

## IRU to Promote .travel Internet Domains For Bus, Coach and Taxi Business

2006-03-16

---

The International Road Transport Union (IRU) and Tralliance Corporation join forces to promote a new Internet identity for bus, coach and taxi companies through .travel.

The International Road Transport Union (IRU) and Tralliance Corporation, the Registry for the new .travel Internet Domain, today signed a landmark agreement to provide authentication for bus, coach and taxi operators wishing to promote their services through .travel. Under the agreement, the IRU, in cooperation with its Member Associations throughout the world, will review and confirm the eligibility of bus, coach and taxi companies, who apply for a .travel domain name.

The two organisations have joined forces to remove the bus, coach and taxi industry from the anonymity of ".com" companies by promoting their own identity and image with customers, partners and policy makers worldwide via the travel-industry specific .travel domain.

Unlike ".com", ".net", ".org" or any of the other domains available on the Internet today, .travel will represent a reliable place where customers and partners from around the world can find authenticated travel businesses. Via the authentication process, this industry-exclusive Internet domain aims to ensure that all .travel web sites will be hosted only by bona fide travel-related businesses/organizations.

Ron Andruff, President and CEO of Tralliance, the .travel Registry, said "We are delighted to work with the IRU. As the logical expansion of the domain name system and technology advancements continue to propel the Internet revolution, the travel industry - the largest industry in the world - is establishing its own identity through this industry-specific space on Internet. .travel is now a permanent part of the foundation of the World Wide Web, and as bus, coach and taxi operators register their .travel domains, they are not only reshaping the next generation Internet but making history by playing a role in this defining moment in the evolution of travel industry."

Paul Laeremans, President of the IRU, said: "In an increasingly globalised travel industry, where the Internet is becoming the primary tool for professionals and customers to search for and purchase their travel services, using the dedicated tourism and travel-related .travel Internet domain and registering in it will bring numerous advantages to bus, coach and taxi operators in terms of easy location, professional recognition as a verified business, facilitated promotion to potential customers, greater customer confidence in purchasing their services and facilitated access to their services. By making this step, the IRU wants to contribute to adding value to the services offered by bus, coach and taxi professionals, and to improve quality, and professionalism in our sector."

For more information please visit [www.tralliance.travel](http://www.tralliance.travel) or [www.iru.org](http://www.iru.org)

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article21437.html>

© 1998 - 2007 Nevistas and the author.

Brought to you by Hotel News Resource

*Distribute your news on our Network*

See what all the buzz is about at:

[http://www.hotelnewsresource.com/Info-news\\_account\\_info.html](http://www.hotelnewsresource.com/Info-news_account_info.html)