



ICANN
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USA

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Endorsement of the Global Hotel Alliance for HOTEL Top-Level-Domain Sarl's application for .hotel

Based on the airline alliance model, Global Hotel Alliance is the world largest alliance of independent hotel brands. It uses a common technology platform to drive incremental revenues and create cost savings for its members, while offering enhanced recognition and service to customers across all brands. GHA currently comprises of Anantara, Doyle Collection, First, Kempinski, Leela, Lungarno Collection, Marco Polo, Mirvac, Mokara, Omni, Pan Pacific, PARKROYAL, Shaza and Tivoli Hotels & Resorts encompassing nearly 300 upscale and luxury hotels with 65'000 rooms across 51 different countries.

GHA has reviewed the concepts and policies of HOTEL Top-Level-Domain Sarl (dotHOTEL) concerning its .hotel top-level domain application at ICANN. We are confident by the approach chosen by dotHOTEL to focus on the individual needs of the global Hotel Community and to actively consult and cooperate with eminent representatives of this Community. Therefore, we have the pleasure to announce that GHA fully and exclusively supports this initiative. While online distribution is getting more and more important for the hospitality industry in the US, hotels all over the union are concerned to lose more and more control over their rates, distribution channels and the hotel product itself to the so-called Other Travel Agencies or OTAs.

With dotHOTEL's Eligibility Criteria for a verified and secure domain name space exclusively for the hotel industry as defined in ISO 18513, .hotel domain names will help to increase direct bookings by which profit margins of hotels rise and to reduce dependency from OTAs. It will also help enhance search engine rankings and visibility for hotel websites since .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 are convinced that many consumers are reluctant to purchase hotel rooms over the Internet because of uncertainty about the reputation and reliability of websites under .com or other TLDs which may be geographically remote and whose qualifications and capabilities have not been verified by any independent party.

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.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'C. Hartley', written in a cursive style.

Christopher Hartley
CEO