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## **Discovery Map International named a 2019 Top Low-Cost Franchise by Franchise Business Review**

*Independent research data shows franchisees are highly satisfied with their investment in Discovery Map International*

DATELINE: WAITSFIELD, VT...

Discovery Map, the leading provider of curated guides to top attractions, cities and towns throughout North America, was identified by independent franchisee satisfaction research firm, Franchise Business Review, as being one of only 97 franchises to qualify for its 2019 Top Low-Cost Franchises list. To be eligible to participate in the Franchise Business Review, brands on the list had to have high franchisee satisfaction and an investment of under \$100,000 at the time their franchisees participated in the survey.

“Discovery Map is truly a unique and appealing franchise opportunity for reasons above and beyond price. 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 Peter Hans, CEO of Discovery Map International, which has more than 130 map locations nationwide. “As the survey indicates, this really works for many of our franchise owners.”

Thousands of franchisees representing over 150 low-cost brands, including Discovery Map, participated in Franchise Business Review’s franchisee satisfaction survey between September 2017 and February 2019.

Discovery Map franchisees were surveyed on 33 benchmark questions about their experience and satisfaction regarding critical areas of their franchise systems, including training & support, operations, franchisor/franchisee relations, and financial opportunity. Discovery Map finished in the top four in the Advertising Sales category and in the top 30 in overall financial investment.

“One of the most common myths around buying a franchise is that it’s too expensive. What most people don’t realize is that there are many low-cost opportunities available that can provide the satisfaction and perks of business ownership, without requiring a huge financial investment,” says Michelle Rowan, president & COO of Franchise Business Review. “The low-cost franchises that made this year’s list have all been rated highly by their franchisees and are excellent options for entrepreneurs considering franchise ownership.”

Franchise Business Review provides the only rankings of franchises based solely on

actual franchisee satisfaction and performance. Franchise Business Review publishes its rankings of top franchises in its annual Guide to Today's Top Franchises, as well as in quarterly reports throughout the year that rank the top franchises in specific sectors. You can visit [FranchiseBusinessReview.com](https://franchisebusinessreview.com/page/top-franchises/) to see the full list of 2019 Top Franchises go to <https://franchisebusinessreview.com/page/top-franchises/>.

More than 9,000 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.

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

#### **About Franchise Business Review**

Franchise Business Review (FBR) is the only independent market research firm that specializes in benchmarking franchisee satisfaction based exclusively on ratings and reviews from franchise owners. FBR publishes free and unbiased franchisee satisfaction research reports throughout the year online at <http://www.FranchiseBusinessReview.com>.