

Dr. M. Stuart Lynn  
President & CEO  
Internet Corporation  
for Assigned Names and Numbers  
4676 Admiralty Way, Suite 330  
Marina del Rey, CA 90292  
USA

8 October 2002

**Reference: IATA – Tralliance Co-Sponsorship of the “.travel” TLD**

Dear Dr. Lynn,

The purpose of this letter is to inform you and the ICANN Board of Directors that the International Air Transport Association (“IATA”) has reached agreement with Tralliance Corporation (“Tralliance”) to work together to obtain the sponsorship of the “.travel” TLD and, at the earliest appropriate time, to amend our pending proposal for the “.travel” TLD to provide for Tralliance to join us as a co-sponsor of the application. With this development, we would hope that the ICANN Board will be encouraged to establish the parameters and a time frame for the implementation of the next round of new TLDs.

Under the terms of our Memorandum of Understanding, IATA will lend its full support to Tralliance to fulfill the objectives of our two organizations and endorse a business plan that incorporates the best of both initiatives. IATA envisioned the global travel and tourism constituency – under a not-for-profit umbrella organization (the Travel Partnership Corporation) – establishing the policies for the governance and operation of the “.travel” TLD. This would be accomplished with a 25-member board of directors that will provide the focal point for dialogue within their respective sector constituencies and be the catalysts for consensus positions on matters of common interest across the travel and tourism industry. Tralliance envisioned the creation of a *Global Travel & Tourism Online Directory* on the “.travel” TLD and has been pursuing this project. Both objectives are highly complementary to a “.travel” TLD.

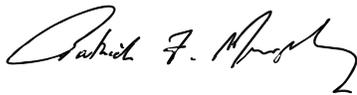
With regard to our appeal for a new round of TLD selections, we bring your attention to the fact that throughout the Final Report of the NTEPPTF, the Task Force underscores the fact that the ICANN Board may choose to move forward in parallel. These multiple notations can be summarized in one quote, to wit: *“Certainly much of the planning for new gTLDs can be done in parallel with the evaluation, as can much of the proposal*

*solicitation and selection...*”. With the explicit instruction from the ICANN Board, pursuant to its Special Meeting of 23 August 2002, Resolution 02.97 – “... [that] the President is directed to produce a plan for action for approval by the Board at its meeting in Shanghai, China, in October 2002” – we respectfully request that your plan recommend a call for amended and new sponsored, restricted TLD applications to allow those constituencies, and more specifically, the one we represent, to attain the rights to administer its own important Internet resource.

In closing, we affirm our commitment to the ICANN process and with full confidence vested therein trust that the ICANN Board of Directors, by virtue of this letter and through your good offices, will be encouraged to award the “.travel” TLD sponsorship to the IATA – Trialliance co-sponsors as expeditiously as possible.

Thank you for your consideration.

Sincerely,



Patrick F. Murphy  
Senior Director, Corporate Development  
International Air Transport Association

Copy: ICANN Board of Directors (please copy on your end)

|                     |                   |
|---------------------|-------------------|
| Vint Cerf           | Alejandro Pisanty |
| Amadeu Abil i Abril | Karl Auerbach     |
| Robert Blokzijl     | Ivan Moura Campos |
| Lyman Chapin        | Jonathan Cohen    |
| Frank Fitzsimmons   | Masanobu Katoh    |
| Hans Kraaijenbrink  | Sang-Hyon Kyong   |
| Andy Mueller-Maguhn | Jun Murai         |
| Nii Quaynor         | Helmut Schink     |
| Linda Wilson        |                   |

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## MEMORANDUM

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**TO:** TRAVEL PARTNERSHIP MEMBERS / TRALLIANCE ASSOCIATION SUPPORTERS  
**FROM:** PATRICK MURPHY AND RON ANDRUFF  
**SUBJECT:** TRALLIANCE / TRAVEL PARTNERSHIP / IATA COMBINED "BID" FOR **.TRAVEL**  
**DATE:** 11/5/02

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The purpose of this memorandum is to explain the background, and detail of, our new combined structure for a single **.travel** top-level domain ("TLD") application to ICANN, in anticipation of an imminent call for the next round of TLDs by the ICANN Board of Directors.

***This new structure endows the global travel and tourism industry constituency (under the umbrella not-for-profit corporation, Travel Partnership) – provided we are indeed successful in attaining the rights – with trusteeship of their own top-level domain, .travel; while at the same time provides Tralliance Corporation – as the exclusive administrator of the .travel TLD Registry license on behalf of the Travel Partnership – with a committed constituency to ensure fulfillment on the promises held by both the .travel TLD Registry and the Global Travel & Tourism Online Directory.***

Tralliance's mission – on behalf of the Travel Partnership – is to enable the travel and tourism trade and travelers, to more efficiently locate precise travel information to facilitate increased commerce.

### **Background**

#### *The Internet – today and tomorrow*

Even though many are aware of the extraordinary development of the Internet (in spite of the current global "slowdown" that we are collectively experiencing) it bears restating here to ensure that all of you fully understand why we are in pursuit of this worthy objective, **.travel**.

The Internet has been virtually doubling in size every year since 1988. Today, there are over 150 million host computers on the Internet and an estimated 500+ million users. Growing on average at approximately 20 million per quarter, it is anticipated that the number of Internet users may reach over 1 billion as early as 2005.

In relation to the U.S. Census Bureau's world population estimate (as of January 2002) of 6.2 billion people, about 8% have Internet access today, with 39% of that global total living in North America. Notably, the North American growth rate of 3.2% is behind all other areas of the world, a harbinger of the worldwide growth yet to come.

With the explosive growth in its usage, cybersquatting, trademark infringement, consumer fraud and other inhibiting issues have also grown on the Internet. To meet these challenges, the Internet (through the ICANN Community) is now poised to move to the next level of its development, which is based in large measure on the logical expansion of the names space (new TLDs). This "logical expansion" of top-level domains is intended to (i) address the issues noted above; (ii) to enable more efficient navigation; and (iii) meet unmet needs. The revised business model is focused on all three of these areas.

### *The Global Travel & Tourism Online Directory*

Tralliance intends to capitalize on the unabated perennial growth in the use of the Internet, and that of the travel and tourism industry, by indexing data (exclusively from this industry sector) in a single **.travel** Registry/Directory to the benefit of the travel industry and travelers alike.

Working in line with the current National Academies of Science and Engineering (N.A.S.) study, *The Future of Internet Navigation and the Domain Name System*, Tralliance is developing its directory under the direction of John C. Klensin (past Chairman of the Internet Architecture Board and current Internet Engineering Task Force ["IETF"] participant), following his IETF Drafts -- *A Search-based Access Model for the DNS* (Domain Name System). The completed Directory will be a global alphabetical (by name, by country, by activity) travel industry directory that will allow for searches that produce information that is explicitly bound to the query. For example the query – *What is the name of the tour operator that offers submarine tours of the Titanic?* – will return one link to the single tour operator that offers this service. Highly focused responses – as the Internet continues to grow exponentially over the decades to come – will only be possible through the establishment of complete data sets such as the one Tralliance is currently developing.

The Global Travel & Tourism Online Directory will improve efficiency for Internet-users (read: "sales" for the trade) as it is based on the logic that specific travel information is easily located when all travel and tourism information has been (seemingly) aggregated and indexed in "one place" – i.e., at **.travel**.

### **Two "Bids" Fold Into One**

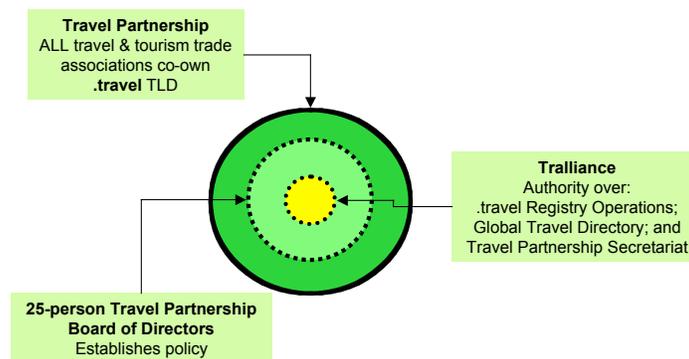
Since July 2001 (simultaneous with the development of the Online Directory), Tralliance has been methodically gathering endorsements for its **.travel** "bid" from the world's major travel trade associations for the purpose of preparing a **.travel** application to ICANN. During this same time, IATA, had been undertaking the same task for its intended re-submission. As a result of IATA's and Tralliance's mutual efforts, significant inroads to the global travel trade have been made; a high level of awareness created; and strong support generated at the senior management level – from the global travel and tourism industry – for a constituency-driven **.travel** TLD application.

In August 2002, IATA and Tralliance agreed to fold their two bids into one to better serve the constituency as a whole. Under the terms of the agreement, IATA will now lend its full support to Tralliance to fulfill a universal objective, endorsing our "combined" plan that effectively incorporates the best of both initiatives. When the next round is

initiated IATA will advise ICANN that it will step down as exclusive sponsor of **.travel** in favour of the co-sponsored bid with Tralliance, that will designate Tralliance as the inheritor of the business activities associated with the new TLD. The net result of this agreement is that Tralliance will takeover responsibility for the **.travel** TLD administration rights, replacing IATA. IATA will continue in its capacity as a Travel Partnership shareholder, however it will relinquish all responsibility for the application process and administration of the TLD to Tralliance.

Upon the anticipated award of the TLD from ICANN, which, based upon current intelligence could be as soon as Q4 2002 / Q1 2003, the Travel Partnership will become the Trustee of **.travel**. Pursuant to an exclusive contract between the Partnership and Tralliance, Tralliance (as an independent entity) will become the exclusive administrator or operating arm, with sole responsibility for (i) providing Secretariat services for the Travel Partnership Board of Directors; (ii) overseeing the administration of the **.travel** TLD Registry according to policies determined by the Board; and (iii) developing and maintaining the Global Travel & Tourism Online Directory.

**New (Combined) Structure for .travel TLD  
Application and Administration**



The business model will continue to be based on annual subscription payments (as determined by the Board) paid by **.travel** Registrants, with registration being restricted to bona fide travel-related entities only.

**The Travel Partnership / Tralliance Business Structure**

The to-be-elected, 25-member, Board of Directors (elected by the members of each respective industry sector that together constitute the global travel trade, in accordance with the Bylaws of the Travel Partnership Corporation) will provide the focal point for dialogue within their respective constituencies and be the catalysts for action for the larger **.travel** stakeholder community. The Board will develop consensus positions on matters of common interest across the travel and tourism industry (with regard to the **.travel** Registry) for Tralliance to realize on behalf of the Partnership. The key element here is that the travel industry will establish its own policies pursuant to **.travel**.

The technical aspect of maintaining the **.travel** Registry will be outsourced by Tralliance to a reliable third party Registry Operator (that is currently providing such services) pursuant to the original plans.

The registration of the travel and tourism constituents will be based on a natural vetting process that allows each association to approve its members' applications itself, rather than giving this over to a lesser-qualified, third party. All travel related professionals, institutions, organizations and companies will have the right to receive a **.travel** domain name as long as they are deemed bona fide members of their respective accredited travel or tourism associations. Those individuals or companies that are not members of a trade association – yet are legitimately active in the travel industry and/or choose not to register through an association – will be dealt with on an individual basis where a stricter set of criteria for “non-associated” applicants will be applied.

### **Summary**

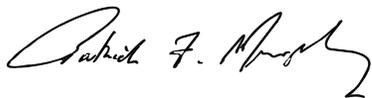
For the reasons explained herein and in the cover letter to this memorandum, IATA has endorsed, and reposed full responsibility on, Tralliance to promote the the single bid for **.travel**, with ICANN.

With a “best of both” plan, IATA and Tralliance believe that (i) Tralliance can fulfill the Agenda Items and Resolutions (agreed to at the **.travel** Second Summit in Montreal, 26 November 2001) through a degree of autonomy and authority as administrator, under precise (TBD) contract terms; (ii) the Travel Partnership Corporation can continue to function under its existing Bylaws with only minor amendments necessary; and (iii) based on this combined approach, ICANN will be encouraged to award the **.travel** TLD within the coming months.

We trust that this memorandum clarifies our agreement, however if you would like to discuss any aspect of this new plan, please do not hesitate to contact either IATA or Tralliance through the signatories noted below.

We look forward to your continued support of this important travel and tourism industry effort.

Thank you.



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