

China.travel Unveiled at China International Travel Mart

2006-11-27

The China Golden Journey Project recently celebrated the launch of China.travel during the China International Travel Mart (CITM) in Shanghai on November 16, 2006.

Dignitaries on hand for the official unveiling of the new China.travel domain included Mr. Gu Zhaoxi, Deputy Director General of China National Tourism Administration (CNTA), Mr. Peter de Jong, President & CEO of the Pacific and Asia Travel Association (PATA), Mr. Liu Kezhi, General Director of the Tourism Promotion & International Liaison Department from CNTA, and Mr. Lin Mingzhong, President & CEO of Beijing Golden Journey Yahtour Info-tech. Co.Ltd., the operator of China.travel.

The China.travel portal provides an integrated platform for China's destination marketing system and will serve as an e-commerce platform for China's tourism industry. The new China.travel integrated network and marketing platform will provide a public service to increase tourism, enhance competition within the travel industry and widen China's international marketing vision. Under the tenet of "Creating New Travel Value," China.travel will work to recruit both inbound and outbound travel agencies and other burgeoning e-business travel companies to expand the portal.

"We are honored that our friends in China have adopted the .travel vision and are among those leading the global travel industry as they explore new and exciting opportunities to expand tourism in China," said Ron Andruff, president of Tralliance Corporation, the .travel Registry. "We are very appreciative of the support from PATA and its President and CEO Peter de Jong for assisting our efforts to expand .travel in the critically important Asia Pacific region," said Andruff.

Spokesman Wang Zhenyu added, "With the launch and development of China.travel, China will build an integrated service platform of network marketing and expand its international travel markets. Network marketing will be the most important approach for China's tourism industry to join in the international travel markets."

China.travel is also an international platform for China Travel Network Marketing. It will cooperate with the 18 Overseas Offices of CNTA and the National Tourism Administrations of more than 60 overseas countries to build an international platform for China tourism, helping to bring visibility for China's tourism industry to the rest of the world.

About Tralliance Corporation

Tralliance Corporation is a wholly-owned subsidiary of theglobe.com (otcbb:tglo) that, as the .travel Registry, develops products and services to promote the efficiencies and convenience of e-commerce for travel and tourism companies on the Internet. Designed to serve the global travel and tourism community, the major aims of the .travel sponsored Top Level Domain (sTLD) are improved Internet identity, creation of advanced distribution channels, and the establishment of a strong trust factor between the industry and its customers. For more information visit www.tralliance.travel, or www.travel.travel.

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