

# Premier Tourism Marketing Partners with Faith Travel Development to Produce Religious Travel Planning Guide

Posted by [ptm](#) on April 16, 2010 · [Leave a Comment](#)

This fall, religious travel planners from across North America will have a valuable new how-to resource. Religious Travel Planning Guide launches this October as an educational resource for churches and other faith-based organizations looking to start or enhance their faith-based travel ministry. The planning guide will walk readers through actionable steps to develop and grow a religious travel program.

With work on the planning guide already begun, publisher Premier Tourism Marketing has partnered with long-time religious travel expert Cindi Brodhecker of Faith Travel Development and Consulting to shape this important publication.

“It was important that we bring in an individual with grass roots sector expertise, and frankly, you can’t find anyone with better credentials than Cindi Brodhecker,” said Jeff Gayduk, publisher of Premier Tourism Marketing. “As with our other how-to educational publications, we know that meaningful content draws readers and retains their attention. Having Cindi’s expertise in working with hundreds of faith-based travel groups will keep us true to our mission.”

Cindi Brodhecker from Faith Travel Development Corp.

For the past 18 years, Cindi Brodhecker has developed and led faith-based programs worldwide – first as business development manager for MTS Travel and now with her own company Faith Travel Development Corporation.

Brodhecker said, “This planning guide will be a great tool and resource for any group planner with a focus on faith based travel and a valuable sales tool and wise investment to the industry. I am personally excited to be a part of the creation of this and to realize the potential it has for this very rewarding niche of the travel industry.”



Gayduk continued, “The faith-based travel market has grown exponentially in the last decade, but there’s a dearth of ‘best practices’ in the marketplace that benefit the group organizer. That void is filled by the Religious Travel Planning Guide.”

## About Premier Tourism Marketing

Premier Tourism Marketing is the leading print and online travel publishing company in North America. Company holdings include six print publications, fifteen websites, online directories and six e-newsletters. Premier has grown to become the trusted resource to deliver the “who, what, where, when, why and how” on all facets of the group travel industry – tour, leisure, students, sports, reunions, religious, ski and more.

For more information about how your company can be involved in the inaugural Religious Travel Planning Guide, contact Premier Tourism Marketing @ 630.794.0696, email [advertising@ptmggroups.com](mailto:advertising@ptmggroups.com), or Faith Travel Development and Consulting at 717-733-1655, email [cindi@faithtraveldc.com](mailto:cindi@faithtraveldc.com).