



## **Adventure in Green with GreenSpot.travel**

‘Green travel’ is a term that a fast-growing number of travelers are identifying with as their preferred style of seeing the world. Often seen as a very broad term, the phrase encompasses several positive ideas. “Our selection of **.travel** as an integrated component of our name and brand, combined with today’s very identifiable meaning of the word ‘green’, allows travelers to easily relate our purpose and offering to the type of eco-friendly trip they’re looking for, and greatly eases our ability to be seen in the green travel space online,” says Richard G. Edwards, co-founder of [GreenSpot.travel](http://www.greenspot.travel).

**GreenSpot.travel’s** mission is to promote green travel throughout the world, with a focus on Costa Rica and the rest of Central America. Condé Nast Traveler magazine has cited **GreenSpot.travel** as one of the Top Travel Specialists in the world over the last several years for their expertise in sustainable travel and quality upscale trips to Central America. Edwards, co-founder of [GreenSpot.travel](http://www.greenspot.travel) with his wife Irene Edwards, says that the name itself is “a conversation starter that quickly leads to an opportunity for us to explain what we do with the interesting **.travel** twist”. He is emphatic, though, that “the clearest advantage is in the online marketing opportunities created by having **.travel** in our name. We have an immediate affiliation with the travel industry, which allows us to focus on different aspects of our marketing message, knowing that our link to travel is in the URL”. He believes the benefits of **.travel’s** identification with solid travel industry members will grow as more and more respected industry organizations, tourism boards, agencies and other companies continue to adopt the **.travel** name.

Edwards explains that since the recent re-launch of the **GreenSpot.travel** site, the site has experienced a rapid rise in visits. “We now have a focus on providing information to travelers on green innovations and news and are pleased to see encouraging growth in numbers of visitors to the site, thanks to the relevancy of green travel in today’s marketplace.” says Edwards. Content from the site and company spokespeople on green travel-related issues has been featured recently on CNN.com, Conde Nast Traveler, TravelMole, Organic Spa magazine, National Geographic Adventure and a number of large newspapers around the U.S., and the staff members are regularly consulted by travel writers for information on the green travel wave. The **GreenSpot.travel** team expects to be “a top traffic site in the green travel space within a year”, by continuing to reach out to the increasing number of travelers, travel writers and armchair travelers looking to make a positive impact on local environments and communities with their vacations and buying decisions. The online marketing advantages generated by having **.travel** in their name will help the organization accomplish their goal.

**Greenspot.travel** designs green adventure and luxury trips to Costa Rica, Panama, El Salvador and Nicaragua and selects lodging and suppliers for their ecological sustainability and contribution to conservation and local communities.

If you are interested in learning more about Greenspot travel, please visit [www.GreenSpot.travel](http://www.GreenSpot.travel)

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