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**NTA Moves to .travel**

**LEXINGTON, Ky.** – It's official. The National Tour Association has moved its Web site to [www.NTA.travel](http://www.NTA.travel), joining thousands of travel and tourism businesses and organizations as a verified participant in the travel industry.

"NTA is proud to join this global move that brings travel buyers and sellers together in a community totally dedicated to travel," said NTA President Hank Phillips, CTP.

"According to industry research, 88 percent of consumers use the Internet to research and purchase their trips today and nearly three-quarters visit three or more Web sites when making their plans. The .travel domain will help the travel industry collectively strengthen its presence on the Internet and reinforce the partnership between tour operators, destinations, suppliers and the consumer."

The .travel domain was established to improve Internet identity, increase adoption of online technology and enhance links between travel suppliers and their customers, leading to greater consumer confidence and increased e-commerce activity.

NTA was one of the first associations to back the initiative as a member of the Travel Partnership Corp., which assists in developing policy for .travel, including handling informal domain name dispute resolution. NTA has been confirming member companies for .travel addresses since July 2005 and will continue its efforts to promote the .travel initiative to its members.

"Organizations like NTA are largely responsible for the success of the .travel initiative," Ron Andruff, president and CEO of Tralliance, the .travel Registry, said. "In the first 16 weeks alone, more than 16,000 domain names were reserved. We attribute this success to the ongoing support and advocacy from groups like NTA as well as from their members, who also are very supportive."

NTA Online, the association's Web site can now be found at [www.NTA.travel](http://www.NTA.travel) and inquiries about NTA membership or .travel can be directed to [questions@NTA.travel](mailto:questions@NTA.travel).

The National Tour Association has a global membership of tourism professionals involved in the growth and development of the packaged travel industry. Its membership includes more than 600 tour operator companies - group, independent, inbound and outbound - and the destinations and suppliers that partner with them. The association is committed to providing business results and information to its members, while offering a collaborative, caring environment in which to build relationships. For more information, please visit [www.NTA.travel](http://www.NTA.travel).

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#### **About Tralliance Corporation**

Tralliance Corporation is a wholly-owned subsidiary of theglobe.com (otcbb:tglo) that, as the **.travel** Registry, develops products and services to promote the efficiencies and convenience of e-commerce for travel and tourism companies on the Internet. Designed to serve the global travel and tourism community, the major aims of the **.travel** sponsored Top Level Domain (sTLD) are improved Internet identity, creation of advanced distribution channels, and the establishment of a strong trust factor between the industry and its customers. For more information visit [www.tralliance.travel](http://www.tralliance.travel), or [www.travel.travel](http://www.travel.travel).