



The .vegas Story: A Use Case in Leveraging Local Brand Equity

In today's crowded digital landscape, establishing a unique online identity is crucial, especially for businesses linked to iconic global brands. 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.

Objectives: Leveraging an Unrivaled Brand

"The goal is to provide a 'pure play' on the Las Vegas brand, allowing for domain names like 'Joe's Plumbing.Vegas' instead of 'Joe's PlumbingVegas.whatever,'" said Dusty Trevino, CEO of Dot Vegas, Inc.

For businesses and individuals, this direct association with the Las Vegas brand fosters immediate recognition and trust. The clear naming conventions (e.g., "Joe's Plumbing.Vegas") ensures global accessibility and maintains a secure, legitimate domain environment.

Tangible Impact: A Model for Future Digital Branding

With a pre-existing, worldwide audience, the foundational work of brand awareness was already complete, giving .vegas a significant head start.

Key impacts include 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.

Anecdotal evidence suggests improved click-through rates for local businesses, as users recognize the connection between the .vegas domain extension and the local community. A higher pricing model has resulted in a clean, secure ecosystem with minimal spam. Finally, strategic partnerships with credible local entities like the Las Vegas Chamber of Commerce and the City of Las Vegas have significantly amplified adoption and exposure.

To learn more about operating and applying to run a gTLD, visit:

<https://newgtldprogram.icann.org/en>.