



**One of the Top Five Innovations in Travel
Generating 300,000+ Unique Visits a Month,
www.whl.travel**

WHL is an on-line booking network with a difference. It's a global franchise with a focus on travel to destinations in the developing world and "off the beaten track". The company originated from a project of the IFC (part of the World Bank Group), piloting this new model in the Mekong region in Asia. Unlike other global booking sites, each destination site is owned and operated by locals. As a client, you deal directly with local people; better yet the people you book with will be there when you get to your destination.

With WHL's mission of extending travel possibilities around the world, the adoption of **.travel** was a natural fit. Unlike .com, the **.travel** domain speaks specifically to what WHL is about, with each WHL destination site providing a wealth of local travel information and booking possibilities.

"We decided to purchase the **.travel** name as part of a re-branding campaign to better identify us as a travel service provider," stated Len Cordiner, Founder and CEO of WHL "**.travel** helps identify travel companies like WHL in the myriad of other companies out there."

Since the beginning of the re-branding campaign in 2007, WHL has used www.whl.travel throughout all marketing materials, promotions at trade shows, and e-mails. The Internet reaction has been tremendous. Traffic to the network has risen from around 30,000 unique visitors per month when the company launched in early 2006 to 300,000+ today and continues to climb steadily.

In fact, WHL has been recognized as one of the Top Five Innovations in Travel by Time Magazine in 2007.

To become a part of the industry shift and learn more about how you can own your own **.travel** name(s), please visit www.travel.travel For more information about WHL, please visit www.whl.travel