



Come and Explore a Kingdom of Unexpected Treasures,
www.brunetourism.travel

Offering a unique blend of modern refinement, scenic allure, culture, and heritage, Brunei is a majestic kingdom of unexpected treasures. With such richness, it is no doubt that Brunei is a distinctive and exciting travel destination in South-east Asia. Brunei Tourism is working to market its undiscovered tourism potential in the extremely competitive global tourism market. It is with a clear and recent strategy of increased expert staff in conjunction with implementation of www.brunetourism.travel that Brunei Tourism is beginning to create its identity as a chosen destination.

Having adopted **.travel** in all of its promotional materials, advertisements, trade fair booths, and means of communication such as email and business cards, Brunei Tourism is 100% branded with **.travel**. It is with this web presence that Brunei Tourism is witnessing significant results in search engines and with increasing numbers of visitors to its website. In monthly analysis of visitors from February to September 2008, the total hits to the **brunetourism.travel** site increased from slightly over 600,000 hits to well over 1.1 million hits. Of this astonishing number of hits, the majority comes from the United States, Australia, and Great Britain; however, Brunei tourism sees further investigation by visitors from Singapore, the European Union, Hong Kong, Canada, and the United Arab Emirates.

When asked about the benefits of marketing with **.travel** Jeffrey Sunnylai, Tourism Officer in the Marketing and Promotion Section of the Brunei Tourism Development Department, stated, "Having a **.travel** domain represents a convenient and easy way to identify genuine travel entities. It should be a must for those in the industry to adopt the **.travel** domain name."

With the Internet growing by the minute, Sunnylai continued, "That **.travel** gives us a certain recognition; it makes it easier for us to be found among the millions of sites on the Internet."

To learn more about the Green Heart of Borneo and see for yourself the Kingdom of Unexpected Treasures, visit, www.brunetourism.travel