

FOR IMMEDIATE RELEASE

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### **Coming next ski season...Discovery Map of Vail and Beaver Creek**

DATELINE: VAIL, CO, BEAVER CREEK, CO, and WAITSFIELD, VT...

Discovery Map International, the leading provider of curated guides to top tourist attractions, cities and towns throughout North America, recently announced Doug Schoch as the owner of the new Discovery Map of Vail and Beaver Creek. The new map is set to publish this November – ready in time for the 2019-2020 ski season.

“I have collected maps for years. At some point I realized I needed to make a separate folder just for my collection of Discovery Maps. I had dozens of them from all over the country. They seemed to be everywhere,” said Schoch. “Ever since I moved to the valley a few years ago, I have been looking for a Discovery Map of the area. Last fall, almost on a whim, I called the company headquarters in Vermont to see why there was no map. It turned out that the Vail franchise was available. Several conversations and trips to Vermont later, I find myself the owner of Discovery Map of Vail and Beaver Creek.”

Discovery Maps are colorful, hand-drawn maps that have become a favorite of travelers for navigating local dining, attractions, businesses, cultural experiences and tourist destinations. Discovery Map of Vail and Beaver Creek will include sites and destinations ranging from restaurants to shopping venues, brew pubs and live music venues. And, of course, anything to do with skiing.

“As the saying goes, I came for the winter and stayed for the summer. There is a lot going on in the valley year-round,” said Schoch, a GIS consultant who also works for the resort. “The map will really capture that.”

Schoch originally hails from Pennsylvania and has a B.A. in Geography from Penn State.

“As someone with a background in cartography, I can appreciate what goes into the design of a Discovery Map. The format makes sense. The map is easy to read. The characters and drawing style make them fun to use. They even fold well. It is all very carefully thought out,” said Schoch.

Discovery Map prints are typically found on display in local stores, restaurants, hotels and tourist attractions. In addition to the printed map, DiscoveryMap.com offers curated content for visitors to Vail and Beaver Creek and those planning a trip (it’s even great for locals who are unaware of their own town’s hidden gems). The interactive map found 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.

“Even with all the smartphone apps and websites out there, people still prefer printed maps,” said Schoch. “They give a much better overview of an area than is possible on a small screen. That said, online maps can be constantly updated to include the latest opening hours, events, or current specials. Discovery Map has a strong web presence as well, and they are always looking at ways to better integrate print and online. I am excited by some of the projects they have in the pipeline.”

Local businesses interested in placing an ad in the upcoming Discovery Map of Vail and Beaver Creek can contact Schoch at [vailmap@discoverymap.com](mailto:vailmap@discoverymap.com).

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.

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