



Innovation > Travel & Tourism > City guides from real life cool people

CITY GUIDES FROM REAL LIFE COOL PEOPLE

 TRAVEL & TOURISM

Scouted offers city guides to coffee shops, restaurants and bars written by the people who actually hang out there.

Travel review sites are a good way to see what the general populace thinks of a particular venue or location. However, everyone is different and what works for one person might not for another. Austria's **Nectar & Pulse** has already enabled users to get travel tips from locals who match their taste. Now **Scouted** offers city guides to coffeeshops, restaurants and bars written by the people who actually hang out there.

Scouted enables anyone to create a guide for their city, picking their favorite places to go or following a particular theme. Although the site includes curated highlights on the homepage, the idea is that all residents are invited to showcase the places that they like to frequent. Each guide offers a picture and bio of the guide along with links to their social media and personal websites, enabling users to get a better idea of what they're like.

The ultimate aim of the site is to let visitors and newbies to a city to find the places that match their taste by finding reviews by people that are similar to them. Are there other ways to easily ensure reviewers and readers are on the same wavelength?

12th August 2014

Website: www.scouted.in

Contact: www.scouted.in/contact