

## **Internet Extension for Las Vegas Launches .Vegas Represents New Marketing Opportunities for Travel Agents**

September 15, 2014, Boston, MA - The .Vegas internet extension launched today. As the official internet address for the city of Las Vegas, this new extension is the newest marketing channel for the travel and tourism industry. Until this year, the industry's only other choice was .travel. But there are now several dozen new channels, from .Vegas and .NYC, to industry keywords like .vacation and .holiday.

The new .Vegas domain names are available at <http://www.encirca.com/register-domain-names/vegas.shtml> on a first-come, first-served basis starting September 15 for \$60/year.

.Vegas domain names are completely unrestricted and can be registered by a business anywhere in the world. This means that a tour operator in Beijing or London can secure a .Vegas domain name to promote tours to Los Vegas.

"Vegas is the self-proclaimed Entertainment Capital of the World", says Tom Barrett of EnCirca. "Millions of visitors from all over the world visit the city annually. Based on the recent success of the .London and .Berlin internet extensions, the .Vegas official internet extension is expected to be well received by the travel and tourism industry."

.Vegas will soon be joined by the .NYC extension. But .Vegas and .NYC have different eligibility policies for their domain names. The .Vegas extension has no restrictions, which allows the travel agent in Tokyo, London or Rio to use a .Vegas domain name to promote trips to Los Vegas.

In contrast, .NYC has a strict policy that only city-based businesses and residents may obtain a .nyc domain address. This ensure that consumers can trust the physical location of the business they find on the internet.

The .Vegas extension is available on September 15. Pricing is \$60/year on a first-come, first-served basis at <http://www.encirca.com/register-domain-names/vegas.shtml>.

The .NYC extension is currently in a priority registration until October 4. A priority application is \$75, with multiple applications resulting in an auction. First-come, first-served registrations commence on October 8 for \$30/year. More information is here: <http://www.encirca.com/register-domain-names/nyc.shtml>

### **About EnCirca:**

Formed in 2001, EnCirca is an accredited ICANN Registrar for the .Vegas and .NYC city-based domain extensions. To learn more, please visit [www.encirca.com](http://www.encirca.com)

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