

Religious Tourism: A New Era, a Dynamic Industry

What comes to mind when you hear the phrase “religious travel?” If you’re like most of us, four thoughts probably come to the forefront: niche market, budget travel, pilgrimages, and seniors. If you hold the above four perceptions of religious tourism, you would be considered “cutting edge” of this industry... in 1975. Yes – that’s right. If you think of religious travel as a niche market of budget pilgrimages for seniors, you are thirty years behind the curve...

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