"Someone took the map home this summer and then called from the map to book a seven-night stay for two couples. That more than paid for my ad for the whole year!"

– Jim Wimberly, Owner, Butternut Inn in Stowe, VT

"We would have been fools not to be on this map. Tourists are picking them up and using them to plan their day."

– Dave Goodwin, General Manager, New Hope Canal Boat Company, in New Hope, PA

"In a town that draws tourists, finding an advertising medium that reaches those potential customers is difficult. Discovery Map® offers tourists something they want and need: an easy-to-read map directing them to important points of interest for shopping, dining and other experiences. My ability to capture tourists is why I have been a Discovery Map® client for a decade."

– Babs Noelle, Owner, Alara Jewelry in Bozeman, MT

"We seek out Discovery Maps wherever we travel and find them to be fun and informative and easy to use. We find them especially useful when touring by bicycle as we can use them to check the distance between points of interest and to determine the best route to take. We even find that digital maps don’t usually show. While we didn’t have much time for sightseeing in Richmond this trip, we plan to hold onto our Discovery Map and use it when we return to see some more of the local sights."

– Linda & Eric from Tucker, GA