



Spotlight

Learn how your industry counterparts are utilizing their new domains.



*The Canadian Tourism Commission (CTC) has established the model for destination marketing with a nationwide initiative to register **.travel** domain names for all of Canada's provinces, major cities, and travel and tourism destinations. Canada has consolidated 48 web sites from around the world under a new, single www.canada.travel Internet portal. Providing further insight into the CTC's bold initiative is Jens Thraenhart, Executive Director of Marketing Strategy & Customer Relationship Management, Canadian Tourism Commission.*

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How do you think the **.travel** domain will impact the travel industry as a whole?

The importance of registering **.travel** domain names cannot be underestimated. Canada is leading the way with **.travel** as a global case study and believes this industry initiative is critical.

Place name registration provides a unique and intuitive channel to reach travel consumers around the world. As great as the Internet is as a marketing and distribution medium for organizations, and an information and interaction source for consumers, the biggest problem is the overwhelming amount of websites and content. Even through search engines, consumers have trouble finding relevant and trusted information quickly.

Bringing meaning to the web is the new frontier of the Internet (or what people start calling Web 3.0 according to a recent *New York Times* article of November 12, 2006). The travel industry leads the Web 3.0 revolution with **.travel** by making it easier for consumers to find relevant information and getting to their virtual destination. In order to create this tremendous value proposition for consumers, the entire global travel and tourism industry has to work together to make this a reality.

How will Canada benefit from **.travel?**

At the moment in Canada, all destinations use different domain names for their consumer websites because they were not able to register the most pure dot come domain name (i.e. Tofino.com). The current names are great (TravelManitoba.com, HelloBC.com, BonjourQuebec.com, OntarioTravel.net) but they are not standard, and

therefore make it more difficult for consumers not familiar with our destinations. For example, if someone is contemplating coming to Canada after reading an article about Tofino, they might want to find out more about the destination through the Internet. Without knowing the exact web address, a consumer might struggle to find the relevant website.

Canada will benefit greatly from the standardization provided through Place Name Priority Rights. Canada strives to be the most consumer-centric country on the Internet, where travelers only have to type in the destination, attraction, heritage site, etc., followed by **.travel**, and they will automatically virtually get there. In the case of *tofino.travel*, the domain name will be much more consumer-centric. We anticipate increased visitors to these destination websites, especially the smaller ones, resulting in greatly increased revenues to the operators in these destinations.