

**.vegas**

The goal is to provide a 'pure play' on the Las Vegas brand, allowing for domain names like 'Joe'sPlumbing.Vegas' instead of 'Joe's PlumbingVegas.whatever'."

Dusty Trevino
CEO
Dot Vegas, Inc.

The .vegas top-level domain (TLD) illustrates how leveraging an existing powerful brand, coupled with utility, security, and targeted outreach, creates a highly effective digital identity. Dot Vegas, Inc., having already succeeded with other geographic TLDs, recognized an opportunity to capitalize on Las Vegas' distinctive brand.

.vegas has seen high utility and local adoption, with a majority of registrations from active small businesses. Enhanced brand awareness and legitimacy are evident as Las Vegas casinos have begun to adopt and use the .vegas domain extension, signaling increasing trust and general awareness.