



.travel Official Launch, January 2nd, 2006 – ALL SYSTEMS “GO”!

Pre-authentication for the Limited Launch phase began on October 3rd, 2005 and ended on January 2nd, 2006. The 90-day pre-authentication period was handled on a rolling basis, in three phases (October 3-27; November 2-26; December 2-26). The limited launch provided the **.travel** Registry and its Authentication Providers around the world the perfect environment to establish the foundation for an orderly launch. Tralliance is pleased to report that all systems are meeting expectations.

With the completion of the Limited Launch, Tralliance Corporation has met the key ICANN's top level domain (TLD) launch requirement and is now fully operational.

The global launch of the **.travel** Registry began at 09:00 EST on January 2nd, 2006, at which point authentication and domain name registrations began to take place concurrently.

*A note to those of you who have been authenticated and have a Unique Identification Number (UIN), be sure to register your domain name(s) with any of the **.travel** registrars (listed under “Registrars” on the Navigation bar above) to complete the registration process. Authentication alone is only one of three steps for holding a **.travel** TLD: (1) [authentication](#); (2) [registration](#); and (3) [loading profiles](#) in the **.travel** Directory.*

To provide you with a sense of who is registering their **.travel** domain names, Tralliance is very pleased to report that the registrants are coming from all eighteen industry sectors – and from all around the world. They include well known brands as well as small and medium size enterprises that you have never heard of. And, together, they are ushering in a new era of access and visibility to all that the world has to offer in travel and tourism.

On January 29th, 2006, the highly-anticipated Official Launch of the **.travel** domain will be celebrated in New York City at a gathering of travel-industry leaders and trendsetters from around the world.

Tralliance Corporation, the **.travel** Registry

January 16, 2006