

1. WELCOME represents a warm reception, greeting, or invitation extended to guests, visitors, or newcomers — the universal expression of hospitality and first impressions in any context.

While registrations would be open without restriction, the .WELCOME namespace is expected to attract entities providing hospitality, onboarding, reception, or first-impression experiences. These include hotels, resorts, and vacation rentals; events and conference welcome pages; new member onboarding portals; community welcome pages for neighborhoods and cities; and employee orientation portals.

Related activities already carried out (or planned for launch) include: registry service provider evaluations, technical readiness for DNS stability and DNSSEC, IDN support, and ensuring providers meet benchmarks for resolution stability and query response time. Required rights protection mechanisms will include the Trademark Clearinghouse, Uniform Domain-Name Dispute-Resolution Policy (UDRP), and Uniform Rapid Suspension (URS).

Having served a decade as Registry Operator for the .CAM gTLD, we have gathered extensive experience in registry operations, registrar communication, user awareness campaigns, and TLD promotion. We will leverage this expertise to make .WELCOME a success. It is a priority to offer best practice operations, best-in-class technical infrastructure, and full compliance with Registry Operator policy. All registry operations would comply with applicable privacy and data protection laws, and registrants would be required to adhere to lawful use standards. To further protect registrants and internet users, we work alongside trusted DNS services like CleanDNS for spam handling, registry-lock services, and rapid takedown mechanisms to respond to malicious use.

Communication with Registrars will commence as soon as possible to raise awareness, and ensure an effective launch of the .WELCOME TLD. Registration would be open on a first-come, first-served basis following extensive Sunrise and Landrush periods giving existing intellectual property rights owners the opportunity to secure and protect their names ahead of the general public. Followed by the outreach to hospitality industry associations and event management networks for the development of a .WELCOME usage. Attendance and participation at ICANN Meetings, and other relevant events, is planned.

2. The purpose of .WELCOME is to provide a warm, inviting namespace for hospitality, onboarding, and reception experiences that orient and receive visitors. Unlike common greeting terms that merely signal the initiation of contact or conversation, .WELCOME focuses on the experience of being received into a space — whether a hotel lobby, an event venue, a membership portal, or an employee orientation. The global scale of the travel and hospitality sector and the universal need for onboarding portals across every industry underscores the requirement for a namespace dedicated to reception and first impressions.

This purpose is sustainable because every organization needs to welcome new members, employees, or customers — a permanent function that ensures broad and ongoing demand. The widespread adoption of platforms such as Airbnb, Booking.com, conference registration portals, and employee onboarding platforms demonstrates sustained demand for welcoming digital front doors that orient and receive visitors.