

RESTAURATEURS THINK YELP, GROUPON ARE HURTING BUSINESS



Launched: 1999
62 million users; 14,000 participating restaurants
Founder: Chuck Templeton
Estimated Value: \$2.5 billion

OpenTable provides a reservation management service to restaurants and reservation creation service to customers.



Launched: October 2004
39 million users
Founder: Jeremy Stoppelman
Estimated Value: \$500 million

Yelp is a social networking site that allows users to post reviews of restaurants and other local businesses.



Launched: February 2004
500 million users
Founder: Mark Zuckerberg
Estimated Value: \$50 billion

Facebook has become so pervasive in modern life that it needs no introduction or explanation.



Launched: November 2008
35 million users
Founder: Andrew Mason
Estimated Value: \$25 billion

Groupon provides deal-of-the-day coupons to consumers in 150 markets in North America, 100 markets around the rest of the world.



Most POSITIVE Effect on Restaurants

Social Media Sites **53.0%** (Facebook, Foursquare, Twitter, etc.)

Online Review Sites **16.3%** (Yelp, Urbanspoon, etc.)

Online Reservation Sites **16.3%** (OpenTable, etc.)

Discount Sites **14.5%** (Groupon, Living Social, etc.)



Most NEGATIVE Effect on Restaurants

Discount Sites **42.3%** (Groupon, Living Social, etc.)

Online Review Sites **42.9%** (Yelp, Urbanspoon, etc.)

Social Media Sites **11.3%** (Facebook, Foursquare, Twitter, etc.)

Online Reservation Sites **3.6%** (OpenTable, etc.)

RESTAURANT INDUSTRY STATS

252 billion dollars in sales

486,906 restaurants & bars

7,754,567 paid employees