



FOR IMMEDIATE RELEASE

Travel & Tourism Industry is Moving to Dot-Travel Domain Name.

Pre-registrations now accepted at Encirca.com.

Participating travel associations obtain discounted registrations for their members.

WOBURN, Mass., August 22, 2005 –EnCirca (www.encirca.com), ICANN Registrar for dot travel domain name, announces that it is accepting .travel pre-registrations from companies in the travel and tourism industry. Dot travel will begin its Limited Launch on October 1.

The dot travel domain name is designed to serve the global travel and tourism community. Dot travel was approved by ICANN (Internet Corporation for Assigned Names and Numbers) in April, 2005. The vision of dot travel is to provide the first centralized, global online directory to help consumers precisely identify providers of travel products and services.

“In 2005, Forrester Research expects 32.1 million US households to use the Web to buy leisure trips, for which they'll spend \$63.6 billion.” says Tom Barrett, President of EnCirca (www.encirca.com), ICANN Registrar for dot travel, “making travel-related services the single largest category in online commerce.”

Travel companies should visit EnCirca (www.encirca.com) to become authenticated and pre-registered for dot travel before the Limited Launch on October 1. The annual fee for a dot travel address is \$99/year. EnCirca will stop accepting applications for dot travel's Limited Launch on September 25.

Eligibility for dot travel domain names is limited to businesses in the following travel and tourism industries:

- Travel Agents
- Hotels and Resorts
- Restaurants
- Bed & Breakfast Houses
- Camp Facility Operators
- Bus and Coach Operators
- Tour Operators
- Convention & Visitor's Bureaus
- Theme Parks
- Ferries
- Airlines (scheduled and charter)
- Car Rental Companies
- Cruise lines
- Passenger Rail Lines

- National Tourism Offices
- Travel Guide: Magazine Publishers
- Travel Reservation Technology Providers
- Travel-Consumer Research Organizations

Travel companies must first complete an authentication step before they can apply to EnCirca for a dot travel domain name. The world's leading travel associations have agreed to verify their members for dot travel, including the American Society of Travel Agents, Hotel Association of Canada, Destination Marketing Association International, European Tour Operators Association, Pacific Asia Travel Association, and the American Hotel & Lodging Association.

Travel and tourism companies who do not belong to a participating travel association for dot travel may be authenticated by Dun & Bradstreet (D&B). Once authenticated, they can then apply for their dot travel addresses with EnCirca.

Executive Directors of travel and tourism associations are invited to contact EnCirca in order to qualify their membership for discounts towards dot travel domain names.

About EnCirca

EnCirca is an ICANN-Accredited registrar founded in 2001 and is a full service domain name Registrar serving clients worldwide. The dot travel domain name registry is operated by Tralliance Corporation, an Internet registry dedicated to enabling travelers and the tourism trade to more effectively locate precise travel information to facilitate commerce. For more information, please visit <http://www.encirca.com>.

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