



TIAC takes a stand for Canadian Travel!

Every industry needs a voice, and for the Canadian Travel and Tourism business that voice is [TIAC.travel](http://www.TIAC.travel). **TIAC** (*Tourism Industry Association of Canada*) advocates for the travel industry on important issues such as customs and border regulations, air policy, marketing investment, sustainability and many others. [TIAC.travel's](http://www.TIAC.travel) lobbying efforts have brought some major wins to the Canadian tourism industry, such as: a new airport rent policy that will bring \$8 billion in rent relief to airport authorities, reductions in air traveler security charge, improvements to the Western Hemisphere Travel Initiative (WHTI) and substantial funding increases to maintain and enhance Canada's national parks.

With such a distinct place in the travel and tourism industry, it is only natural that **TIAC** would adopt the **.travel** domain to solidify itself as a key player in the travel community. Randy Williams, President and CEO of **TIAC** says; "I have supported the tourism community having its own sponsored TLD [Top Level Domain]. It provides added recognition and credibility to our industry and helps to bring us together as a collective. **.travel** also helps to provide quality assurance and trust for travelers looking to purchase in an ever increasing medium – the Internet."

TIAC fully adopted **.travel** in January 2006 and hopes that the domain name will help to further spread the awareness of **TIAC** and the Canadian Travel Community on the Internet.

[TIAC.travel](http://www.TIAC.travel) currently receives 30,000 unique visitors and about 90,000 page views a month, a number that is sure to grow as users become more aware of **TIAC** through the **.travel** name.

To learn more about **TIAC** and the issues affecting the Canadian travel and tourism industry please visit <http://www.TIAC.travel>