

Tralliance And Emeco Travel Present 2006 North Africa And Middle East .travel Forum  
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Forum Provides Travel Industry Partners with Future Means to Market Tourism to Rapidly Growing Region

Tralliance Corporation, the .travel Registry, has partnered with Emeco Travel, the premier travel organization and destination management corporation in Egypt, to bring together leading travel and hospitality industry representatives from throughout North Africa and the Middle East for a dedicated forum to identify collective strategies that the region can implement to more effectively market its travel products and services to consumers and businesses through the use of the .travel Internet domain.

The North Africa and Middle East .travel Forum will be a three-day conference held in Cairo, Egypt, June 21 - 23, 2006. Bringing together tourism partners from throughout North Africa and the Middle East, the conference will provide an arena for the region's diverse travel community to further identify vast marketing possibilities and benefits associated with registering .travel domain names.

"The .travel movement is quickly gaining momentum throughout many parts of the world, but it is our responsibility to ensure that all regions are aware of the availability of .travel and its function within the travel and hospitality industry," said Tralliance Corporation President and Chief Executive Ronald N. Andruff, whose company serves as the worldwide Registry for .travel "The conference will serve as an in-depth strategy session for North Africa and Middle East travel professionals to learn more about the inherent marketing advantages provided by .travel, directly address any questions about the domain and directory.travel, and offer examples of how nations and businesses alike can further utilize .travel as a marketing tool to enhance tourism to one's destination."

"With tourism in the North Africa and the Middle East on the rise, .travel comes to us at a perfect time. With the benefit of the .travel Directory and its language conversion capabilities, .travel provides an easier and more efficient means for our travel businesses to expand their reach to consumers all around the globe," adds Mr. Elhamy ElZayat, CEO & Chairman of Emeco Travel & former Chairman of the Egyptian Tourism Federation. "We at EMECO TRAVEL are committed to keeping the travel community informed about developments and opportunities within the industry and are excited to be a part of the North Africa and Middle East .travel Forum. We believe it is important that our colleagues participate in .travel at a level equal to or above that of other regions in the world if we are to remain competitive in the global travel industry."

Participants in the North Africa and Middle East .travel Forum will hear from world travel industry leaders, including:

- Ahmed El Khadem, Chairman, Egyptian Tourism Authority
- Peter de Jong, President, Pacific Asia Travel Association
- Ross Leher, Chairman & CEO, WAND Online Directory Technologies
- Jens Thraenhart, Executive Director of E-Marketing, Canadian Tourism Commission

Attendees will discover the impact .travel is having on e-commerce, share current trend information among various regions and work to identify new marketing strategies that can be employed using the .travel portal. Participants will also discuss and review the model program developed by the Canadian Tourism Commission for Canada.travel and investigate how nations in North Africa and the Middle East might develop similar portals as part of the region's marketing plan.

"Tourism is a vital part of North Africa and the Middle East's economy with recent increases in travel, leisure and hospitality investments. Enhancing accessibility to global travel industry partners and consumers throughout the world is key to the future success and profitability of the region, and .travel can help achieve this goal," adds Andruff.

For more information on or to register for the North Africa/Middle East .travel Forum, e-mail at [.Travelforum@emeco.com](mailto:Travelforum@emeco.com)

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