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Discovery Map hires Johnny Tyner

DATELINE: WAITSFIELD, VT...

Discovery Map International, Inc., the leading provider of curated guides to top tourist attractions, cities and towns throughout North America, recently added Johnny Tyner to its staff as a marketing coordinator. In this role, Tyner will assist Discovery Map franchise owners with developing an online presence and digital marketing strategies.

“The Discovery Map printed maps are treasure trove of information yet getting the word out to potential advertisers requires some savvy in the digital world. We’re delighted to bring Johnny on to help our map owners develop an online presence to market the benefits of advertising with Discovery Map,” said Peter Hans, president of Discovery Map International, Inc. “Additionally, we’re looking to Johnny to build and enhance Discovery Map’s digital presence through our upcoming Local Loot app, our website and by promoting advertisers via social media.”

Discovery Map has more than 130 maps across the U.S. and Canada. It is the charge of franchise owner to sell advertising space on the map and the online version of the map, available at discoverymap.com. The typical franchise owner will publish a printed map once per year, depending on the initial print run and the popularity of the map.

“I’m extremely excited to help Discovery Map owners stay on top of the latest digital trends to better market their map and the advertising opportunity it offers local merchants and business owners,” said Tyner.

Tyner is a Massachusetts native and a Burlington, VT resident. He received a bachelor’s degree in business from Champlain College in Burlington, VT. Prior to Discovery Map, he worked at a biotech firm in Massachusetts.

“From a very young age I remember my parents picking up Discovery Map printed maps while we were on vacation. It was like the vacation didn’t officially start until we got our Discovery Map—of course, I had one, too,” said Tyner. “When I heard about this opportunity to work for Discovery Map and return to Vermont, which I loved during my college days, it was a no-brainer.”

In addition to his degree from Champlain College, Tyner also holds certifications from HubSpot in Social Media and Inbound Marketing.

Forbes Magazine recently named Discovery Map® one of the top 10 franchises to buy with an initial investment under \$150,000. In 2018 and 2019 it won the Top 50 Franchisee Satisfaction Award based on a survey conducted by FranchiseBusinessReview.

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

About Discovery Map

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.

