

dotAIRPORT – Domain Names for Airports

Prepared by Alexander Schubert, dotAIRPORT, LLC in August 2019

Trust, Safety, Intuitive Visibility

dotAIRPORT, LLC will submit an application for the domain extension '.airport'. Internet domain names like 'www.miami.airport', 'www.lax.airport' or 'www.heathrow.airport' will become available to the relevant airports by 2022.

dotAIRPORT, LLC (founded 2017, a U.S. company) will be an airport industry stakeholder-group funded, owned & governed, public-benefit, non-profit effort to secure the domain extension '.airport'. All domain name owners will be authenticated by relevant national airport associations or authorities. '.airport' domains will serve as trust label to airport visitors aiding the Internet user to more easily & intuitively identify official airport websites; thus creating trust, safety and visibility: an intuitive link between airports and their visitors.

The project requires US \$3 Million in total funding which will be utilized to foster industry endorsement & engagement, global outreach and covering the ICANN application-related expenses, application production, management & overhead costs as well as the launch of the domain extension - the '.airport' registry. Funding sources will be sponsorships and government grants.

Once ICANN awarded us '.airport' (presumably in 2022) each airport may obtain up to ten '.airport' domains at no cost (with a requirement to match the airport name or city it's serving). Until claimed by the respective airport all city, IATA-code and airport-name based '.airport' domain names will already go online at day zero; displaying an automated website providing the link to the airport's official website; thus providing from day one a homogeneous user experience; independent from the actual state of adoption of the '.airport' domain extension by the airport industry. Frequent flyers will start to simply type in 'www.cityname.airport' or 'www.IATAcode.airport' and will either see the official airport website or a link to it; thus a taxonomy is being established which will make the airport industry look extraordinary organized.

See more on page 2.

Alexander Schubert, Berlin, Germany

- Co-founder of the 2012-round new gTLD applicant for ".berlin" (example being www.schubert.berlin)
- Active participant at ICANN since 2004
- Master's Degree in Aviation Engineering, Technical University of Berlin



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Why '.airport' needs to be controlled by the airport community

Benefits of .airport being owned and governed by the airport industry:

- dotAIRPORT, LLC will be operated as public-benefit, non-profit entity and will form a policy board that will govern the registration and operation policies.
- For the first 5 to 10 years all airports will be able to claim "their" matching domains FREE OF COST! '.airport' domains can only be claimed by "matching" entities. Examples being:
 - 'www.seattle.airport'; 'www.sea.airport'; 'www.seatac.airport' (restrictions will apply for IATA code based domains)
 - CarparkingDublin.airport (see dublinairportcarparking.ie; parking revenues are crucial to the airport budget and the non-airport competition is fierce)
- Premium domains like dutyfree.airport or carrental.airport will be assigned to sponsors and help funding the project! These sponsors will have to be official airport affiliates.
- Initial funding through sponsorships and government grants (EU, USA). After 5 to 10 years the policy board may decide whether the '.airport' project gained enough traction to be funded by charging airports fees for their domains
- All relevant '.airport' domains (IATA-codes, city-names and airport-names) will go online on day zero – automated webpages will provide the appropriate information for the Internet user:
 - If there is only one relevant airport (e.g. kennedy.airport or dublin.airport) a link to the official airport website is displayed. Such a domain can be claimed "free of cost" by the (matching) airport.
 - Yet, even "unclaimed" '.airport' domains are still funneling additional traffic to the official airport website and aid in displacing "fake airport websites" in the Google search results.
 - If there are several relevant airports like in LON.airport, london.airport, an automated website will show a map and links to the relevant airports serving that city!
- A Google search for "Barcelona airport", "Madrid airport", "Bangkok airport" or "Buenos Aires airport" reveals that the first results are unofficial imposter websites with potentially outdated terminal maps, incorrect gate information and not able to relay current information like road closures, terminal evacuations, etc.!
- '.airport' domain names will be a trust label for the Internet user to intuitively identify official airport websites – and to avoid unofficial knock-off sites.

Dangers if the airport industry doesn't control .airport:

- '.airport' would be a for profit entity that doesn't try to serve the airport community or the Internet user but instead will be trying to maximize profits – and will have zero restrictions for .airport domain registrations (anybody could register a domain – just like today in .com)
- Imposers (operators of fake airport websites) will try to swoop up '.airport' domains – and will be better ranked in Google; and these domains even look "official".
- "Domain Investors" will hijack '.airport' domains – and demand high ransom for the release if an airport wants to acquire such a domain
- Third parties not affiliated with the airport like external third party parking lots or car rentals will utilize '.airport' domain names to be better ranked at Google and look affiliated with the airport!