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CONTACT: Steven V. Dubin, [\(781\) 582-1061](tel:7815821061), [sdubin@prworkzone.com](mailto:sdubin@prworkzone.com)

## **Discovery Maps International partners with POI of Slovenia launch Discover POI**

DATELINE: WAITSFIELD, VT and LJUBLJANA, SLOVENIA...

Discovery Map International (DMI), the leading provider of curated maps and online guides to top tourist attractions, cities and towns throughout North America, recently partnered with POI (Points of Interest) of Slovenia—owner and operator of 16 maps across Slovenia--to form Discovery P.O.I. The new company will continue to franchise map locations across Slovenia and into neighboring countries across Europe.

Discovery POI's distinctively colorful, hand-drawn maps will feature local dining, attractions, businesses, cultural experiences, ski destinations – and even the best locations to take selfies. Discovery POI hopes to make each map a fixture at local hotels, restaurants, shops, visitor information centers and other participating venues, as well as on its website.

The agreement between the two companies came through a fact-finding mission initiated by Iztok Cerv and Mark Tanko of POI. The pair reached out to DMI President Peter Hans seeking advice on growing their business internationally. With more than 130 franchised map territories under its belt, Hans was happy to help. After several substantive conversations, Hans visited Slovenia to see POI's operation in person. The rest, as they say, is history.

“Some things just make sense and our partnership with POI is one of them,” said Peter Hans. Given the markets Iztok and Mark were looking to target initially—specifically the ski and resort areas in the nearby Austria and Italian borders -- I felt with our support and the system DMI can offer things could really take off. Like I said, it just made sense to make this deal happen.”

Discovery POI's offices are located in Ljubljana, Slovenia. Slovenia borders Italy to the west and Austria to the north.

“We are very pleased with this partnership agreement to form Discovery POI. Peter and his team have quite a bit of experience in this industry and the maps speak for themselves,” said Cerv. “With our combined experience as map makers and franchisors, we have an offering and a support base that will be very attractive to potential franchise owners.”

“The appeal of our maps and the flexible hours make the Discovery POI franchise opportunity unique and appealing. 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**.

For more information on Discovery POI, visit [www.discoverypoi.com](http://www.discoverypoi.com).

DMI began as Resort Maps in the late 1970s in Waitsfield, Vermont and began franchising maps throughout the United States in 1992. 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.” Today, Discovery Map is in 130 communities in North America and has 91 franchise owners. *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](http://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.