

.REST

About

Based in Mexico City, Punto 2012 operates the .bar and .rest top-level domains. These TLDs serve as universal guides that lead potential customers to the relevant online space and help innovative companies create a strong digital presence.

gTLD use case

.rest

Category

generic

Registry Operator

Punto 2012

Contact

<https://www.punto2012.com>

gTLD

What motivated you to apply for a new gTLD?

I used to own a restaurant guide and built websites for restaurants as a part of that business. Finding a short domain name was always challenging, so we would end up with long domains adding a keyword. We always thought it would be a great idea to have industry-specific and easily recognizable domain extensions that go beyond the legacy domain names. We sought to create meaningful domain names for businesses related to bars and restaurants and later realized their broader applicability.

How are you using the gTLD?

The .rest gTLD is being used by businesses in hospitality as well as in personal care, food, and even technology. We provide a platform for these businesses to create memorable and relevant domain names that reflect their unique offerings.

What were some of the considerations you made before applying?

We had a clear vision and began with market research, identifying a strong demand for the .bar and .rest domains. Recognizing the potential, we sought out industry partners and service providers, and secured funding from investors who supported our vision, ensuring that we were well-prepared to launch the gTLDs successfully.



Learn more at:
newgtldprogram.icann.org

How has your organization benefited from operating a gTLD?

Operating the .rest gTLD has allowed us to offer businesses a specialized digital space where they can clearly communicate their value. We are now able to target multiple sectors, providing domain names that are both relevant and easy to market. This has enhanced our ability to support a wide range of businesses and industries.

How has having a gTLD changed or impacted your business?

Owning the gTLD has significantly expanded our reach and market potential. What began as a gTLD for hospitality businesses has now grown into a versatile and valuable asset for multiple industries. It has increased brand recognition for Punto 2012 and positioned us as a leader in providing niche, industry-specific domains.

“The .rest domain is a versatile, universal, and memorable option that bridges the gap between online and offline presence. Ideal for restaurants and hospitality, it helps businesses be easily identified while offering a short, easy-to-type web address for effortless branding.”

– Punto 2012, Registry Operator