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NEW YORK, Jan 31, 2006 (BUSINESS WIRE) -- With global travel industry leaders such as British Airways, Expedia, Fairmont, Kruger National Park, TUI, Raffles Hotels and Resorts, Marriott, Carnival Cruise Lines and Disney among the first to register their company's .travel domain names, Ron Andruff, president of Tralliance Corporation, the .travel Registry responsible for administering the domain, announced that 16,162 .travel domains have been registered during the first 16 weeks alone.

The revelation took place as Tralliance hosted industry leaders and travel trendsetters from around the world at a gathering in New York City on January 29 to celebrate the highly anticipated official launch of the domain.

With this announcement, the .travel top level domain formally establishes itself in the mainstream of the World Wide Web following completion of the Internet Corporation for Assigned Names and Numbers (ICANN) mandated limited launch phase. The limited launch period demonstrated that all systems are "go," which enables the fully operational Registry to now accept .travel registrations from the broad spectrum of the global travel and tourism industry.

"The .travel Registry is now open and we are inviting all the world's travel-related businesses to claim their space on the Internet," said Andruff, before the crowd of influential guests and representatives of .travel domain holding organizations, including the Honorable Charles Lapointe, chairman of the board of the Canadian Tourism Commission (CTC), Birger Backman, president of The Travel Partnership Corporation (TTPC), Vincent Wollington, chairman of the World Travel and Tourism Council (WTTC), Kathryn Sudeikis, national president and CEO of the American Society of Travel Agents (ASTA) and Peter de Jong, president and CEO of the Pacific Asia Travel Association (PATA).

"As the logical expansion of the domain name system and technology advancements continue to propel the Internet revolution, the travel industry - the largest industry in the world - is the first to make a unified effort to remove their products and services from the anonymity of the .com Web to institute its own identity through an industry-specific space on Internet," continued Andruff. ".travel is now a permanent part of the foundation of the World Wide Web. As travel and tourism businesses register their .travel domains they are not only reshaping the next generation Internet but making history by playing their role in this defining moment in the evolution of travel industry."

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