



Alabama Bureau of Tourism and Travel, Rolling with .travel

One of the many new faces in **.travel** is www.Alabama.travel. Alabama known as “Sweet Home Alabama” is one of the most beautiful areas in the Southern United States. With over 4.6 million people calling it home, Alabama is among the nation’s leaders in aerospace, education, and healthcare.

The Alabama Bureau of Tourism and Travel decided in 2007 to begin the process of switching from other top level domains to **.travel** because the chance to get in early with a more respected top level domain was too good to pass up. According to Luckie & Company, “We honestly had some reservations at first about how consumers might react to a new domain. But early testing on keyword ads and other studies showed that people seemed to respond extremely well to a **.travel** address. We do still have a couple legacy .com and .org domains which we’re gradually transitioning over to **.travel**. But the long-term plan is to eventually have everything fall under the **.travel** umbrella”.

Alabama reiterates their dedication to **.travel** by using **.travel** on all of their marketing and promotion materials, including, email, TV commercials, web banners, trade shows, and brochures. As far as traffic goes, www.Alabama.travel receives a great number, with over 300,000 visits a month to their site last year and a top 3 ranking in Google and Yahoo, the future looks bright. When asked about **.travel**’s credibility, Luckie & Company stated, “If the **.travel** registrars continue managing the assignment of names responsibly, it will payoff in the long-term by adding an extra level of credibility to **.travel** sites”.

There is no doubt that www.Alabama.travel will continue their growth and expansion of tourism through **.travel**. If you are interested in learning more about this great state, please visit, www.alabama.travel.