



TRAVEL INDUSTRY EMBRACES .TRAVEL AND REAPS THE BENEFITS

With its clear branding and global recognition, travel businesses are making the decision to register and implement .travel domain names.

FORT LAUDERDALE, FL – August 10, 2009- More travel industry destinations and businesses are adopting the **.travel** domain and witnessing its clear benefits. With such key industry players as the Ministry of Tourism of Argentina with www.Argentina.travel and the Colombian government with www.Colombia.travel, **.travel** is showing substantial growth globally and especially in Latin America.

As an industry specific domain name for travel and tourism, **.travel** is leading the evolution of the Internet into niche information verticals or channels. Unlike the traditional and generic extensions of .com or .net, **.travel** is industry specific, thus, providing a clear message and brand security. Only travel industry professionals can register a **.travel** domain name. Each applicant for a **.travel** name is vetted to be a valid travel entity. With this security, **.travel** is a sign of a true travel entity to the end consumer as well as B2B.

As this trust crosses linguistic and physical borders, **.travel** is globally recognized with destinations such as www.Poland.travel, www.SriLanka.travel, and www.Canada.travel using the **.travel** channel as their main marketing message.

Recently, both www.Ibiza.travel and www.Yucatan.travel adopted **.travel**. The web statistics are a clear sign of their success. In 2008, www.Ibiza.travel received nearly 85,000 visitors. For 2009, it is predicted to well surpass that number as the first quarter of 2009 had nearly 40,000 visitors. Likewise, www.Yucatan.travel received over 194,000 visitors to its site. In 2009, the organization expects to receive roughly 223,000 visitors, which would represent a 20% increase.

Knowing that travelers and the travel business community are looking for more specified information and more quickly, **.travel** provides this travel channel on the net. To reap the benefits of **.travel** and receive more information about **.travel**, please visit www.travel.travel

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About .travel

.travel is the top-level domain created specifically for the travel and tourism industry. Any participant in the travel industry may own a **.travel** name. Unlike other top level domains such as .com or .org, relevant content must be published on each **.travel** site within a year of purchase. For more information on **.travel**, The Source for All Things Travel, please visit www.travel.travel

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