

New Travel & Dining Video Sharing Site Integrates with Resy

Pommtree takes a unique approach to travel planning through authentic user submitted videos, now taking it a step further by integrating with Resy.

NEW YORK, NY, USA, August 14, 2015 /EINPresswire.com/ -- Innovative ideas are often born of necessity, and it is no different for Pommtree – a travel-inspired, authentic video sharing site for restaurants, hotels, and nightlife destinations around the world.



Thomas Robertson, CMO of Pommtree, explains, "For the past ten years or so, several of my friends and I would plan a yearly trip with stops in different cities. Time after time it was an effort to find reliable informations that we trusted and that didn't lead to disappointment and frustration."

The four co-founders discovered a void in travel industry review sites, with many, if not all, relying on subjective texts, with a photo or two, to describe a travel or dining experience.

However, Pommtree takes it a step further with its unique approach to sharing content--through video only.

"The issue that we saw with the textual-based sites is that they are very biased," explains Robertson. "For example, a post on Yelp or TripAdvisor might [share](#) a review from a 50-year-old woman from the South visiting a hotel in Chicago and love the way her room looked. A 25-year-old man might not appreciate that same room."

CEO Thomas Matzner says, "Video removes the uncertainty. It takes out issues of profiling just because it's actual video of the destination. You can get a pretty good understanding of the place rather than taking somebody's written word for it."

"Traveling a lot for the companies that we were with or for our own leisure, we wanted to have the ability to easily share stories about our trips," Robertson says. "The only option was YouTube at the time. We wanted to do this not only for ourselves but for others as well."

Matzner adds, "Even pictures don't give the place justification. Pure raw video shot straight from an iPhone 6 with no production or editing tells the whole story, showing real people in their real experiences while at places around the world."

"People who use Pommtree regardless of demographic, whether they're 25 or 95, enjoy going back and watching the videos that they posted," says Robertson. "They are able to watch videos from their trips and relive those memorable experiences. Their Pommtree profile can be their own personal travelogue that they revisit time and time again."

There is simple sign-in process that allows anyone to [upload](#) videos of their favorite hotels, restaurants, and more. Even gyms and salons have a place on Pommtree.

Pommtree is a fully responsive mobile to desktop travel site. "Through our research we discovered that most people are more comfortable booking travel from the comfort of their home on their desktops, so having multi-device accessibility is important to serve a wider group of travelers," says Robertson.

Currently, the focus is on metropolitan areas within the United States, such as New York, Las Vegas, Los Angeles, and Miami. The plan is, however, for Pommtree to brand into a globally recognized and trusted resource for seeing what hotels, restaurants, nightlife, and everywhere in between are really like.

The co-founders have varied backgrounds but share one thing in common--they are passionate about travel. "We each had our own areas of domain expertise that we were able to mesh for this product. And each of us is passionate about bringing places to life from anywhere in the world so that people can feel confident in making a decision to experience the venue for themselves," Matzner explains. "Our other goal is creatively providing exposure for exciting global & local brands by uniquely broadcasting them to our user base and offering desirable deals."

The first step toward that goal was to form a strategic integration with Resy, a new mobile app for those people who love eating at great restaurants but hate hassling for reservations, which was announced just last week.

Be sure to visit Pommtree's website pommtree.com or search for them on Twitter and Facebook as well.

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