



CHINATOURS.TRAVEL DEMONSTRATES SUCCESSFUL BRAND MARKETING WITH .TRAVEL EXTENSION

ChinaTours.travel, owned and operated by the World Panda Travel Group, is a travel wholesaler and tour operator exclusively serving in the Greater China market. **ChinaTours.travel** markets over 26 years of knowledge operating and managing top notch travel products and receptive services. It provides complete stream-line packaged airline, hotel, cruise, visa, travel insurance to China travel enthusiasts while keeping a competitive edge in pricing, value of products and the quality of service.

Launching **Chinatours.travel** in March 2008, the World Panda Travel group adopted to **.travel** with an intention of cutting through the clutter of conventional domain names and making the industry that they are in more easily identifiable.

ChinaTours.travel places emphasis on the **.travel** extension for the purpose of marketing and outreach to their customers and affiliates. The wide range of .travel names available that clearly represent the business gave **ChinaTours** the opportunity to use their domain name as brand identification.

When asked how the organization benefitted from the .travel name, David Klees Ding, Managing Director, answered “**.travel** gave us the opportunity to compete with clear brand identification in today’s online product market. We look forward to full-fledged benefits with great anticipation as .travel matures as a brand by itself becoming more accepted, from the e-commerce viewpoint especially.”

If you are interested in learning more about a tour to China that includes a mix of sightseeing, free time, culture, socializing and adventure, please visit www.ChinaTours.travel. Regardless of your destination or traveling style, **Chinatours** is committed to providing you with an amazing trip at an affordable price.

If you are looking to promote your travel business and achieve increased traffic and success, please visit www.travel.travel and register your **.travel** domain name(s).