



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

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. 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, 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.

For more information on **.travel**, The Source for All Things Travel, visit 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

Press Contact:

Heidi Siefkas-Casemiro
(954) 769-5970
heidi@travel.travel