



Allocation of One-Character and Two-Character .TRAVEL Reserved Names

Summary

Since 2001 one and two-character domain names, both letters and digits such as 1, or A1 and UA, have been reserved in all top level domains (TLDs) and all registrations have been required to have a minimum of three characters.

The .Travel TLD has received approval from the ICANN board to release premium one and two-character domain names. For the first time names such as AA.travel or B.travel and numbers such as 10.travel or 2.travel will be released. This release gives the travel community the opportunity to register names that are easy to remember and use. Shorter names have superior promotional potential and domain auctions have shown that their asset value can be many times that of longer names. Once these names are registered they rarely come back on the market.

The .Travel TLD is offering these premium names without premium pricing. This will be your best chance to register a high value domain name in one of the most active industries on the Internet, without paying a premium price, simply by giving us your best ideas for how you will promote your names and .Travel. These names will only be released through proposal to .Travel.

Domain names are normally registered to the first applicant who requests the name through a registrar. The .Travel one and two-character release program is the first time that premium .Travel domain names have been offered to the general community through application directly to the .Travel TLD. This is your opportunity to acquire high-value domain names by telling us how your use of the names will benefit you and .Travel.

The .Travel TLD will release these one and two-character names in one or more phases. The first phase will begin with the receipt of proposals starting December 1, 2010 and ending December 31, 2010. A very limited number of names is available and they are only available to applicants with the best proposals.

This summary will help you through the process of application. You should carefully read the complete RFP document for the full and formal terms of the RFP process. The formal RFP document can be found at <http://www.travel.travel/RFP.pdf>

What is a proposal?

The proposal is your statement of how you plan to use and promote the name or names that you wish to register. In five pages or less give us your ideas. We're naturally looking for concrete plans backed by the resources to carry them out.

What does it cost?

There is no cost to make an application and all allocated names will be registered at normal prices established by your registrar, however these are high-value names and we're looking for promotional and use commitments that show your desire and ability to bring these names to market to maximize their value. We also anticipate that a program of promotion will tie these one and two-character names to use of a block of normally registered .Travel names. For example, tying a premium name to a block of 10 or 25 normally registered names allows a broader program of use and broadens the base of registrations, something that helps all of us.

However, a solid, high-visibility promotion program of one and two-character names alone may be successful without the addition of a block of normally registered names. It's up to you and the quality of your program.

What does .Travel want to see in the proposal?

The one and two-character names have high value to both the TLD and the registrant if they are promoted and used. The TLD will assess proposals based on the applicant's plan for promotion and use of the name(s) alone, or in conjunction with other .Travel names held by the applicant. Promotion and use can include media promotion, website development, trade show programs, brand management, and so on. We're looking for your ideas on how these names will help you and .Travel.

Can we apply for more than one name?

Yes, you can apply for as many one and two-character names as you like. We reserve the right to allocate only a portion of the names you request.

Are there any registration term limitations?

There are no limitations or minimums, however, it would be unusual for an applicant not to want to register a premium name and any related block of names for less than five years. Names may be registered for up to ten years. We will take registration term into consideration in our review.

Are any one and two-character names unavailable?

Yes, country codes, such as US or CA, or other names reserved by ICANN, will not be available.

Do I have to be a .Travel registrant before I can apply?

No, but you will need to have a Unique Identifying Number (UIN) showing that you are an eligible applicant. You may get your UIN at no charge by going to <http://www.authentication.travel/>. Of course, we'd like to know if you are a current registrant and we may take that into account in our review.

Do trademark holders have priority?

No, but trademark and service mark are something we will take into consideration if you are a rights holder. There are many forms of trademark or service mark and many parties around the world hold the same marks. We will not attempt to research intellectual property rights and will not give priority to one form or another. We would like to know if you believe you have a mark relating to a particular name you are applying for. All successful applicants will assume all obligations with respect to later claims of infringement.

Will you give priority to large travel businesses?

We will not give any priority, but a large business with a well-know brand and resources to carry out their plan will naturally be considered favorably.

Will my proposal be made public?

No, all proposals, as well as names of applicants, will be held in confidence and will not be made public without the consent of the applicant. Allocated names and their registrants may be made public by .Travel.

Who will review the proposals?

Byron Henderson, Managing Director of .Travel will pick a review panel and will lead the reviews. All questions about the program should be addressed to Byron at Proposals@travel.travel

Will all of the names be allocated in this round?

The .travel TLD has complete discretion to allocate all or none of the premium names. This is our chance to place these names where they will assist the TLD and the travel community by building awareness of the TLD and broadening its base of use. If names are not allocated in this round the TLD may announce later rounds and other methods of allocation.

How will you make sure that applicants live up to their proposals?

All successful applicants will complete a contract with the .Travel TLD and that contract will contain commitments that match the proposal.

Can the names be transferred to another registrant?

A registrant may transfer to another party with the consent of .Travel.

Is there a form of proposal?

No, we leave it up to you to make your presentation how you see fit, just make it a maximum of five pages including powerpoint or other means of presentation. You should be sure to tell us:

1. Your full company or business name with a description of your business, as well as your UIN. If you are a current .Travel registrant, please list your domain names.
 2. Your full contact details including email, fax, phone and physical mail address.
 3. The exact name or names you are applying for.
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Request for Proposals

Allocation of One-Character and Two-Character .TRAVEL Reserved Names

Date of RFP Issuance: November 1, 2010

RFP Proposal Receipt Period: December 1, 2010 to December 31, 2010

Program Contact: Byron Henderson
Email: Proposals@travel.travel

Tralliance One-Character and Two-Character Marketing Program:

This document sets out all of the terms of the Tralliance One-Character and Two-Character Marketing Program (the "Program"). This document supercedes and replaces all other statements or announcements made in relation to the Program or any potential program relating to one-character and two-character .TRAVEL domain names.

The Program set out here is for the release and allocation of one-character and two-character .TRAVEL domain names, both letters and numbers, through a process of request for proposals ("RFP") on the terms set out here. A submission or bid by any party ("applicant" or "respondent") is referred to as a "Proposal". More than one domain name may be identified in a single Proposal.

Proposal Due Date:

Respondents must submit a hard copy of their Proposal by mail having a post-mark date on or before the due date. The post-marked hard copy will be the definitive proposal, but respondents must also submit one (1) electronic copy of their Proposal to Byron Henderson via email at proposals@travel.travel. The deadline for mailed RFP hard copy responses is 5:00 p.m. EDT (2200 UTC) on December 31, 2010.

Background:

On May 18, 2009, Tralliance Registry Management Company, LLC (“Tralliance” or “TRMC”), the Registry for the .TRAVEL top level domain, submitted a Registry Services request to ICANN proposing the release of currently reserved 1-character and 2-character second-level .TRAVEL domain names. The formal request may be found on the ICANN website at: <http://www.icann.org/en/registries/rsep/travel-18may09-en.pdf>. On August 5, 2010, the ICANN Board of Directors voted to approve our request, giving Tralliance authorization to move forward with our plan to release 1- and 2-character .TRAVEL domain names to the marketplace. The ICANN Board meeting notes can be found at:

<http://www.icann.org/en/minutes/resolutions-05aug10-en.htm#2.d>

One and two-character domain names are valuable due to their limited nature and their distinctiveness. Tralliance has allocated no domain names for release by auction and is releasing all names by allocation initially under RFP.

The goal of the Tralliance RFP program is to identify registrants for one and two-character names whose support of the .TRAVEL brand and commitment to its future are shown through their proposals for these names. Successful proponents will identify how their use, promotion, branding, support of their names will improve awareness of the .TRAVEL gTLD.

Tralliance will begin accepting proposals on December 1, 2010 from parties interested in participating in our 1 and 2-character (letters and numbers) .TRAVEL marketing program. The deadline for delivery of all RFP responses is December 31, 2010 at 5:00 p.m. EDT (2200 UTC).

During the RFP period, a review panel named by Tralliance (“Review Panel”) will identify proponents with the most beneficial and meaningful combination of history of support of the .TRAVEL registry, quality of use, innovation, brand recognition, financial commitment to the domain name, and ability to complete all commitments in a timely manner. Once an RFP response is selected, the domain will initially be registered through a temporary Tralliance holding account pending transfer to a registrar (accredited and in good standing) of the successful applicant’s choosing. Any respondent selected during the RFP phase will be required to enter into a separate marketing agreement with Tralliance and will be prohibited from transferring ownership of the domain during the term of the agreement without consent. The Tralliance Review Panel will begin its review of RFP responses upon receipt.

Tralliance reserves the right to allocate all, any or none of the one and two-character domain names and to issue further requests for proposals for all or any of the one and two-character domain names.

RFP Requirements:

There is no form of proposal, but all proposals must be no more than five pages in length, including all forms of presentation, such as Powerpoint.

Each Proposal must be mailed as a printed hard copy to:

Tralliance Registry Management Company, LLC.
PO Box 029006,
Fort Lauderdale. Fl. 33302
Attn: RFP Review Panel

The list of 1-character and 2-character reserved names that will be made available under this program and timing can be found at: <http://www.travel.travel/PDFs/1-2CharList.pdf>
Interested parties should carefully review the list of names to be included in this program to avoid confusion.

The RFP Review Panel will have complete discretion in their review, assessment and allocation of the 1 and 2-character names. The Review Panel may choose not to release or allocate any of the 1 and 2-character names. There is no priority of review criteria and there are no prior queues or lists of potential recipients for the 1 and 2-character names. No expression of interest made by any party at any time will be given any weight and such expressions of interest do not constitute a Proposal under this Program.

Tralliance reserves the right to modify the list of criteria at any time during the RFP process until the final selection is made, without prior warning or notice to respondents. The Review Panel will take into account a variety of criteria including:

- The applicant's past history and successful support of the .TRAVEL top level domain through registration, use and promotion of .TRAVEL domain names.
- The suitability of the requested name(s) to the applicant's business, including the applicant's financial commitment to .TRAVEL promotion including recognition of the applicant's own brand visibility.
- The applicant's intended promotion of the requested name(s) in the context of a block of .TRAVEL domain names used or planned to be registered. (A block of names being any number of .TRAVEL domain names registered by the applicant, that are related or un-related to the requested name(s).)
- The planned registration term—one to ten years—for the requested name(s) and for the identified block of .TRAVEL domain names (if any).
- The specific promotion plan for the requested names including relevant information on the business, technical, and financial capabilities, marketing expertise, and the manner and purposes for which the requested domain name(s) would be utilized

Therefore, each respondent should provide the following minimum information and address the following questions:

1. Identify the name or names for which they seek approval and, if more than one domain name is requested, whether they may only be reviewed as a group or may be treated as a severable application for one, or less than all of the requested names.
2. How will respondent utilize the domain name(s), for example, in a website?
3. How will respondent promote awareness of the domain name/website?
4. How will consumers and businesses benefit from the allocation of the domain name to the Applicant?
5. Is this use of the requested name(s) in the context of the use of a block of .TRAVEL domain names?
6. What financial resources will be dedicated to promotion of domain name/website?
7. What is the proposed timeline for implementation?

Notwithstanding any review criteria that may be applied, the successful applicant will:

1. Commit to using the one- or two-character .TRAVEL domain name as web address, or for a specific long-term marketing campaign;
2. Demonstrate a commitment to promoting their web address resulting in increased awareness of the .TRAVEL top level domain;
3. Meet or exceed commitments made by competing applicants.
4. Meet minimum standards of decency and morality and be deemed by Tralliance to be a positive representative of the .TRAVEL top level domain.
5. Deliver on commitment to use and promote the domain name(s) within 3 months of selection.
6. Execute a marketing agreement including a non-transfer commitment.

The length of the RFP responses must not exceed 5 pages.

Method of Allocation:

Upon selection of a successful proposal, the domain will initially be registered through a temporary Tralliance holding account pending transfer to a registrar (accredited and in good standing) of the new registrant's own choosing. At that time, the ongoing annual registration fee will be the standard retail price charged by that registrar. The winning respondent will be bound to the .TRAVEL registration agreement of their registrar of choice, in addition to the marketing agreement entered into directly with Tralliance.

Once transferred to the registrar of choice, the domain will be locked down at the registry level so that no transfer between registrants can be made without the express written permission of Tralliance. Transfers of domain names between registrants shall only be allowed with consent and provided that both the old and new registrants execute an appropriate assignment and assumption agreement with Tralliance (or any successor .TRAVEL registry) to continue the programs described in your proposal and to continue to be bound by any written agreement by and between you and Tralliance.

Additional Information

1. Contract Negotiations

Tralliance reserves the right to accept or reject any or all proposals, to make exceptions to these RFP specifications, or to waive any formalities, at our sole discretion. Tralliance also reserves the right to terminate negotiations and reject an application if contract terms are not agreed to by the applicant. Tralliance specifically reserves the right to negotiate a contract with the selected respondent. The final contract will contain written responses to the RFP as well as verbal and/or demonstrated responses. Submission of a proposal shall be treated as acceptance of this condition.

2. Market References

Respondents shall make no references to Tralliance in any literature, promotional material, brochures, or sales presentations without the express written consent of Tralliance.

3. Mutual Confidentiality and Non-disclosure

Applicants should consider this RFP and all materials provided by Tralliance as confidential. When submitting confidential material to Tralliance, the respondent must clearly mark it as such. Tralliance will not publish a list of applicants, nor will it publish proposals, segments of proposals or summaries of proposal terms. Tralliance reserves the right to publish announcements of successful applicants and the name(s) allocated to them.

4. Questions

All questions are to be submitted in writing. Questions about the RFP will be received at any time and Tralliance will endeavor to respond to all questions in a timely manner.. Send all questions via email to Tralliance at Proposals@Travel.travel. In general, Tralliance intends to share questions and answers with all respondents, except where questions are identified as confidential or relate to technical discussions of a proprietary nature that would preclude such sharing. Tralliance reserves the right to request additional relevant information from applicants to assist in the evaluation of their proposal.

5. Best and Final Offer

At the conclusion of negotiations, if held, a best and final offer may be requested of all bidders with quotes that, in the sole judgment of Tralliance, are worthy of final

consideration. All representations by bidders must be reduced to writing and included in their contract to be considered.

6. Miscellaneous

By submitting a response, the respondent certifies that (a) he or she has full authority to make this application on behalf of the applicant and to make and fulfill all agreements, representations, waivers, and undertakings stated in this transmittal form and accompanying materials; copies of the documents demonstrating this authority are attached and (b) all information contained in its response and accompanying documents is true, accurate and complete to the best of the person's and the respondent's knowledge and information.
