



## **.TRAVEL UNVEILS ITS PROMOTIONAL VIDEO ON WWW.TRAVEL.TRAVEL**

*New video explaining the .travel domain name and its global acceptance launched today, highlighting such destinations as Canada.travel, Argentina.travel, Poland.travel, Utah.travel, Montenegro.travel, SriLanka.travel, & Slovakia.travel*

**FORT LAUDERDALE, FL-September 8, 2009-** **.travel**, the top-level domain for the travel and tourism industry, unveils a promotional video highlighting its global appeal and community. Created as a specific channel on the web for all things travel related, **.travel** is an excellent marketing tool for all travel and tourism organizations, businesses, and individuals.

The video addresses the basics of **.travel**, but also demonstrates the worldwide adoption of the **.travel** domain name across borders and languages with such examples as **Canada.travel**, **Argentina.travel**, **Poland.travel**, **Utah.travel**, **Montenegro.travel**, **SriLanka.travel**, and **Slovakia.travel**. Intended to be educational as well as customer focused, the complete video acts as a guide for those in the travel industry. The video walks the viewer through the easy, two step process of registering a **.travel** domain name.

**.travel** is proud to showcase its valuable media channel through video and must thank the video production team, Scott St. John Productions, and the Fort Lauderdale based talent for the native language voiceovers.

For more information on the **.travel** domain, travel news, and to register a **.travel** domain name, visit <http://www.travel.travel>

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### **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)

### **Press Contact:**

Heidi Siefkas-Casemiro  
Vice President of Marketing and Public Relations  
[heidi@travel.travel](mailto:heidi@travel.travel)  
+1 (954) 769-5970