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Your new travel guide...Thomas Gerber is the new owner of Discovery Map of South Middlesex County

DATELINE: RIDGEFIELD, CT and WAITSFIELD, VT...

Discovery Map International, the leading provider of curated guides to top tourist attractions, cities and towns throughout North America, recently announced Thomas Gerber as the new owner of Discovery Map of South Middlesex County, Connecticut. Gerber purchased the map in early September 2019.



“I’ve been looking at several business opportunities over the past year,” said Gerber, a 30+ year marketing and business development veteran in the consumer products and healthcare industries. “I’ve also been a fan of Discovery Maps for some time. When I looked at all of the alternatives, the South Middlesex County map stood out and we quickly reached an agreement for me to become the new owner.”

Discovery Map prints 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 South Middlesex County includes sites and destinations along the Connecticut shoreline from Madison to Niantic and the Connecticut River Valley north to Chester and East Haddam. Those features include everything from restaurants, shopping venues, art museums, state parks, theaters, healthcare centers and various activity-based destinations.

“Discovery Map of South Middlesex County will serve as a vital resource to a number of targets. It will help introduce and educate seasonal visitors to the area and will be a real eye-opener for non-seasonal visitors and residents who may not be aware of all the area has to offer,” said Gerber.

Discovery Map prints are typically found on display in local stores, restaurants, hotels and tourist attractions. In addition, DiscoveryMap.com offers curated content to complement/supplement the printed map. 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.

“As much as we rely on our smartphones, people still prefer printed-out maps,” said Gerber, who resides in Ridgefield, CT with his wife Kathy—the couple have three adult children.

“Although Discovery Map has a great website and online presence, the maps are truly like

works of art and reveal the character of an area... and the Connecticut River Valley has plenty of that to go with the natural beauty of southern Connecticut.”

Local businesses interested in placing an ad in the upcoming Discovery Map of South Middlesex County, to be published in April 2020 and distributed in May 2020, can call (203)448-8877 or email tgerber@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. 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.