

## **Travel with Spirit® Consumer Magazine Debut Marks New Phase of \$18 Billion Faith Tourism Industry**

*Good News from the travel industry: Travel with Spirit® -- a new consumer magazine focusing exclusively on Christian travel -- is the latest indicator that the \$18 billion faith tourism industry is maturing and thriving.* [Travel with Spirit®](#) made its debut Jan. 27 and is slated to reach 520,000 Christian households by the first week of February. The bimonthly magazine is published by Travel Network Group LLC, a group of companies that includes Travel Network Productions and Christian Travel Finder. The Travel Industry Association of America has reported 25% of travelers are interested in spiritual vacations -- few other travel industry segments can boast such impressive numbers.

Huntington Beach, CA ([PRWeb](#)) February 2, 2009 -- Good News from the travel industry: Travel with Spirit® -- a new consumer magazine focusing exclusively on Christian travel -- is the latest indicator that the \$18 billion faith tourism industry is maturing and thriving.

[Travel with Spirit®](#) made its debut Jan. 27 and is slated to reach 520,000 Christian households by the first week of February. The bimonthly magazine is published by Travel Network Group LLC, a group of companies that includes Travel Network Productions and Christian Travel Finder. The group already produces faith-based, family-friendly travel radio and television programs. For the last two years, Travel with Spirit radio has featured interviews from travel experts, authors, speakers and music artists, all from a Christian travel perspective. Travel with Spirit will now be published with all the same great content, only in a magazine format that will include exciting travel, mission and ministry content from all over the world, exclusively for the Christian consumer.

"Travel with Spirit will speak to the many ways Christians are engaging in travel adventures that bring their faith alive," said Honnie Korngold, editor-in-chief and host of Travel with Spirit who, as founder of Christian Travel Finder, was a pioneer in the development of the North American Christian travel industry. "We believe there are unique travel opportunities throughout the world that are family-friendly and faith-enriching. Travel with Spirit will help identify those destinations, cruises and tours, show how Christian entertainers and ministries are creating such opportunities, and demonstrate that there can be meaningful adventure that the entire family can enjoy."

The magazine departments and columns include notable Christian musicians, authors and speakers who have participated in travel that combines relaxation and adventure with an emphasis on faith. Guest writers will offer expert insight to the exciting experiences faith-based travelers encounter and the magazine will provide a host of travel ideas that will fit anybody's budget. The magazine's primary demographic is 25- to 54-year-old women, but will be published with something for every member of the family in mind.

The debut issue includes these features:

- "Location Vacation" Cast from Narnia Prince Caspian on location in New Zealand.
- Experience the Holy Land...in Orlando.
- Exploring the Biblical mosaic of Jordan.
- Modern faith-based travel includes more than mission trips.
- Travel tips and suggestions.
- Family-friendly travel takes on many forms.

- How to start a travel ministry in your church
- Resources from the best Christian camps, conferences, retreats and Christian music festivals.
- Resources from the best Christian tour and travel suppliers.

In addition to the e-version of the magazine (available at <http://www.mydigitalpublication.com/publication/?i=11392>), distributed to 500,000 targeted email addresses, 20,000 print versions of each issue have been sent to select Charisma magazine subscribers. Charisma is published by Strang Communications, a multi-media Christian communications company founded in 1975 by Stephen Strang.

Studies have shown that the Charisma magazine audience desires to travel and many readers say they will spend money on Christian travel within the next 12 months. "This made for a great partnership between Charisma and Travel with Spirit," said Korngold.

#### The Christian Consumer

"People of faith are finding new ways to integrate their beliefs into their everyday lives," said Korngold. "We've seen this in the past five years with the astounding success of faith-based movies, books, and music. Titles like The Passion of the Christ, The Chronicles of Narnia, The Purpose-Driven Life and The Shack have forged new territory with consumers. These faith-based titles have become top sellers and household names. Additionally, Christian music has climbed to the top of the charts and today outsells Classical and Jazz combined. Faith-based travel is mirroring this same phenomenal growth. Travel with Spirit will deliver content that resonates with this enormous consumer segment."

- The Christian segment is one of the largest growing consumer segments in the country, with 218 million Americans -- about 77% of the US population -- considering themselves Christians. Also, 2.1 billion people worldwide identify themselves as Christian.
- Faith-based travel, tourism and hospitality is a dynamic \$18-billion global industry, with 300 million travelers.
- The Travel Industry Association of America has reported 25% of travelers are interested in spiritual vacations. Few other travel industry segments can boast such impressive numbers.
- The World Religious Travel Association (WRTA) has declared 2009 The Year of Faith Tourism.

#### About Travel Network Group

The publisher of [Travel with Spirit®](#) is [Travel Network Group LLC](#), a group of companies that includes Travel Network Productions and Christian Travel Finder. Its primary mission is to help Christians experience a deeper relationship with God through meaningful travel.

#### About the Editor-in-Chief

Honnie Korngold has nearly 20 years experience developing highly successful travel programs for Christian ministries and the travel industry. Honnie has been recognized by national media for her innovative approach to Christian events and faith-based travel programs, and has been featured in TIME Magazine, USA Today, The CBS Early Show, Los Angeles Times, Travel Weekly, and TBN's JCTV. As Director with the Conference Ministry of Campus Crusade for Christ for nearly 10 years, Honnie was involved in marketing, developing and overseeing nearly 6,000 Christian events. She has authored articles and lectured on the topics of faith-based travel and events. Honnie also co-founded the World Religious Travel Association. Her strategic approach to building a business is reflected in her work as founder and President of Christian Travel Finder, a unique and innovative California-based travel company specializing in Christian cruises and travel events. ChristianTravelFinder.com is the leading company and Internet resource specifically geared to providing Christian travel products and services

to both consumers and travel agents. Included among these are the specialized Christian themed cruises and charters, faith-based land tours and specialty tours such as Cruise with a Cause<sup>®</sup> and Smooth Praise<sup>®</sup> Cruise.

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