

# Pinterest launches location-based pins

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Pinterest, the online pinboard for sharing everything from wedding china ideas to travel inspiration, is now letting users add location to their pins.

San Francisco-based Pinterest says that its "Place Pins," were designed to "combine all the beautiful imagery of a travel magazine with the utility of a map and put it all online so you can share it with [friends](#)."

Pinterest says there are more than 750 million travel-related pins on the site already. With the new location-based pins, users will be able to create maps for friends visiting from out of town, or vacation spots they want to see.

According to comScore, Pinterest has more than 53 million [users](#). The San Francisco-based company is privately held and is only testing the waters of generating any revenue.

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