards: Favorite Faith-based Destination](#) Jan. 2015



Media Releases

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Seminars and Forums

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Why Join NTA?

With members in more than 40 countries, NTA is the leading business-building association for travel professionals interested in the North American market—inbound, outbound and within the continent.

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