



.TRAVEL INVITED AS PANELIST FOR RESPONSIBLE TOURISM WORKSHOP AT TRAVEL LEISURE CONFERENCE IN MIAMI

FORT LAUDERDALE, FL-November 4, 2008- **.travel** invited to participate in Travel Trade's Responsible Tourism Workshop at the Travel Leisure Conference November 16, 2008. With over eight hundred travel agents and hundreds of the travel industry's top executives expected, the 25th Annual Travel Leisure Conference, November 15-17, 2008, will have the most diverse lineup of exhibitors and workshop opportunities. As a focal point of the global travel industry, Responsible Tourism will be one of the major workshops and is expected to have high attendance as well as key industry panelists, including **.travel**.

Held at the Miami Hyatt Regency, the largest and longest running Travel Trade event presents the Responsible Tourism Workshop on Sunday, November 16 from 5:15pm-6:15pm. The discussion will be moderated by Jose Luis Cabada, Sr. Vice President of Sunny Land Tours. Invited to participate by Travel Trade and Cabada, Heidi Siefkas-Casemiro, Vice President of Marketing and Public Relations of **.travel**, will join other industry representatives in this ever apparent key issue.

“As a travel industry player interested in evolving travel technology to its next step, **.travel** also believes strongly in the preservation of our beautiful natural resources,” responded Siefkas-Casemiro, “The evolution of tourism to a level of responsibility that maintains this industry for generations to come is essential.”

Joining Cabada and **.travel** will be other esteemed colleagues: Maria Amalia Revelo, Deputy Manager & Director of Marketing, Costa Rica Tourism; Mike Stone, President, Gestation, Inc. & Deep Blue Interactive; Hon. Manuel Heredia, Minister of Tourism and Civil Aviation, Belize Tourism.

When asked about **.travel's** role in this workshop, John Graham, Vice President and Executive Publisher of Travel Trade, stated, “Responsible Tourism is not just a fad. It is the way to go. We are happy to have **.travel** participate with its colleagues to share on how to change our industry for not only its continuation, but also the enjoyment of future generations. These conversations need to start today and continue as part of our daily routines and procedures.”

In conjunction with its participation at the Travel Leisure Conference as Workshop panelists, **.travel** will answer questions and “**.travel** authenticate” interested travel industry professionals on the exhibition floor, Monday, November 17. For those interested in more information on **.travel** and registering a **.travel** domain name(s), visit www.travel.travel

About Tralliance

Tralliance, the **.travel** Registry, develops products and services to promote the efficiencies and convenience of e-commerce for travel and tourism companies on the Internet. Designed to serve the global travel and tourism community, the major aims of the **.travel** sponsored Top Level Domain (sTLD) are improved Internet identity, creation of advanced distribution channels, and the establishment of a strong trust factor between the industry and its customers. For more information, visit www.travel.travel