



## **SRI LANKA BENEFITS FROM USING .TRAVEL**

*Putting itself on the map as a popular tourist destination, Sri Lanka unveils its culture and tourism attractions with [www.srilanka.travel](http://www.srilanka.travel)*

**FORT LAUDERDALE, FL-May 19, 2009-** The Sri Lanka Tourism Promotion Bureau is witnessing the benefits of using the **.travel** domain name with [www.srilanka.travel](http://www.srilanka.travel). Since its launch in 2007, the **srilanka.travel** site has received over 1.6 million page views. Of those, over 600,000 were unique, first time visitors.

Kicking its promotional efforts into full gear with [www.srilanka.travel](http://www.srilanka.travel), the country joins many other popular tourist destinations and organizations in using **.travel** for its website and emails.

“When we were developing our website initially, we decided to use the **.travel** domain because it was globally accepted,” said Managing Director, Mr. Dileep Mudadeniya, of the Sri Lanka Tourism Promotion Bureau.

In fact, the Sri Lanka Tourism website will be revamped with a new look and feel in line with a new brand strategy launching in June 2009

To plan your dream holiday in Sri Lanka, explore wildlife, and experience an island of small miracles, visit [www.srilanka.travel](http://www.srilanka.travel).

For more information on **.travel**, The Source for All Things Travel, visit [www.travel.travel](http://www.travel.travel)

### **About .travel**

**.travel** is the top-level domain created specifically for the travel and tourism industry. Any participant in the travel industry may own a **.travel** name. Unlike other top level domains such as .com or .org, relevant content must be published on each **.travel** site within a year of purchase. For more information on **.travel**, The Source for All Things Travel, please visit [www.travel.travel](http://www.travel.travel)

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