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Discovery Maps celebrates 25 years in franchising

DATELINE: WAITSFIELD, VT...

“It’s not about the destination, but the journey” is a common expression uttered by travelers. Yet for Discovery Map International, the leading provider of curated guides to top tourist attractions, cities and towns throughout North America, it’s all about the destination. Particularly as the Vermont-based company celebrates its 25th anniversary as a franchisor.

The original company, Resort Maps, began printing maps some 15 years earlier in Vermont. The colorful, hand-drawn maps became such a favorite of travelers for navigating local dining, attractions, businesses, cultural experiences and ski destinations that tourists frequently made the comment, “I wish we had these in our town.”



“The popularity of our maps made franchising territories a logical next step,” said Peter Hans, president of Discovery Maps and owner since 2005. “It took a while for us to get our feet on the ground, but we’ve grown consistently over that period. That continued after we acquired Discovery Map LLC. Today, we are in 130 communities in North America and have 91 franchise owners.”

Adds Hans, “While bringing the maps to travelers across the continent has been great, it’s been even more gratifying to see how this opportunity has benefitted so many people who were looking to be their own boss and embrace a new challenge.”

Discovery Map franchise owners come from many walks of life. Some are corporate refugees or semi-retired individuals looking to build a business and fund their full retirement. Others include recent college grads, as well as mothers (and fathers) looking to build a business with hours around the kids’ school schedules.

“Discovery Map is truly a unique and appealing franchise opportunity. It’s not a 9-to-5 gig and you don’t necessarily have to work 12 months a year to run a successful franchise. You just have to be willing to work hard when you work,” said Hans.

Forbes Magazine recently named Discovery Map® one of the top 10 franchises to buy with an initial investment under \$150,000. The initial franchise fee is \$25,000.

For more information on the Discovery Map franchise opportunity, visit <https://discoverymapfranchise.com/>.

About Discovery Map

About 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 Maps International is headquartered in Waitsfield, VT, in the heart of the Green Mountains.