

TheFork 

Presskit

2023



TheFork is the leader in online restaurant bookings in Europe and Australia. Founded in 2007, the platform revolutionised the restaurant market by offering a new way to foster relationships between restaurants and diners, and by providing the first online booking diary for professionals.



TheFork, a digital success story.



In the early 2000s, Bertrand Jelensperger and his associates noticed that there were almost no online guides, while in print Michelin had done some spectacular work in establishing itself as THE reference in gastronomic guides, however on the Internet, everything remained to be done. It was around the same time that he has become familiar to the Yield Management mechanism (i.e. pricing policy and demand driven seat optimisation). At that point, the idea of a restaurant booking platform began to emerge, along with the opportunities it would create for restaurant owners if the company succeed in generating an audience and creating and driving qualified web traffic. Harnessing technology for the longstanding restaurant business... That was the foundation on which TheFork was built in 2007, and the mission has remained the same ever since: bring people together, feed the human spirit and champion restaurant culture, because the company strongly believes that the best things in life happen around the table.



TheFork has become the smart move to make to get a table!

The app makes it easy to find a restaurant, check real-time availability, book a table in just a few clicks and receive instant confirmation, 24 hours a day. Customers can choose from a selection of nearly 55.000 partner restaurants, with or without special offers.

55.000
restaurants

In **12**
countries

20 million+
monthly visits

40 million+
app downloads

20 million+
reviews



TheFork's growth skyrockets

The opportunity to join TripAdvisor in 2014 on this adventure has enabled TheFork to leverage the global reach of the world's largest travel platform and to develop in new markets. This acquisition brings together two companies that share the same entrepreneurial culture and vision, where customers come first.

2006 - 2014 Roots and foundations

- 2006 Origin of LaFourchette & Alain Ducasse idea
- 2007 Launch of official business & website in France & Spain
- 2011 Launch of TheFork app
- 2012 TheFork hits 10 million bookings & launch of Switzerland
- 2014 TripAdvisor acquires LaFourchette & launch of Belgium

2014 - 2015 Internationalisation, launches and acquisitions

Italy, Sweden, Portugal, Australia, Netherlands.

2016 - 2018 Consolidation & Diversification

*France, Netherlands,
Launch of TripAdvisor Restaurant Solutions (TARS)*

2019-2020

Stronger presence in Europe, partnership with Michelin and digital payment

*Acquisition of Booktable & Delinski : UK, Germany, Austria
Michelin partnership*

The partnership between the Michelin Guide and TheFork, significantly increase the visibility of Michelin Guide restaurants and provide an opportunity for millions of customers to easily find and book Michelin selected restaurants on TheFork.

The company innovate with digital payment solution, TheFork Pay, that allows user to pay the bill directly from the app, and launch its Gift Card in Italy, France and Spain.

2021

Strengthening of global leadership position

Tripadvisor and TheFork announce Leadership Management Transition as Bertrand Jelensperger Moves into Advisory Board Leadership Role and Almir Ambeskovic is appointed as CEO for TheFork.

To face the new challenges of the restaurant industry and support its growth ambitions, TheFork, will recruit 400 employees, including 200 developers by 2023.

2023

Embracing a fully digital future for restaurants

TheFork innovates and unveils two major projects to drive the restaurant industry towards a 100% digital transition of bookings

The company launches revenue management, the data analysis tool serving restaurants business performance, and unveils its new brand identity, to increase its impact and connect more diners with restaurants.



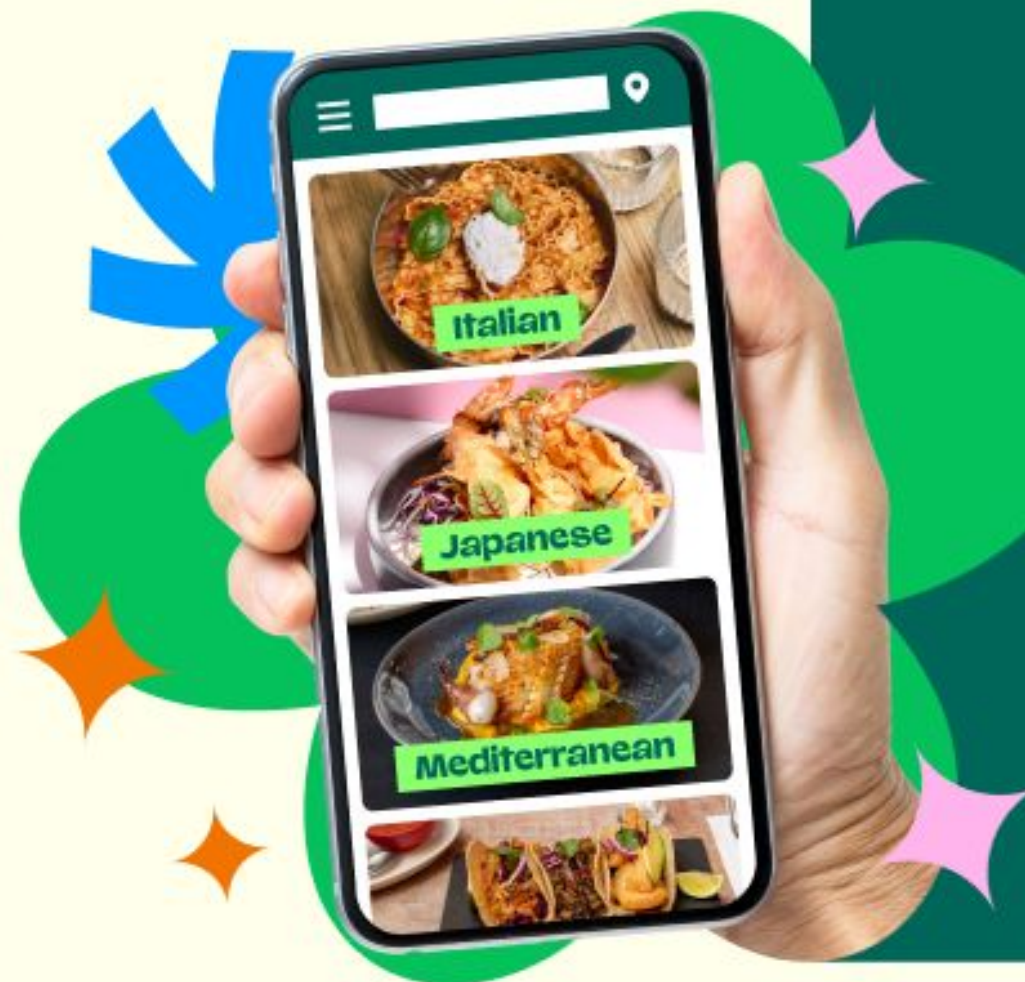
The essential partner of foodies

A wide array of restaurants for every taste and every occasion

At TheFork, we believe that every occasion, big or small, planned or unexpected, deserves the right restaurant! With nearly 60 partner restaurants in France, and nearly 55,000 worldwide, we offer a wide choice of restaurants to meet all preferences, with discounts of up to 50%, all bookable in one click on the mobile app, 24 hours a day! Much more than a restaurant booking website, TheFork has become a true urban, gastronomic guide with a strong community.

Smart reviews

In order to choose the best option, diners can read the reviews posted by our active community comprising several million foodies: reviews are a way to guide customers, to inform them, to give credit to the restaurant, and to point as many people as possible to THE best restaurant for them, within their price range and at the right location. Only users who have eaten in a place will be able to post a review. Our mission is to offer personalised and exciting culinary experiences that meet our customers' expectations.



Focus on the INSIDER selection

INSIDER, what is it? The idea is to give access, through TheFork app, to the best tables in town. The restaurants listed in the selection feature because they are trending, Michelin starred, or simply must-tries, and the offer caters for all budgets, and all food preferences.

INSIDER has been designed as a real "live guide" to provide the best option to our gourmet, on trend food lovers, whether they are searching for the quirkiest place in town, for award-winning dishes or for the latest fashionable dining experience. INSIDER offers an accurate selection, based on gastronomic restaurant critics and TheFork users' reviews, as well as expert assessments.

Much more than a unique customer experience, INSIDER promises to support restaurateurs through a trusting partnership where we maximize their visibility via a dedicated section on the app, giving them access to a targeted clientele.



TheFork Festival

As gastronomy is not just for gourmet food lovers, TheFork strives to make restaurant dining experiences accessible to everyone. Several times a year, during TheFork Festival, users are spoilt for choice with a large selection of restaurants offering up to 50 % discount! These discounts are one-offs and exclusive for the duration of the event, they give greater visibility to our partner restaurants and see new customers walking through their doors to taste their cuisine!

For restaurants, TheFork Festival offers an effective solution to the problem of the "empty tables". This is a shortfall for the restaurateur who faces significant fixed costs such as overheads of service, products, maintenance, etc. Nowadays, diners are not only attracted to the style of the restaurant, the quality of the food or its atmosphere, they are increasingly looking at price and offers***. Therefore one of the solutions to these "empty tables" is to propose special offers, as they have a strong impact on diners' behaviour when going out to restaurants.

Thus the fact of benefiting from a more attractive price, leads to an increase in bookings for restaurants participating in this event (multiplied by 3). Indeed, by welcoming more diners, the restaurant amortizes its fixed costs on a bigger volume: it maximizes its fillings and increases its overall margin thanks to volume, without reviewing its menu or its organization.

TheFork Yums

TheFork rewards the appetite and loyalty of its customers!

The more you eat out in restaurants, the more opportunities TheFork will offer for spending extra special moments with family, with someone special or with friends!

Yums are loyalty points, earned through bookings made on TheFork: they can be converted into 10 € or 25€ discounts in partner restaurants that are part of the program



TheFork gift card

TheFork Gift Card, the first gift card that allows users to enjoy a restaurant experience in more than 30,000 partner restaurants

The moments shared at restaurants are part of those pleasures that it is now possible to offer thanks to the TheFork Gift Card, which can be used in more than 30,000 partner restaurants across France, Italy and Spain through TheFork Pay payment solution, including high end restaurants, local gastronomy or cuisines from around the world, bookable 24/24 with immediate confirmation.

This is the broadest offer to gift a restaurant experience ever and hence quite news for the market. TheFork Gift Card is suitable for any occasion and for everyone! With its wide choice in France, but also in Italy and Spain with more than 25,000 partner restaurants, and its validity of 18 months, the gift card is easy to use whether around the corner or on vacation abroad.

Launched in the COVID context, this product also aims to support the restaurant industry by encouraging people to dine out, thus allowing restaurants to benefit from additional income and reduce the effects of the health crisis.



TheFork Pay

TheFork's innovative in-app contactless payment solution.

Going to a restaurant is a quest for a quality experience and moment. But a sticking point exists in most cases, the final payment. Indeed, for restaurateurs, there is a risk of error on the bills and payment requires the provision of a server. For consumers, the payment experience is experienced as a waiting time, often considered too long and therefore painful.

In order to reduce these irritants and offer the smoothest possible restaurant experience, TheFork has Launched in 2020 TheFork Pay, This new feature, already used by 30 000 restaurants in France, Italy and Spain, allows users to pay the bill directly from the TheFork application at the partner restaurants. Discover its benefits for Restaurants and diners:



Benefits for restaurants

- Zero fixed costs: no activation costs, no fixed costs. You only pay for your transactions, at a price aligned with the market.
- Simple: You manage everything from TheFork Manager, without installing new terminals.
- Efficient: You speed up service, resulting in more satisfied customers and a better repeat rate.
- More secure: strengthen the security of your transactions and during the COVID period, offer a contactless payment method.

Benefits for users

- Safer: Thanks to TheFork PAY, you have a more secure mobile payment solution and can keep invoices in your mailbox.
- Simple: just open TheFork app and enter the bill amount.
- Fast: when you have registered your credit card, it is automatically saved. Payment is then completed in less than a minute!
- Contactless: you can avoid queues at the checkouts by respecting social distancing.



TheFork and restaurateurs: a win-win model!

At TheFork, as pioneers in offering digital solutions for management booking for restaurants, we are supporting restaurants in their digitalisation so that they get the most out of the digital technology, and optimise the management of their activity and their results, thus allowing us to contribute to the growth of the restaurant industry.

Indeed, a PwC study carried out on behalf of TheFork and TripAdvisor reveals that the two leaders contributed to the global growth of the restaurant industry, to the tune of 7.2 billion euros, including 1.6 billion in France, and that they also helped to create nearly 12,000 jobs in France in 2018.

A premium digital showcase for restaurant owners

The world is constantly changing... so is the landscape restaurants work in!
Digital tools bring a whole wealth of information to web users, quickly and easily: reviews, ratings and social media have a growing influence on behaviours when it comes to food and restaurants. The internet provides new front windows for restaurants, so now they can display their identity in two worlds simultaneously: in real life, and online!

Once featured on TheFork, restaurateurs have the opportunity to see their turnover increase as their visibility and online traffic are boosted; they can showcase their establishment in a prime online location, and website traffic of over 20 million visits each month is right within their reach.

Moreover, TheFork offers software solutions to help restaurant owners manage bookings, and also to optimise their results and visibility. It includes tools designed to enhance bookings flexibility, discounts and customer profile management, to help tackle no-shows and to benefit from our strategic partnerships with the greatest digital players.

"I started out as a young chef, with no visibility... from one moment to the next, as soon as we registered with LaFourchette, bookings started coming in. It provides us with fantastic online visibility and allows us to develop our customer base much faster!"

Yohann Bretnacker
La Maison à Marseille



Tech at the heart of growth

TheFork is a pure player that creates a model which disrupted the restaurant industry with the idea of putting technology at the service of restaurateurs. Since its inception in 2007, the company has continued to invest and innovate to offer restaurants an even more efficient solution and allow them to optimize the management of bookings, streamline operations and ultimately improve service and revenues thanks to the exposure they benefit from millions of monthly visitors.

As a unique connection service between restaurants and their diners through technology, the company is also committed to offering diners the best fluid and intuitive experience.

Driven by innovation, tech has always been at the heart of TheFork's growth strategy. Over 400 developers are thriving to continuously optimise user experience, both for restaurateurs and customers, on the web platform, the booking software and the app of course, which has been downloaded by over 40 million users;

TheFork strives to adapt to changing customer behaviours, that is why strategic partnerships have been signed with the three largest digital players such as Google, Facebook and Instagram, allowing restaurants to be visible and bookable on these platforms, with a couple of clicks on the dedicated buttons.

Revenue management

Integrated into TheFork Manager software, the Revenue Management feature is based on TheFork data analytics. It allows restaurateurs to understand in a simple way the impact of special offers lever on their activity to make data-based decisions thus helping to maximize their revenue. It helps them assess the incremental business value, such as the effect on margins, the number of bookings, the number of guests per booking, as well as the boost to online visibility and reputation, through metrics like visits, reviews, and new customer acquisition.

Benefits for restaurant

- N°1 in online bookings
- App available in 12 countries
- 20 million visits per month
- Increased online visibility
- Higher seat occupancy rate
- 11 times more bookings thanks to special offers
- Marketing campaigns to enhance visibility: TV, radio, special events
- Free website for restaurants
- Booking widget on strategic platforms: TheFork, TripAdvisor, Google, Facebook, Instagram, Apple
- Bookings management software



The fight against the no-shows

What's a no-show?

This client behaviour is becoming increasingly widespread in many different industries and services involving bookings. It describes a person or customer who fails to show up for their reservation or appointment and did not give prior notice to the professional. This phenomenon is impacting not only the restaurant industry, but it also becoming an issue across society as it has repercussions when it happens to hotels, to healthcare professionals as well as small traders such as hairdressers!

Booking a table online for lunch or dinner in a restaurant does give greater freedom to customers, however not honouring this booking is rather a reflection of current attitudes in our society. With the fast-paced lives that we all lead, consumerism going out of control, and the dehumanisation of service providers, all these aspects of today's way of life contribute to generating "no-shows".

For over two years, TheFork has decided to act and has developed tools for restaurateurs so they can access the relevant data which will help them reduce the number of no-shows, and the drastic impact it can have on business performance!

The aim of these countermeasures at different stages of the process is to raise awareness and to make the diner feel responsible for their booking, while reintroducing the human dimension in this online interaction, keeping in mind that the world of gastronomy does revolve around affect and sharing. Implementing these tools lead to a reduction of the no-show rate by 31% over 2 years, and 90% of TheFork customers who have been no-shows once did not reoffend within a period of 6 months.

The solutions TheFork offers

Email and SMS reminders sent to customers, so they remember that they are expected at the restaurant

1 click cancellation system accessible through emails, SMS and push notifications

Reliability indicator for each customer in TheForkManager

Collecting credit card details, or prepayment at the time of booking

An awareness campaign highlighting the consequences of no-shows

"My restaurant is a small family-run business, with 20 employees... I had been hearing about TheFork for a while, so I decided to give it a try. I decided to pay for the software subscription so I could benefit from more features; I appreciate the fact that I can use free booking widgets on my website and my social media pages, it offsets the cost of the booking processing fees for customers who have booked through TheFork."

Marie-Pier Boelen
La Chaumière à Honfleur



Biography Almir Ambeskovic, CEO TheFork

Prior to being appointed as CEO, Almir was Vice President Sales and Marketing for TheFork, a role in which he was responsible for the growth of the business in all the countries within twenty-two markets where TheFork operates. Almir has directly led several countries as general manager at TheFork since 2015. He began his career with TheFork in 2014 as Italy Country Manager following the acquisition by Tripadvisor of RestOpolis, an online restaurants reservation startup he founded and led since 2011.

Born in Sarajevo in 1977, Almir began his career as a consultant and entrepreneur in the IT sector. First as start-up entrepreneur founding three companies, then as top manager of a digital scale-up as TheFork, Almir has always been active as a mentor for innovation in Italy. In 2012, Almir created and hosted the first Italian television program on start-ups and innovation. He was also vice president of the group of young entrepreneurs of Assolombarda, with responsibilities in marketing and startups, for six years until 2016.



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