



MEDIA RELEASE

Visit ASEAN Pass Portal Chooses .travel Domain Name: www.VisitASEAN.travel

Berlin, Germany (March 28, 2006)

The ASEAN Tourism Association (ASEANTA) has decided to choose a **.travel** domain name, www.VisitASEAN.travel for its travel portal as part of the association's new marketing strategy to promote travel into and within ASEAN's 10-country region, through its "Visit ASEAN Pass" (VAP) programme.

Tunku Iskandar, ASEANTA's Intra-ASEAN Travel Committee Chairman said, "We believe that while the VAP is a valuable tool for travel agents to use to create tailor-made packages, www.VisitASEAN.travel will be a valuable portal to promote not only the VAP but also ASEAN as a tourist destination".

Ron Andruff, president of Tralliance Corporation, the **.travel** Registry responsible for administering the domain, said, "Tralliance is pleased that the ASEAN tourism industry has taken this step as it demonstrates that ASEANTA understands the intrinsic value of the industry domain and continues to be a global innovator by setting the pace for **.travel's** strategic utilization." Andruff noted that the Registry is pleased with the adoption rate and that just one month after the official launch **.travel** domain registrations continue to stream in.

Tunku Iskandar added that while the adoption rate of **.travel** domains in the ASEAN region is less rapid, he believes that when travel agents and others in the tourism industry are more aware of the benefits that both they and consumers can experience, the adoption rate will increase. Commenting further, he said, "However, the ASEAN tourism industry needs to move quickly to register and protect the domain name that identifies them uniquely as an authenticated organisation and be listed in the **.travel Directory**".

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About ASEANTA:

The ASEAN Tourism Association (ASEANTA) was formed in 1981 as the "umbrella" organisation of national airlines and the national travel agency and hotel associations of the **10 ASEAN countries** (Brunei Darussalam, Cambodia, Indonesia, Laos PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam).

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