

.travel Expands Domain Name Eligibility

Additional .travel Registry Announcements

BOSTON, Aug. 31 /PRNewswire/ -- Tralliance, the .travel Registry, has announced important new changes to the Registry. This update is brought to you by .travel registrar EnCirca (<http://www.encirca.com>).

One and Two-Character Names to Be Released

On August 5, 2010 the ICANN Board approved a proposal by .travel for the release of all one and two-character domain names, such as we.travel and go.travel. The Registry is now preparing a release program conforming to the terms of its proposal. The Registry anticipates that the release program will be announced late in September. Registrars and registrants will have ample opportunity to review the terms of the program before the first names are available for registration.

Important Policy Changes

The Registry and its travel industry representative body have approved two new additional policy changes. These changes will go into effect on September 20, 2010 after a 30-day notice period.

The first of these changes adds an industry sector to the list of those travel industry participants who are eligible to register a .travel domain name. This sector is "Creators and providers of travel and tourism products, services and content." This sector definition makes it easier to determine eligibility since it does not require that an applicant fit within named types, but rather identifies them by their travel-related activities.

The second change allows the Registry to provide incentives for use of .travel domain names. The Registry has not put in place a program of incentives, but while such a program is developed the Registry has suspended the requirement that .travel domain names must be used within 12 months of registration.

To register or find more information about .travel, visit EnCirca's .travel domain page: <http://www.encirca.com/html/travel.shtml>

About EnCirca

EnCirca is an ICANN-Accredited domain name registrar, formed in 2001, that specializes in the creation, management and protection of domain names for trademark owners. It is an authorized registrar for the .travel domain. For more information, please visit <http://www.encirca.com>

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