



TIME Unlimited New Zealand Tours and Travel decided it was TIME to get on board with .travel, www.NewZealandTours.travel

TIME Unlimited New Zealand Tours and Travel was created as a result of the passion of its directors, Néill and Ceillhe Sperath. Understanding the awe inspiring beauty of New Zealand and its Maori culture, the business was founded in 2005 with the goal of being a one of a kind travel company aiming to guide the global traveler through a true New Zealand experience. TIME, an acronym for “To Integrate Maori Experiences,” and its founders understood the need to market and communicate the business’ wide array of exceptional trips and adventures to the world. In seeking a clear marketing message and solution, TIME Unlimited decided to migrate from timeunlimited.co.nz to NewZealandTours.travel

Launching its website just three months ago, **NewZealandTours.travel** already has over 1,500 visitors and 50,000 web hits per month. By the end of this year, the Speraths expect 2,000 visitors per month and 5,000 per month by the end of 2009.

Currently, TIME Unlimited uses the **.travel** domain name in absolutely everything that it does: all advertisements, brochures, flyers, rate cards, press releases, media, YouTube, email, and even its kayaks and life vests.

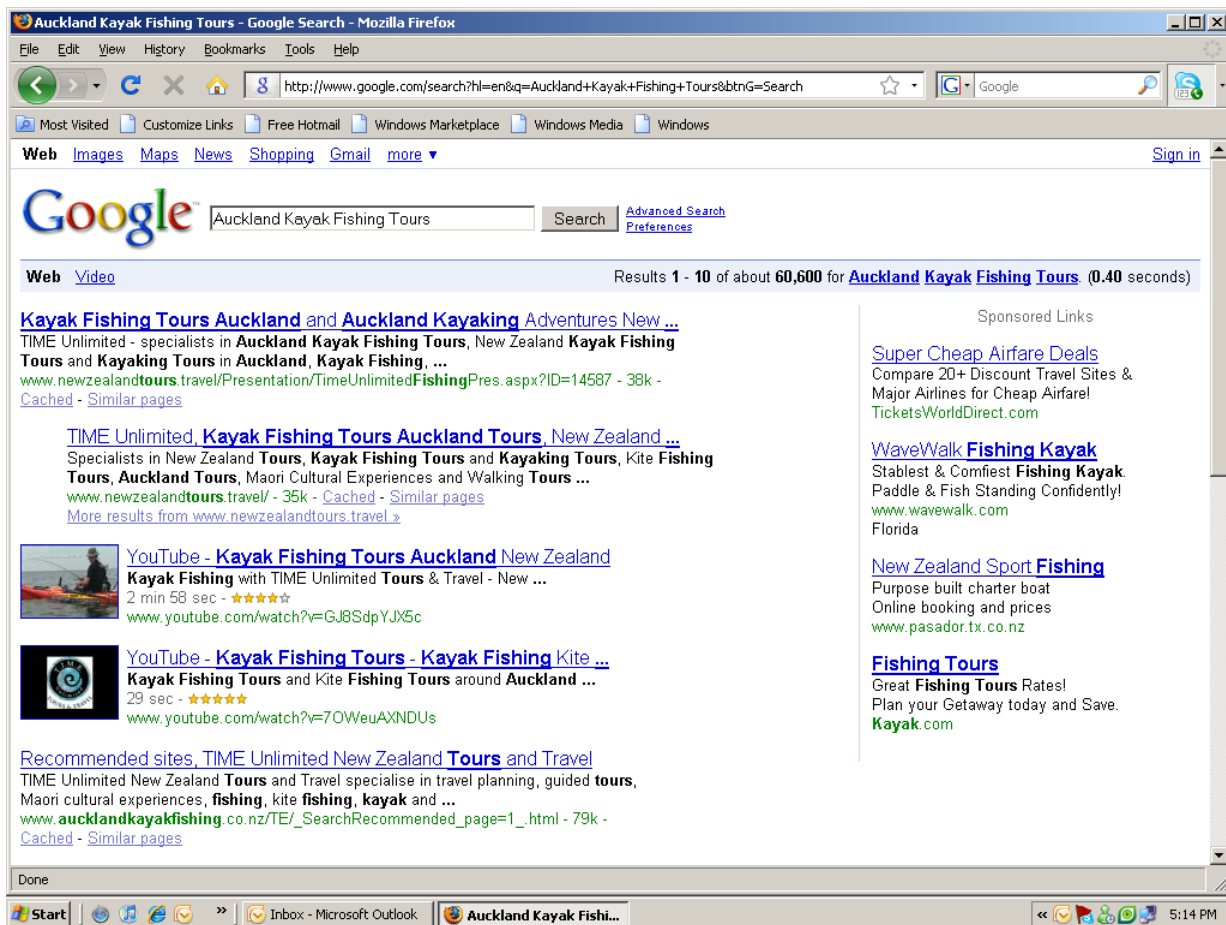
When asked why TIME Unlimited converted to **.travel** Néill Sperath, Director of TIME Unlimited answered, “What really convinced us was the fact that a **.travel** domain name is only available to real tourism and travel companies; so it’s exclusive to our industry. This should also lead to Google and other search engines looking more favorably on our website with the result of higher rankings.”

The proof for Sperath's quote is in the pudding. **NewZealandTours.travel** is seeing significant search engine results for numerous search terms:

Auckland Kayak Fishing Tours: 1st and 2nd in Google

Kite Fishing Tours: 3rd and 4th in Google

Personal Auckland Tours: 4th already despite huge competition



If you are interested in learning more about a customized, fun, and high quality trip to New Zealand packed with “Kiwi” culture, adventure, and natural beauty, please visit www.NewZealandTours.travel 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).