

Case Study

.REST

“.REST is for every restaurant. It’s short, easy to remember and recognized all over the world.”



 Website
<http://www.register.rest>

 Registry Name
Punto 2012

 Location
Mexico City, DF, Mexico

Background

Aaron Grego, the CEO of .REST, is intimately familiar with helping restaurants build their online presence. In 2003, he formed an online restaurant guide with profiles of local restaurants in Mexico City. Grego soon discovered there was a strong demand among restaurant owners for their own websites, and began a second company focused on website development. Through helping restaurants build their websites, he realized that domain choice was often one of the most important decisions in building a stronger web presence.

Grego’s first-hand understanding of the market need for effective web addresses was the beginning of .REST. The word “rest” was specifically chosen as an abbreviation for “restaurant” because the four letters are the same across 48 languages and 139 countries, making it globally applicable. Today, .REST domains are being used by restaurants around the world, including many European countries, Japan, the United Arab Emirates, Israel and across the Americas.


Objectives


The goal of .REST is to provide restaurants, restaurant guides, suppliers, bloggers and other industry contacts of the world with a universal common domain ending to identify their affiliation. With .REST, users and consumers across the world can now clearly identify and navigate to restaurants’ websites online, making it easier for them to find information.

.REST is home to many types of restaurants, from the unique to the celebrated to the well-known. Examples include Rogo’s (Rogos.rest), the first roller coaster restaurant, and Rosetta (Rosetta.rest) and Merotoro (Merotoro.rest), which were ranked in the top 25 restaurants in Latin America. In order to drive awareness, .REST is currently working with registrars, attending restaurant trade shows and operating tours and events.

The registry behind .REST, Punto 2012, is also behind .BAR. To help support all of its customers, Punto’s group of companies serve as a one-stop shop for online promotion, offering web development, digital marketing support, ecommerce tools, and search engine optimization (SEO).

TRIVIA

 Date TLD available on Internet: **14 July 2014**

 Number of registrations: **1,500 as of 5 June 2015**

— **.REST is one of the first new gTLDs delegated that is devoted solely to the restaurant industry.***

— **In 48 languages and 139 countries, “rest” is the abbreviation for “restaurant.”****

New gTLD Fast Facts

The Internet Corporation for Assigned Names and Numbers' (ICANN) New gTLD Program is responsible for introducing new generic top-level domains (gTLDs) into the Internet, which will result in the largest-ever expansion of the domain name system. The goal of this expansion is to enhance competition, innovation and consumer choice. Top-level domains are the letters immediately following the final dot in an Internet address. Through the program, the domain name system is expanding from 22 gTLDs to hundreds.

The New gTLD Program, led by ICANN's Global Domains Division makes it possible for communities, governments, businesses and brands to apply to operate a top-level domain registry. Operating a registry is a responsibility that requires a major commitment. In essence, the registry operator becomes the custodian of a piece of the Internet's core infrastructure. For this reason, ICANN established a rigorous process for those who applied for a new gTLD. The application process is a cornerstone of the New gTLD Program.

THE NEW GTLD PROGRAM BY THE NUMBERS

gTLD Key Stats

1930 total applications received by the deadline (May 2012)

1300+ new gTLDs or "strings" possible

Language Options

1st time Internationalized Domain Names will be available as gTLDs, enabling new extensions in different language scripts such as Arabic, Chinese and more.

Applications By Region

17 Africa **675** Europe

303 Asia/Pacific **911** North America

24 Latin America/Caribbean

Safeguards In Place

17 new safeguards created to help lay the foundation for a broader, more mature domain name industry. Examples include Rights Protection Mechanisms and DNS Security.

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All case study information provided by Registry Operator.



One World, One Internet

