



## **SolomonIslands-Hotels.travel Geared Towards Responsible Travelers**

[SolomonIslands-Hotels.travel](http://SolomonIslands-Hotels.travel) is a new web portal that is opening the door to independent travelers wishing to book services with local tour operators and accommodations. “The portal is an important addition to our country’s tourism promotion channels,” said the Solomon Islands Minister for Tourism, Mr. Seth Gukuna. “It will not only enhance Solomon Islands appeal, but also enable business to be conducted in this important sector.”

The website is owned and operated by Kerrie and Danny Kennedy of *Dive Gizo*. Founded in 1985, *Dive Gizo* is the oldest owner-operated tourism facility in the Solomon Islands specializing in diverse and exciting dives in the town of Gizo. While also operating snorkeling, bush walking, birding, village visits and WWII tours, *Dive Gizo* places primary important on serving social, cultural, and environmental goals.

[SolomonIslands-Hotels](http://SolomonIslands-Hotels) intends to use its **.travel** name in all marketing aspects including email, business cards, collateral materials, and expos. It has also used its **.travel** name in a recent interview on a National ABC radio program – “Talking Pidjin” – and in its participation in the Adventure Travel shows in Sydney and Brisbane in November 2008.

The screenshot shows the website **solomonislands-hotels.travel** in a Mozilla Firefox browser. The page layout includes a navigation menu with options like Accommodation, Tours & Activities, and a search bar. A 'Find Hotels' section allows users to filter by check-in/out dates and price. A central banner features a photo of a man with white body paint and the text 'Solomon Islands'. Below this, a 'Welkam to the Solomon Islands!' message is followed by a paragraph about the islands' appeal. A 'Current conditions' widget displays a temperature of 26°C. A 'Hambere Village Stay' listing is visible, priced at SBD 150.00. The page also includes a 'Local time' widget and a 'Book travel insurance with WORLDNOMADS.COM' banner.

The name “Solomon Islands-Hotels.travel” was a natural choice to the owners, as “hotels” is a significant key word in Web searches and **.travel** reflects the nature of the site. By using its **.travel** name, **SolomonIslands-Hotels** expects to see an increase in independent travelers due to the additional exposure and well presented information. They are also expecting a broad spectrum of visitors. The Solomon Islands has a variety of activities and special interests that will attract travelers from backpackers to business travelers.

The Solomon Islands has a history of turbulence, tension and negative press from neighboring countries. This has inhibited businesses growth and development, and limited prospects for local employment. To assist with keeping the business sustainable, *Dive Gizo* teamed up with [whl.travel](http://www.whl.travel). “We are very excited about joining [whl.travel](http://www.whl.travel) and the **.travel** family to assist local Solomon Island operators to compete in the worldwide market by contributing to their aim of alternative sustainable livelihoods,” said Danny Kennedy, owner and operator of [www.SolomonIslands-Hotels.travel](http://www.SolomonIslands-Hotels.travel). “We hope working with [whl.travel](http://www.whl.travel) will be a big step for tourism in the Solomon Islands. We believe it has the potential to create new jobs and education opportunities for Solomon Islanders as well as promote tolerance amongst travelers.”

[whl.travel](http://www.whl.travel) is expected to help increase visibility of and access to the Solomon Islands in a very competitive market, as well as help keep in the country itself income earned from tourism.

[www.SolomonIslands-Hotels.travel](http://www.SolomonIslands-Hotels.travel) is the latest addition to the [whl.travel](http://whl.travel) global grassroots network of more than 120 travel websites catering to independent and responsible travelers ([www.whl.travel](http://www.whl.travel)).

If you are interested in learning more about the warmth and ecological beauty of the Solomon Islands, along with the wide variety of activities available, please visit [www.SolomonIslands-Hotels.travel](http://www.SolomonIslands-Hotels.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).