



## 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](http://www.Argentina.travel) and the Colombian government with [www.Colombia.travel](http://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](http://www.Poland.travel), [www.SriLanka.travel](http://www.SriLanka.travel), and [www.Canada.travel](http://www.Canada.travel) using the **.travel** channel as their main marketing message.

Recently, both [www.Ibiza.travel](http://www.Ibiza.travel) and [www.Yucatan.travel](http://www.Yucatan.travel) adopted **.travel**. The web statistics are a clear sign of their success. In 2008, [www.Ibiza.travel](http://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](http://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](http://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](http://www.travel.travel)

### **Press Contact:**

Heidi Siefkas-Casemiro

[heidi@travel.travel](mailto:heidi@travel.travel)

(954) 769-5970