



INDUSTRY LEADER TESTIMONIALS

“The **.travel** Internet domain is significantly changing the way business is done. It is broadening the tourism infrastructure both for destinations and services, and is radically improving research capabilities. It is also creating more confidence among consumers, who know that when they visit a **.travel** website that the business or destination has met the standard criteria. The use of a **.travel** domain name reduces identity challenges and resolves potential cyber-squatting disputes because name holders are vetted and must be legitimate travel companies. Simply put, **.travel** is opening the travel industry to greater direct trading and providing easier access for consumers.”

*Taleb Rifai
Deputy Secretary-General,
World Tourism Organization*

“Travel and tourism is one of the biggest industries in the world, representing 245 millions jobs. It is critical that an industry of this size have its own domain. **.travel** is a fantastic marketing opportunity to further our common brand.”

*Jean Claude Baumgarten
President, World Travel & Tourism Council*

“For India, **.travel** provides a marketing “launching pad” that our country’s tourism industry can effectively use to market our nation’s tourism assets. The whole world will be represented on **.travel**. That’s why India will be represented on the Internet domain and will increasingly become a more attractive market for the travel industry. Additionally, our country’s growing middle class means more expendable income for travel. These people will turn to choices with **.travel** to make their travel decisions.”

*Renuka Chowdry
Former Minister of Tourism, India*

“The registration of the **.travel** domain name comes at an auspicious moment in our industry, which is poised for terrific growth -- particularly through the Internet, where bookings are exponentially growing. The Asia Pacific region has embraced **.travel** as we look forward to continued growth.”

*Peter de Jong
President and CEO, Pacific Asia Travel Association*

“Canada.travel is a valuable portal to promote Brand Canada and enhance Canadian e-commerce for decades to come. By consolidating our tourism assets under the Canada.travel domain, the Canadian Tourism Commission, along with the Tourism Industry Association of Canada, the Association of Canadian Travel Agencies, the Hotel Association of Canada and other tourism-related organizations, provinces, cities, and communities, provides a unified and easy-to-navigate online world of travel for consumers and businesses alike to explore Canada.”

*Michele McKenzie
President and CEO, Canadian Tourism Commission*

“**.travel** allows us to protect our country’s key tourism assets, such as our famed pyramids, archaeological and historic sites, as well as to strengthen Egypt’s presence in the global market by establishing our very own space on the Internet. By utilizing **.travel** as a marketing tool, we are able to communicate to the global traveling consumer that this domain is the source of all Egypt-related online travel information, and are already seeing the benefits.”

*Ahmed El-Khadem
Chairman of the Egyptian Tourist Authority*

“For many Chinese tourism marketers, this will be one of their first forays into marketing to other cultures. Because of the global 'leveling' effect of **.travel**, Chinese destinations and travel entities can market their tourism assets on the Internet and, within a very short period, reach a significantly large audience and command the same attention as more well known places and experiences in other parts of the world.”

*Madame Wang Ping
Chairman, Chamber of Tourism Commerce (TCC)*

“Protecting all of Africa’s iconic place names via **.travel** and the *Virtual Heritage Management Project* will become the cornerstone in preserving African patrimony over its rich and diverse tourism assets.”

*Cyril Ramaphosa
Member, South African Tourism Board*

“As a member of the private sector in worldwide travel and tourism, I commend Tralliance for having persevered to register the **.travel** domain. Being based in the Asian Pacific region, where travel and tourism is the fastest growing industry, it is important that every single corner of the region now has access to the worldwide stage through the **.travel** domain. Additionally, the consumer now has the capability to very quickly recognize true travel professionals.”

*Alwin Zecha
Life Member, Pacific Asia Travel Association*

“The **.travel** Internet domain has greatly enhanced the marketing possibilities for middle and small enterprises and gives the consumers a better and richer choice. United Federation of Travel Agents Association fully supports this initiative.”

*Birger Bäckman
Senior Advisor, UFTAA Board
President & Acting Chairman, TTPC*

“The **.travel** domain provides an easier and more efficient means for our travel businesses to expand their reach to consumers all around the globe. It is imperative that Africa establishes its rightful place alongside the rest of the nations of the world. The use of the Internet is one of the fastest growing phenomena in the tourism industry; through **.travel**, Africa can take a collective leap forward by monetizing all of its tourism assets.”

*Elhamy ElZayat
CEO & Chairman, EMECO TRAVEL*

“**.travel** presents an opportunity to protect our brands against those who abuse the registration of domains on the Internet. By using the **.travel** extension for each of our Paradisus Resorts, we can rest assured that no other person or company can reserve similar names with the intention of misleading customers to other websites, as we have experienced with .com domains. “

*Ashwin Kamlani
Director of Distribution,
Sol Meliá Hotels & Resorts, Americas Division*

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