



Reaching New Horizons with www.cancun.travel

Cancun is a place like no other: white sandy beaches, clear turquoise water, expansive resorts, boutique hotels, fine dining, and festive entertainment. With such a great destination, the Cancun Convention and Visitors Bureau was in need of a great marketing tool to pair with such a mecca of travel and tourism. Cancun found this tool in .travel.

The Cancun Convention and Visitors Bureau is the official entity that interacts with different markets around the world highlighting the many added values Cancun offers. With numerous other .com sites related to their popular destination, Cancun decided to make a statement: the official travel information source for Cancun is www.cancun.travel. The Cancun CVB is pleased that people visiting www.cancun.travel know that the site is authenticated and offers the best Cancun information.

“Cancun recognizes the importance of the Internet for the tourism industry, that’s why our efforts are directed to promote our web page www.cancun.travel in all of our marketing campaigns,” said Arturo Escaip, CEO of the Cancun Convention and Visitors Bureau.

Cancun just recently visited the WTM in London using their .travel campaign and will be in Madrid at the end of this month for FITUR. Opportunities to reach new horizons exist with .travel.

If you would like to submit your .travel domain name and site to our, “New Faces in .travel” section, contact: heidi@travel.travel