



All Things Travel Related are Turning to .travel,  
[www.B2B.travel](http://www.B2B.travel)

Tralliance Corporation welcomes a new addition to the **.travel** movement, [www.B2B.travel](http://www.B2B.travel) B2B e-travel marketing, a travel consulting company providing e-marketing tools for tourism companies, launched its **.travel** website a little over a month ago. Based in Argentina with a fast growing portfolio, B2B e-travel marketing provides solutions for their clients, including website design, search engine optimization, branding campaigns, blogs, and online communication strategies.

The decision to adopt a **.travel** address was in the clear messaging it provides. As an emerging company, it was very important to brand the company as trustworthy, strong, and professional. By aligning with **.travel**, B2B completed its branding goals and received the added benefit of the **.travel** authenticated logo for display on its website. Being a part of the **.travel** project has already opened up many doors for B2B to numerous market opportunities and potential customers.

“The penetration into the market was more than successful,” said Matias Avenali, owner and founder of B2B e-travel marketing, “We already receive 200 unique visits per day, and our page rank and search position is going up constantly, thanks to the **.travel** extension in the domain.” Avenali added, “In looking towards the future, **.travel** will make us more competitive and differentiate our company from other travel related entities.”

Even though the **.travel** domain movement has just started, B2B explained that they can already see a positive support in Latin America and around the world. Avenali concluded, “Quality is what people look for, and that comes as part of the **.travel** domain name. It is a smart communication strategy to brand your company along with **.travel**.”

To learn more about B2B e-marketing and their many services, please visit [www.b2b.travel](http://www.b2b.travel)