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President & CEO

March 20, 2012

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for HOTEL Top-Level-Domain's application for ".hotel"

Dear Sir/Madam,

The American Hotel & Lodging Association has worked with HOTEL Top-Level-Domain Sarl (dotHOTEL) for more than three years. We have reviewed and contributed to the concepts and policies of dotHOTEL concerning its .hotel top-level domain application at ICANN, playing an active role in the company's Advisory Board.

Therefore, we have the pleasure to announce that AH&LA fully and exclusively supports this initiative. While online distribution is getting more and more important for the hospitality industry in the US, .hotel domains are likely to be more relevant for search engines than any of the existing Top-Level Domains such as .com or .eu.

We believe that the .hotel top-level domain will contribute due to its verified domain names and security measures to more reliability, trust and credibility in e-business for customers and hotel guests. We are also very content with regard to the well thought out brand protection measures dotHOTEL has installed in its policies after constructive dialogues with members of the Hotel industry worldwide.

We strongly encourage ICANN to grant the .hotel top-level domain to HOTEL Top-Level-Domain Sarl since this is the only application that gives a voice to the interests of the global Hotel community. This will not only enable an innovative concept to be proven but may also have positive implications for other sectors of the economy.

Sincerely

A handwritten signature in black ink, appearing to read "Joe McInerney", is written over the typed name. The signature is fluid and cursive, with a long horizontal stroke at the end.

Joseph A. McInerney CHA

JAM/mj