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*Routes of Faith* is the newsletter of the Faith Travel Association, blending articles that educate and inspire as well as share the many destinations offered by FTA members. *Routes of Faith* also provides insights that educate readers on new and innovative ways to travel, including eco-friendly and sustainable trends.



### **Inward journey and outward pilgrimage**

When religion scholar Dr. Alan Kolp spoke at NTA's recent convention in Cleveland, his focus was on leading tours around the theme of religion. The United States and, indeed, the world, offer magnificent opportunities for both traditional trips as well as innovative journeys designed to take advantage of recent COVID experiences, new demographic markets, and creative approaches to spirituality. Dr. Kolp offers one way to think about planning for the future.

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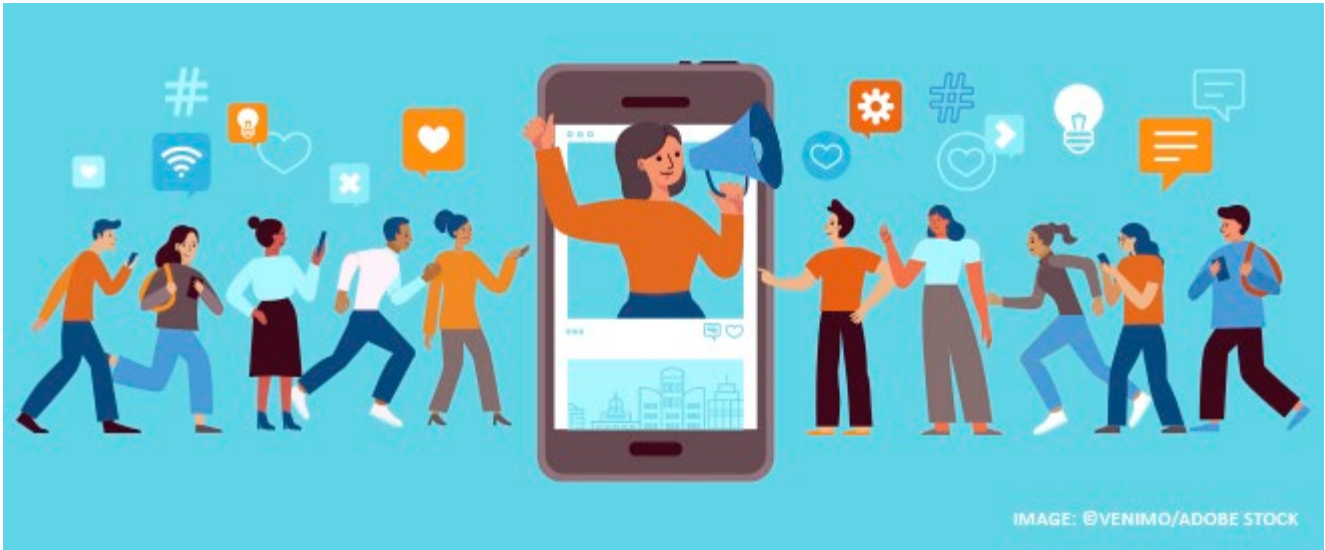
### **A look forward to faith travel**

As the new year approaches, we asked members of the NTA Faith Travel Advisory Group what they're most looking forward to in 2022 as it pertains to group travel. Here's what they had to say.

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## 7 easy steps to fill your tour or event faster

WooHoo! Your first post-COVID tour has rolled! (Or it's nearly ready to roll.) Now comes the fun of keeping all the balls in the air: creating new tours and marketing them simultaneously. As the world opens again, keeping your marketing funnel full goes hand-in-hand with getting butts in seats and heads in beds!

However, if you're looking to effectively market in this new era, some things have changed since pre-pandemic days. What worked in 2019 might not work as well to attract consumers now. Here are the social marketing essentials savvy marketers are using to be successful.

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## A traveler's vital information ... in any language

If you've ever traveled to a place where you don't know the language and your hand signals can't convey your most important health information, NTA and FTA member George Ciporkin has a solution—several, in fact. In an article posted on [NTAcourier.com](#), Todd Probus writes about the Global Health Passport, a series of booklets created by Ciporkin that allow travelers to communicate their medical history, including food allergies. Each passport has a "base" language of English or Spanish paired with another language: Japanese, Arabic, or Chinese. And the passports can be customized for any language or destination. Operators can purchase health passports for their clients, who check yes or no for a series of medical questions, each paired with a corresponding translation. "It's like having your own personal doctor traveling with you during your trip," Ciporkin says. Click through to read the *Courier story*.

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The [Faith Travel Association](#) is a worldwide community of tour operators, travel agents, destinations, and travel suppliers serving the faith-based travel market. *Routes of Faith* is the official newsletter of FTA. For more information on joining FTA, contact [Todd Probus](#).

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