

**.travel  
Registry**

**Frequently Asked  
Questions**

**MAY 2005**



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The purpose of the FAQ is to answer general questions about Tralliance Corporation, the .travel top level domain

We have broken common questions into categories. You can click on any category name and you will be taken to the answers for that category.

#### Background to .travel

1. *What is **.travel**?*
2. *What is a Domain Name?*
3. *What is a Top Level Domain (TLD)?*
4. *What is ICANN?*
5. *What is the DNS?*
6. *How will **.travel** be different from other TLDs such as ".com"?*
7. *With a **.travel** domain, would I keep my .com, (.net or .org) domain name?*

#### What is the role of the main organizations involved in .travel?

8. *What is the **.travel** Registry*
9. *What is a Registrar?*
10. *What is an Authentication Provider?*

#### .travel Benefits for the Industry and Consumers

11. *How will consumers benefit from the introduction of a **.travel** TLD?*
12. *How will the travel industry benefit from this development?*
13. *My company currently has a ".com" name; why should I change to **.travel**?*
14. *What are some of the value-added services offered by Tralliance?*

#### Eligibility and Name Selection

15. *Who is eligible to register a **.travel** name?*
16. *What are the eighteen industry sectors?*
17. *Can I register any name I want?*

#### Pre-authentication and the Data Required

18. *What is pre-authentication?*
19. *How will **.travel** know that I've been pre-authenticated?*
20. *Is my authentication valid forever?*
21. *Does pre-authentication let me choose and guarantee a name?*
22. *What are the steps in pre-authentication?*
23. *What authentication information will I have to supply?*

#### The Authentication Review Process

24. *Who does the review and what are they reviewing?*

#### Confirmation and UINs

25. *How will I know that the review is completed?*
26. *What if I lose my UIN?*

#### Name Registration

27. *How do I get a **.travel** name?*
28. *When will **.travel** domain names be available for registration?*

29. *What is the anticipated price to register a **.travel** domain name?*

#### **The .travel Directory**

30. *Why does the world need Tralliance's **.travel** Directory?*

31. *Is the **.travel** Directory a search engine?*

32. *What if my data in the **.travel** Directory has errors in it or needs updating?*

33. *Does my company need a **.travel** Domain Name to be in the Travel Directory?*

34. *Will consumers pay to access the **.travel** directory?*

#### **Participation by Industry Associations**

35. *Which travel trade associations are participating?*

36. *Who does my pre-authentication if I belong to more than one travel association?*

37. *How do I register if I don't belong to an association or if my association is not an Authentication Provider?*

#### **About Tralliance Corporation**

38. *What is Tralliance Corporation's Mission?*

#### **About The Travel Partnership Corporation**

39. *What Is The Travel Partnership Corporation?*

## Background to .travel

### 1. What is **.travel**?

**.travel** is the Internet top level domain exclusively for businesses, organizations and individuals in the travel industry. **.travel** will register domain names with the extension, ".travel", for example, "discoveryholidays.travel".

### 2. What is a Domain Name?

A domain name is a label that represents a string of numbers called an "Internet Protocol (IP) address." Domain names must be unique. Thus, for example, there can be only one "majestic.travel".

### 3. What is a Top Level Domain (TLD)?

A top level domain is the word or letters that come after the last "dot" in a domain name or Internet address. The most commonly known top level domains are ".com", ".net" and ".org". More recent additions include ".biz", ".museum", or ".info". There are also country-specific top level domains (ccTLDs), such as ".uk" for the United Kingdom and ".jp" for Japan. **.travel**, then, is a TLD.

### 4. What is ICANN?

Created In 1998 by the U.S. Department of Commerce to assume responsibility for centralized technical coordination functions of the Internet, ICANN (Internet Corporation for Assigned Names and Numbers) is the global, non-profit, private sector body responsible for coordinating the Domain Name System (DNS) to ensure that it continues to function effectively. ICANN'S mission is to protect the stability, integrity and utility of the DNS and the one authoritative root on behalf of the global internet community. It is responsible for development of consensus policies, which include those that allow the orderly introduction of the new TLDs . The new TLDs are intended to alleviate issues such as cyber-squatting and trademark infringement, but also to innovate new methods of search, navigation, and domain names distribution to add value services. Taken together, these improvements represent next generation of the Internet. Some examples of the new TLDs recently authorized by the ICANN in the last round are ".museum" (exclusively used for museums), and ".coop" (for cooperatives). Further information concerning ICANN and its governance process can be found at the ICANN website, [www.icann.org](http://www.icann.org).

### 5. What is the DNS?

The Internet Domain Name System -- in its simplest definition--helps users to find their way around the Internet. Every computer on the Internet has a unique address--just like a telephone number--which is a rather complicated string of numbers called its "IP address". The DNS makes locating a server easier by allowing a familiar string of letters (a domain name) to be used instead of arcane IP addresses, e.g., icann.org, instead of 192.84.65.30. It is the uniqueness of the domain name that makes it possible for your messages to get to your intended recipients.

6. *How will **.travel** be different from other TLDs such as ".com"?*

Dot-com domain names are registered on a first-come-first-served basis, with no requirement that registrants meet any registration criteria. By contrast, eligibility to hold a **.travel** domain name requires that the registrant be a verified business or organization operation in the travel industry. Prior to 2001, the principal alternatives to the ".com" TLD were the country code TLDs e.g., .us (USA) .de (Germany); these country code TLDs are not suitable for many travel-related businesses which deal in global markets. Moreover, these TLDs do not apply criteria to ensure the validity of a business or organization as a precondition to domain name registration. **.travel** will be an exclusive space for the travel and tourism industry on the Internet, with every **.travel** registrant being authenticated before it is given a domain name(s).

7. *With a **.travel** domain, would I keep my .com, (.net or .org) domain name?*

You may want to continue to maintain your current domain name(s) for a period of time because it is generally useful to have multiple channels for users to find your web site. The size of your business will dictate how many **.travel** and other domain names you will ultimately want. Technically it is a simple matter to "point" your current domain addresses to your new **.travel** name (in the same manner as physical mail is forwarded from your old address to your new one). However, over time your customers and contacts will become familiar with your **.travel** domain (brand) name. Therefore, once the transition has been made, your **.travel** address could become your single home address.

## **What are the Roles of the Main Organizations Involved in .travel?**

8. *What is the **.travel** Registry?*

The **.travel** Registry is the body responsible for the registration of domain names in the **.travel** TLD. The Registry is Tralliance Corporation.

9. *What is a Registrar?*

A Registrar is a business that is approved by ICANN to accept applications for registration of domain names by consumers. Registrars communicate registration requests to the applicable registry and, if the requested name is available, they compete the name registration with the registry. Registrars take contact and administration data from a registrant and are responsible for renewing name registrations for a registrant. **.travel** will approve a list of Registrars for the registration of **.travel** domain names. Only registrars approved by **.travel** will be permitted to register **.travel** domain names.

10. *What is an Authentication Provider?*

All registrants in **.travel** must be verified as eligible to hold a **.travel** domain name according to criteria established by **.travel**. Verification of eligibility is referred to as "Authentication". Authentication will be carried out by the Registry with the support of industry associations or an independent authenticating organization. These supporting bodies are referred to as "Authentication Providers." Authentication Providers will carry out authentication for all **.travel** registrations. All registrants must select an

Authentication Provider. In the case of industry associations that are acting as Authentication Providers a registrant must be a member of the association in order for them to carry out authentication. In all other cases the independent Authentication Provider will be able to carry out authentication, ensuring that any party can be authenticated.

## **.travel Benefits for the Industry and Consumers**

### *11. How will consumers benefit from the introduction of a **.travel** TLD?*

Consumers will know that the operators of **.travel** web sites meet clear, standard and objective criteria. They will know that names registered in the **.travel** TLD have met published standards as established organizations. Thus, consumers can have greater confidence purchasing travel over the Internet through **.travel** web sites.

### *12. How will the travel industry benefit from this development?*

Businesses that register **.travel** domain names will be found in one location and will be instantly seen by consumers as recognized travel businesses with regard to conducting e-commerce transactions. This will serve the industry as well, since **.travel** enables the trade to confidently conduct business with other **.travel** domain name holders that they may not know.

The **.travel** TLD will also enable the **.travel** Directory, permitting both travelers, and the travel and tourism trade, to more efficiently locate precise and detailed information about any travel or tourism offerings of **.travel** registrants, via the Internet. The **.travel** Directory will provide a precise catalog of virtually every product or service offered by **.travel** registrants to a degree of detail that has never before been available. Acting as an advanced sales and marketing tool, the Directory will distribute company, product and service information to prospective business partners and consumers alike, based on each query made.

The **.travel** TLD and the **.travel** Directory are a means to increase revenues for all registrants across the full spectrum of travel providers and purveyors, through efficiently matching buyers and sellers.

### *13. My company currently has a ".com" name; why should I change to **.travel**?*

Unlike ".com", ".org", ".co.uk" or the other top level domains available on the Internet today, **.travel** will be an industry-sponsored, industry-restricted top level domain which ensures that all **.travel** web sites will be held only by legitimate travel organizations. In addition to protection against cyber-squatting, name selection requirements will eliminate speculative purchases of registrations.

### *14. What are some of the value-added services offered by Tralliance?*

Tralliance will offer a number of directory, search and navigation services to all **.travel** domain name holders and directory subscribers. Some of the value-added services will be:

- An alphabetical (and by country) directory of travel providers and purveyors featuring their key products and services, contact, and other relevant information
- A "Whois" directory, providing information about who owns a domain name e.g., Who is Tralliance.travel?
- Consumers' information access, e.g., typing www.directory.travel into your browser bar will take you to the directory.

## Eligibility and Name Selection

### 15. *Who is eligible to register a .travel name?*

Any business, organization or individual whose primary activity is within one of eighteen business sectors of the travel industry is eligible to register a name.

### 16. *What are the eighteen industry sectors?*

They are:

Airlines

Attractions/Theme Parks

Bed & Breakfast Houses

Bus/Taxi/Limousine Operators

Camp Facility Operators

Car Rental Companies

Computer Reservation/Travel Technology Provider

Convention & Visitor's Bureaus

Cruise Lines

Ferries

Hotels/Resorts/Casinos

National Tourism Offices

Passenger Rail Lines

Restaurants

Tour Operators

Travel Agents

Travel Media

Travel-Consumer and Market Research Organizations

17. *Can I register any name I want?*

No. You can only register a name that is publicly used by, or associated with, your organization. The names that can be registered are:

Incorporation (legal) Name/Partnership Name/Individual Name

Doing Business As; Trade Name; or; Usual Business Name; or Usual Business Name  
as used in a URL

Trade Mark

Service Mark

Club or Association Name

Vessel Name

Competition/Event Name

Division Name

Subsidiary Name

Acronym (Acronyms must be only the first letter of the primary words of the name, not including words such as: the (unless the first word of the name), and, as, of, &, or. Contractions or short forms of words , such as "Chas" for "Charles" or "Bros" for "Brothers" are not permitted as acronyms.

## Pre-authentication and the Data Required

18. *What is pre-authentication?*

All holders of a **.travel** name must be approved to hold a **.travel** name by having their eligibility reviewed. That review of eligibility is called "authentication". **.travel** is giving members of selected travel associations the chance to have their authentication reviewed by their association prior to registration. Pre-authentication will speed the registration of a name when **.travel** begins to take name registrations later in 2005.

19. *How will **.travel** know that I've been pre-authenticated?*

All pre-authentication will be confirmed by **.travel**. You will be sent a Unique Identifying Number (UIN) by **.travel**. You will use that number when you register any **.travel** names in the future. Your UIN is permanent and will not change. It may be revoked if your eligibility changes.

20. *Is my authentication valid forever?*

No. Organizations can change. Your organization might merge, be sold or sell assets during the time you hold a **.travel**. For that reason, you will be required to confirm annually that your authentication information has not changed.

21. *Does pre-authentication let me choose and guarantee a name?*

No. Pre-authentication gives **.travel** the information to determine that you are eligible. At the same time, you will be asked to indicate any names that you currently use other than your legal name. These other names might be a trade name, or a usual business name, and so on. If you list a name other than your legal name you will also have to supply your Authentication Provider with a document that supports identification of that name as one you are eligible to register.

22. *What are the steps in pre-authentication?*

There are just four steps: 1. Collect the information you need. 2. Go to the association member site and a link will take you to the authentication data form. 3. Fill in the form and click the "submit" button. 4. When your association completes its review and confirms your eligibility you will automatically receive the UIN by email or fax.

23. *What authentication information will I have to supply?*

You are required to supply your legal name and your contact information. Optionally, you may supply any names that you use, other than your legal name. These might be trademarks or your usual business name, if it is other than your legal name. If you enter these optional names you will be required to send supporting documents to the association to confirm your use of the name. You can see an online mockup of authentication data on the Tralliance website at:

<http://www.tralliance.info/site%20folder/instructions.html>.

Just follow the instructions you find on that page.

## **The Authentication Review Process**

24. *Who does the review and what are they reviewing?*

Your association or an independent third party does the review. These reviewers are called Authentication Providers (see Question 10 above). Your data is private and confidential and will be received on a secure server of **.travel**. The Authentication Provider reviews to confirm that your authentication information matches the membership information they hold. In addition, if you enter names other than your legal name, you will be required to send supporting documents to your Authentication Provider. The reviewer will check that these documents match the name(s) you have entered in your authentication form.

The independent third part Authentication Provider will review all registrants that are not members of a travel association, or who do not wish to be authenticated by their association (see also Question 10 above).

## Confirmation and UINs

### 25. *How will I know that the review is completed?*

When the review is completed you will receive a UIN if you are confirmed as eligible to hold a **.travel** name. If you are not eligible you will receive notice that you have been denied and you will have an opportunity to request a review of your denial within 30 days. Tralliance carries out the review.

### 26. *What if I lose my UIN?*

Your association will also receive a copy of the UIN and you can get it from them. Tralliance will also hold a permanent database of UINs and you can get your UIN from Tralliance at any time.

## Name Registration

### 27. *How do I get a **.travel** name?*

Registering a **.travel** domain name is a two step process. All registrants must first be authenticated by an Authentication Provider. Once their eligibility is confirmed the registrant will be sent a Unique Identification Number, which is their proof of eligibility. The registrant will next go to the website of an approved Registrar and by entering their UIN with the Registrar they will be permitted to register a **.travel** domain name.

### 28. *When will **.travel** domain names be available for registration?*

Tralliance is currently completing contracting with ICANN. When contracting is completed registration will begin shortly thereafter. Tralliance is currently developing the directory and registration technology to test the name registration, data collection and searching processes in order to initiate all services at the planned date, which is the end of the second quarter of 2005.

### 29. *What is the anticipated price to register a **.travel** domain name?*

There will be one fee for both a **.travel** domain name and all registry and directory services, including eligibility authentication. The final price will be determined when the **.travel** top level domain has been approved and ICANN accredited registrars have been contracted. Tralliance anticipates that the price for a **.travel** domain name will be consistent with market prices for similar sponsored domain names.

## The **.travel** Directory

### 30. *Why does the world need Tralliance's **.travel** Directory?*

The travel industry is the largest e-commerce segment on the Internet and the largest industry in the world. It accounts for more than 11% of the world's economy—one out of every twelve workers—and since the inception of the commercial Internet has been

one of its fastest growing segments. The size of the travel industry and its rapid growth on the Internet have made it difficult to locate accurate travel information and to develop broad-based and effective e-commerce to its full potential. Tralliance's travel directory will improve industry efficiency on the Internet as travel information will be aggregated in one public directory, making it a single and definitive source for consumers and the travel trade.

*31. Is the **.travel** Directory a search engine?*

It is more than a search engine. A search engine is as valuable as the data that is available to it. The prevalent consumer search engines are reliant solely on web site data, which is incomplete, changeable and chaotic. The **.travel** Directory will have data detailing all products and services that are being offered and such data will be provided by the travel businesses themselves. This data will be accessible through a custom-made taxonomy or controlled vocabulary, developed specifically for travel Industry. Tralliance's extensive industry data and indexing technology will enable sophisticated search capabilities to deliver very specific information to each query.

*32. What if my data in the **.travel** Directory has errors in it or needs updating?*

Each registrant will be able to update and amend their own data at will by logging on to the **.travel** Directory web site and accessing their data via password with other appropriate security measures.

*33. Does my company need a **.travel** Domain Name to be in the **.travel** Directory?*

Yes. Domain name registration and "loading" of directory data by travel trade members will happen at the same time through a simple web based interface.

*34. Will consumers pay to access the **.travel** Directory?*

No. Directory access is free. Consumers will not pay for access to your directory information, nor will Tralliance charge industry members for order of placements in the list of responses from a search query.

## **Participation by Industry Associations**

*35. Which travel trade associations are participating?*

The **.travel** industry-wide initiative has support from across the spectrum of the world's leading travel associations. The most up-to-date list can be found at [www.ttpc.org](http://www.ttpc.org).

*36. Who does my pre-authentication if I belong to more than one travel association?*

We understand that some travel companies are members of several travel associations, but we anticipate that each company will register with their primary association, i.e. a hotel company in the US would register with AH&LA or in Canada with HAC, and a US tour operator would register for example, with the USTOA. However, each **.travel** registrant that has multiple memberships will have the choice through which association they ultimately register. Registrants will provide their eligibility data first to their associations, enabling their own associations to authenticate their eligibility and provide that authentication to Tralliance in readiness for the member's name selection when **.travel** launches.

*37. How do I register if I don't belong to an association or if my association is not an Authentication Provider?*

An independent authenticating organization will be available to handle authentication of any party that wishes to have them handle their authentication. (See also Question 10 above.)

## **About Tralliance Corporation**

*38. What is Tralliance Corporation's Mission?*

Tralliance's mission is to develop the **.travel** top level domain, a segment of the Internet devoted exclusively to the travel industry. The **.travel** domain will give members of the travel industry improved visibility and, by implementing an innovative directory system utilizing product and service information provided by those members, will enable travelers and the travel and tourism industry to more effectively locate travel information that precisely match customer needs, thereby facilitating travel transactions. Tralliance have been approved to operate the **.travel** TLD and is now completing contract negotiations with ICANN. Tralliance anticipates launching **.travel** in 2005.

Tralliance Corporation is a New York corporation and it is not affiliated with any travel provider or travel association. It is therefore able to discharge its responsibilities to the travel community in a fair, equitable and transparent manner.

Further information concerning Tralliance can be found at, [www.tralliance.info](http://www.tralliance.info).

## **About The Travel Partnership Corporation**

*39. What Is The Travel Partnership Corporation?*

The Travel Partnership Corporation (TTPC), is a District of Columbia non-profit corporation formed for the purpose of determining eligibility policies for the **.travel** TLD. Membership in TTPC is fully open to any bona fide travel industry associations, organizations and entities. TTPC's rules of operation are set out in its by-laws, a copy of which is available along with additional information at, [ttpc.org](http://ttpc.org).