



## **El Salvador Accelerates With .travel,** **[www.ElSalvador.travel](http://www.ElSalvador.travel)**

With beautiful beaches, many adventure and eco-tourism options, El Salvador is a gem to discover in Central America. Although relatively undiscovered and new to the global travel scene, El Salvador is quickly becoming a choice destination in Central America. As a way to jump start its place in the global tourism market, El Salvador introduced a new ministry of tourism project in 2005. As part of this focused project, El Salvador adopted [www.ElSalvador.travel](http://www.ElSalvador.travel) as its primary marketing message.

Knowing that a **.travel** name would automatically link the country as a tourism destination, El Salvador purchased its name in 2006, but has recently launched a new website, branding, and marketing efforts with **ElSalvador.travel**. Since the launch and other targeted efforts, the growth of tourism to El Salvador has been tremendous in 2008.

“We chose to purchase our **.travel** address as it clearly links our country as a tourism destination,” commented Ruben Rochi, Minister of Tourism for El Salvador, “It helps accelerate the positioning process in this very competitive, global travel market.”

With tens of thousands of visitors to the site after less than two months since launch, the site is growing and increasing its visitors by approximately 30% a month. In fact with **.travel** and El Salvador’s marketing efforts, tourism to El Salvador for international markets has increased by 26% since last year.

El Salvador is becoming increasingly popular among tourist travels due to its beautiful climate and variety of attractions featuring some of the most breathtaking volcanoes and beaches in the world. From the Santa Ana volcano, which is the largest in the Pacific volcanic chain to Los Cobanos beach where you can find some of the best scuba diving in the world, one will surely find the activity of choice in El Salvador.

For more information on El Salvador and planning a visit to this beautiful destination, please go to [www.ElSalvador.travel](http://www.ElSalvador.travel).