

New Travel Search Portal Makes World Debut

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Consumers now have a quick and easy way to find information about legitimate travel and tourism suppliers online with the introduction of .travel's new vertical search portal, www.search.travel.

Since the introduction of the .travel Top Level Domain six months ago, thousands of destinations and tourism-related companies have registered their domains in the .travel Internet space reserved exclusively for travel and tourism entities. In order to own a .travel Internet domain name, applicants must be "authenticated" to verify that they are legitimate travel companies and legally entitled to use the domain names. This authentication process is intended to eliminate the common practice of cyber squatting that has made searching the .com space so frustrating for consumers seeking accurate information and legitimate suppliers.

As an online research tool, www.search.travel delivers qualified search results from the entire World Wide Web, giving priority to destinations and businesses that have been authenticated. By using www.search.travel, consumers can now find all things travel related while saving valuable time and gaining peace of mind, because priority placement is given to ".travel authenticated" registrants, eliminating the need for consumers to sift through pages of irrelevant results or visit web sites that may not be reputable.

Tralliance Corporation, the .travel Registry, developed the search engine to benefit both domain holders and consumers at large. "There are thousands of cyber squatters in the .com space today," says Edward A. Cespedes, CEO of Tralliance Corporation. "And with billions of dollars changing hands through online commerce in the travel arena, it stands to reason that consumers are concerned about the validity of search results and the credibility of companies trying to attract their attention online."

A .travel domain assures consumers that a travel service provider has been rigorously authenticated. And as an extension of the .travel initiative, wwwsearch.travel offers the public a new vehicle to find these legitimate travel products and services quickly.

"Tralliance is delivering consumers the next generation of travel search on the web by adding a layer of security that is unavailable in the .com search world," said Cespedes.

For more information on .travel visit www.travel.travel or to search online visit www.search.travel.

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