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These search terms are highlighted: **the large sum to a german travel company**

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### [Record price for .uk domain name?](#)

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February 8th, 2008 by Phil Kingsland

Posted by Phil Kingsland on Feb 8th, 2008

[News](#) that a company has recently paid a record £560,000 for the domain name [cruises.co.uk](#) indicates that the secondary market for .uk domain names is still strong.

Cruise.co.uk decided to pay **the large sum to a German travel company** for the plural version of the domain name in order to improve their chances of being the first port of call for web users searching for cruise holidays.

What's interesting is that being the registrant of [cruise.co.uk](#), the purchaser has a clear idea of the potential value of the domain name to their business. They were therefore in a good position to determine what was a fair price as opposed to speculating about potential future revenues.

It should also be noted, of course, that we can't be sure whether this is actually the highest price paid for a .co.uk domain name, as private sales happen regularly and not everyone is as open as this about how much they have paid.

- [.co.uk](#) , [ccTLDs](#) , [Domain names](#)
- 

### 2 Responses

1. [jason arneil](#) Says:

[February 8th, 2008 at 10:23 am](#)

seems like they are getting a good return of advertising in the national newspapers for their outlay

2. [Paul Lee](#) Says:

[February 8th, 2008 at 5:19 pm](#)

Interestingly it hasn't increased in value in terms of its "web presence" in recent days despite being "Dugg" 689 times and being the topic of conversation on several popular blogs. Its traffic according to Alertra have remained pretty constant. dnscoop.com values the domain at \$53,428, based on it Alexa rank and inbound links.

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