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Discovery Map International makes the top 500 in *Entrepreneur's* 40th annual Franchise 500®

DATELINE: WAITSFIELD, VT...

Discovery Map International, the leading provider of curated guides to top tourist attractions, cities and towns throughout North America, was recently ranked in *Entrepreneur* magazine's Franchise 500®, the world's first, best and most comprehensive franchise ranking. Discovery Map received its ranking based on its outstanding performance in areas including unit growth, financial strength and stability, and brand power.

"This is quite an honor, particularly given the number of applications submitted for the 40th year of the Franchise 500®," said Peter Hans, president of Discovery Map International since 2005. "The Franchise 500® has become both a dominant competitive measure for franchisors and a primary research tool for potential franchisees. Discovery Map being ranked on the 500 is a real testament to our strength as a franchise opportunity."

The key factors that go into the Franchise 500® evaluation include costs and fees, size and growth, support, brand strength, and financial strength and stability. Each franchise is given a cumulative score based on an analysis of more than 150 data points, and the 500 franchises with the highest cumulative scores become the Franchise 500® in ranking order. Discovery Map ranked in the top five in its category based on this evaluation.

"As we celebrate 40 years of producing the Franchise 500, it's a good opportunity to step back and look at how much has changed since that first ranking in 1980," says Jason Feifer, editor in chief of *Entrepreneur*. "While the franchise business model has changed little, the strongest franchise brands are constantly evolving and innovating to keep up with changing trends and technology."

Discovery Map certainly meets that description. A printed map since its beginning in the 1970s, DiscoveryMap.com also offers curated content for visitors and those planning a trip. The interactive map found on the website is to scale, thus can be used for turn-by-turn directions, as well as to access detailed information about areas of interest, places to eat, lodging and other noteworthy sites.

Discovery Map International has more than 130 maps nationwide. More than 6,000 businesses advertise on Discovery Maps across the U.S. One annual ad on Discovery Map reaches, on average, 500,000 visitors. Discovery Map advertisers renew their ads at a very high rate and some of the older Discovery Map locations have businesses who have been advertising on the same map for more than 20 years.

To view Discovery Map and its full ranking, visit www.entrepreneur.com/franchise500. Results can also be seen in the January/February 2019 issue of *Entrepreneur*. For more information on the Discovery Map opportunity, visit <https://discoverymapfranchise.com/>

About Discovery Map International, Inc.

Discovery Map International is the country's leading provider of curated guides to top tourist destinations, cities and towns throughout North America. The distinctively colorful, hand-drawn maps are a favorite of travelers for navigating local dining, attractions, businesses, cultural experiences, ski destinations – and even the best locations to take selfies. Discovery Maps can be found in local hotels, restaurants, shops, visitor information centers and other participating venues, and at discoverymap.com. Named by Forbes as “one of the best franchises to buy” in 2015, Discovery Map International is headquartered in Waitsfield, VT, in the heart of the Green Mountains.

For information about the Discovery Map International franchise opportunity, visit <https://discoverymapfranchise.com> or call 802-316-4060.