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THE

# 100 BEST COMPANIES TO WORK FOR IN AMERICA



Scott Adams

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**PATA**<sup>®</sup>  
Pacific Asia Travel Association

Welcome to the

# .travel revolution

In 2005 consumers and travel industry operators conducted online travel transactions worth at least US\$172 billion.<sup>1</sup> A significant proportion of this business will soon go to companies that have a .travel Internet address such as [www.yourcompany.travel](http://www.yourcompany.travel). It's a revolutionary development, not just for the travel industry, but for Web marketers worldwide.

In 2004, ICANN, the body responsible for the integrity and stability of the Internet, said it would encourage the development of "sponsored" Internet top level domains as opposed to generic ones such as .com and .org. Sponsored domains would only be open to bona fide operators approved by their respective industry associations. In this way, ICANN said it could potentially rid the Internet of cyber-squatting and domain name speculation, as well as create a 100% accurate database.

Just over a year later, ICANN has approved the launch of .travel, a major sponsored top level domain. Already, thousands of travel companies and organisations have been authenticated by travel trade authorities such as the Pacific Asia Travel Association. PATA believes the advent of .travel is a historic development for travel companies and consumers alike.

Why? Because over time, the online .travel directory of travel services will become an online catalogue of virtually every travel and tourism product or service available in the world. The search engine that drives it will not be skewed by purchased advertising, optimisation, keywords or position placement like existing ones on the Internet. Instead, the .travel directory will be driven by an unbiased search engine responding to input criteria only. This free service will make it significantly easier for consumers to find exactly what they are looking for, with the added security of knowing that only approved organisations can qualify for a .travel Internet address.

For example, if a consumer asks the .travel directory to find a Phuket hotel that has a nanny service, Japanese restaurant, beach location and a golf course, only hotels that satisfy all criteria will show up in the search results. The .travel directory

will therefore empower the consumer and drive a large amount of new bookings to businesses with a .travel address.

With the .travel directory fully operational, it is estimated that online revenues from the sale of travel services could increase ten-fold in less than a decade. With equality among big and small companies with a .travel address, the revenues will go to the full spectrum of the global travel and tourism industry as opposed to the small group of large companies who today benefit from hegemony in the .com and .net world.

PATA is therefore proud to be one of more than 120 travel industry associations from around the world that is actively participating in – and promoting – .travel.

While .travel will revolutionise the travel and tourism industry, it will not happen overnight. Travel companies, particularly big corporations that have invested a lot of money to establish brand dominance in the .com world, will not want to abandon their .com or .net addresses. Instead, smart organisations will apply for a .travel address now, and upon acceptance, gradually migrate their business to a .travel address, as it progressively attracts wider usage by global travellers. The .travel directory is currently being built and refined at [www.directory.travel](http://www.directory.travel).

True, organisations with .com and .net addresses will have to spend time and money to set up a .travel presence (US\$99 per .travel name each year – and more as they migrate their business to the new domain). However, PATA strongly believes the investment will drive a longterm boom in business for the travel industry.

Over time, as the global travel industry completes its migration into this new and exclusive online space – and as the destinations of the world claim their .travel place names – what may seem foreign today will become a natural part of the travel and tourism landscape tomorrow.

Find out more about the imminent .travel revolution at:

<sup>1</sup>Forrester Research