

## FREQUENTLY ASKED QUESTIONS

The purpose of the FAQ is to answer general questions about Tralliance Corporation, its proposed travel directory and related value-added services. Answers to the following questions are detailed below.

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1. **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 has filed application for the permission to administer **.travel** and, if successful, anticipates launching **.travel** in 2004. Further information concerning Tralliance can be found at, [www.tralliance.info](http://www.tralliance.info)

2. **What is the .travel application to ICANN?** The Internet Corporation for Assigned Names and Numbers (ICANN) posted a Request for Proposals for sponsored top level domains (sTLD) on December 15th, 2003. The application submission deadline was March 15th, 2004, and ten applications were sent in, one of which was for **.travel**. The Travel Partnership Corporation (TTPC) is the sponsor of the new TLD, and Tralliance Corporation will be the registry providing infrastructure, technology and administrative support for **.travel**. Further information concerning TTPC can be found at, [www.tpc.org](http://www.tpc.org). Businesses and organizations wishing to register domain names in **.travel** will need to satisfy clear and objective criteria to establish that they are legitimate and reputable travel-related businesses. Thus, **.travel** will be recognized as a mark of quality in travel-related Internet information, and for Internet users in search of such businesses, it will be the obvious first place to look. Further information concerning ICANN can be found at, [www.icann.org](http://www.icann.org)

3. **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, rather than, as is the case for **.travel**, criteria of verified business operation must be met. Prior to 2001, the principal alternatives to the ".com" TLD were the country code TLDs e.g., .us (USA) .de (GERMANY); these are not suitable for many travel-related businesses which deal in global markets, and these TLDs again, may not set out criteria to ensure the validity of a business operation 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).

4. **How will the authentication process work?** Once the **.travel** TLD has been approved, the *Authentication FAQ* will be posted, as well as given to all TTPC Travel & Tourism Member Associations for distribution to their members. This FAQ will set out all of the policies and procedures for authentication.

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5. **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 web sites registered in the **.travel** TLD have met published standards as established businesses. Thus, consumers can have greater confidence purchasing travel over the Internet through **.travel** web sites.

6. **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 recognized by consumers as trustworthy 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.

7. **How do I get a .travel name?** Once the **.travel** TLD has been approved, the *Selecting a .travel Name FAQ* will be posted, as well as given to all TTPC Member Associations for distribution to their members.

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8. **I would like to use my country/place name with .travel. Is this possible?** Once the **.travel** TLD has been approved, the *Selecting a .travel Name FAQ* will be posted, as well as given to all TTPC Member Associations for distribution to their members.

9. **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 businesses. In addition to protection against cyber-squatting, name selection requirements will eliminate speculative purchases of registrations.

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.

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10. **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.

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**11. 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.

**12. 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.

**13. 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 Tralliance web site and accessing their data via password with other appropriate security measures.

**14. 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.

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**15. When will .travel TLDs be available for registration?** Tralliance, working within the ICANN process, believes that **.travel** may be awarded in August 2004; thus allowing **.travel** registrations to 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 on that same timeline.

**16. 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.

**17. 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 such as **.museum** or **.coop** for example.

**18. Will consumers pay to access the directories?** 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. The Company's revenues will be generated from registration fees rather than from advertising or selling preferential search placement.

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**19. 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 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 as cyber-squatting and trademark infringement, but also to innovate new methods of search, navigation, domain names distribution, and to add valuable services. Taken together, these improvements represent the next generation of the Internet. Some examples of the new TLDs recently authorized by 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 web site, [www.icann.org](http://www.icann.org).

**20. What is the DNS?** The Internet Domain Name System (DNS) -- in it's 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 it's "IP (Internet Protocol) address". The DNS makes it easier by allowing a familiar string of letters (a domain name) to be used instead of arcane IP addresses, e.g., [icann.org](http://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.

**21. 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".

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**22. 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.

**23. What Is The Travel Partnership Corporation?** The Travel Partnership Corporation (TTPC), is a District of Columbia non-profit corporation formed for the purpose of sponsoring 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, [www.ttpc.org](http://www.ttpc.org)

**24. 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).

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**25. Who do I register with 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 cruise company will register with CLIA or ICCL, 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.

**26. What are the benefits of Tralliance's third party, neutral status?** Tralliance's independent status insures that no single travel association have any advantage over any other. The Company is completely unencumbered having taken the decision to avoid strategic partners or investors from the travel industry. Therefore, Tralliance is a neutral third party in the travel industry.

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**27. What Is IATA's role in .travel?** An unsuccessful applicant for **.travel** administration rights in 2000, IATA's role in the current application is confined to being a member of TTPC and as an authentication specialist as described herein. IATA is one of the world's most recognized and oldest travel association. Formed in 1919, IATA is a member of TTPC and holds a seat on the TTPC interim board of directors, as representative of the air transport sector. Tralliance is in discussions with IATA for it to become an independent authentication specialist for **.travel** registrants that are not affiliated with a travel

association.

**28. What happens to domain names I have registered with *new.net* when *.travel* is launched?** The *.travel* TLD that has been proposed by Tralliance will be an ICANN-approved, industry-sponsored top level domain and its domain names will be provisioned only for the one authoritative root directory managed by ICANN. Tralliance's *.travel* TLD will be entirely separate from all alternative root systems and domain name providers in alternative roots. Since Tralliance's *.travel* will be separate from all alternative root systems, the names it registers will neither impair the use of names registered in alternative roots, nor will names registered in alternative roots be reserved for registration by their holders or resolved in *.travel* TLD. Any travel business that currently holds a name in an alternative root will be eligible or be permitted to register a name that it holds in a alternative root system and that meets *.travel* TLD eligibility and name selection requirements, and is encouraged to register when *.travel* is launched. Since these eligibility and name selection requirements will be specific to *.travel* TLD, there is no assurance that the registrant holding a name in an alternative root will be eligible or be permitted to register a name that it holds in an alternative root.