

Discovery Map® Wins Hospitality and Tourism Award at Space Coast Honors

Cocoa Beach, FL – [26, September 2024] – Discovery Map of Cocoa Beach, a locally owned franchise operated by Jeff Willis and his dedicated team, has been honored with the prestigious Hospitality and Tourism Award at this year’s Space Coast Honors. This annual event celebrates local businesses and their commitment to enhancing the community, making it a highlight of the Cocoa Beach Regional Chamber of Commerce.

Since taking ownership of the Space Coast Discovery Maps, Jeff and his team have significantly grown distribution, forming valuable partnerships with local business owners who rely on effective marketing to attract tourists and visitors. Their fun and curated maps are often the primary source of tourist marketing information at key locations, including Ports of Calls for cruise passengers and nearly every hotel front desk and concierges in the area.

Printed maps have become increasingly popular among today’s generation of tourists, who often prefer them for their engaging and user-friendly design. The amazing and fun Discovery Map® stands out as the top choice, offering vibrant, illustrated representations of local attractions, dining, and shopping. The resurgence in the popularity of printed maps serves as a powerful business generator for advertisers, as they not only have their brand literally in the hands of their targeted customers, but those visitors and tourists are also inspired to explore the websites of featured advertisers, making the Discovery Map® the leading referral source to most advertisers’ digital content. This ensures the Discovery Map® ad cost is the best Marketing Return On Investment around as many advertisers have discontinued spending on costly digital key words and have made the decision to let the vast distribution of their Discovery Map® ad inspire their targeted customers.

By showcasing local establishments, Discovery Map® directly supports owners of places to play, stay, eat, and shop, driving foot traffic and fostering community connections. With their curated content and eye-catching visuals, Discovery Maps are in high demand among tourists looking to explore and connect with the unique charm of each destination, ultimately benefiting the Space Coast.

We are incredibly proud to receive this award,” said Jeff Willis, owner of Discovery Map of Cocoa Beach and Discovery Map of Melbourne. “It’s a testament to the hard work and passion of our team, and it reflects the trust and partnership that so many owners of local attractions, restaurants, places to stay, and shops place in us as brand stewards for their businesses. This award belongs to all of them, as we work together to showcase the beauty and vibrancy of Cocoa Beach, Melbourne and the entire Space Coast of Florida. We are grateful for the support of our community and the opportunity to contribute to its growth.”

Peter Hans, CEO of Discovery Map International, praised the achievement, stating, “This award is not just a recognition of excellence in hospitality and tourism; it underscores the significant impact that local franchises like Jeff’s have in their communities. We are thrilled to see the Discovery Maps across the Space Coast making such a positive difference and earning well-deserved recognition.”

Jimmy Lane, President & CEO of the Cocoa Beach Regional Chamber of Commerce, emphasized the importance of the Space Coast Honors event: “This is the biggest opportunity of the year for our Chamber investors to celebrate fellow businesses. Jeff and his team at Discovery Map® exemplify the spirit of innovation and community commitment that we aim to recognize through this event. Congratulations to all the nominees and winners!”

ABOUT YOUR LOCALLY OWNED DISCOVERY MAP®

The Discovery Map of Cocoa Beach and The Discovery Map of Melbourne are distributed proactively to visitors and tourists to the Space Coast. With the best MROI (Marketing Return On Investment) around, business owners benefit from the over 2 million impressions generated by the Discovery Maps in the Space Coast. Expert at getting the maps into the hands of targeted visitors and tourists, these curated maps are often requested by name and can frequently be seen being carried around the area by visitors and locals.

In addition to acquiring the Cocoa Beach and Melbourne area Discovery Maps, Jeff also recently purchased The Discovery Map of New Smyrna Beach, The Discovery Map of Daytona Beach, and The Discovery Map of St. Augustine and Jacksonville Beaches, representing a combined reach of over 5 million targeted visitors and tourists for advertisers. Businesses interested in partnering with Jeff and Florida Space Coast Enterprises, LLC can contact him directly at 321-408-8971 or jeffwillis@discoverymap.com. Anyone wanting their own copy of a Discovery Map can visit DiscoveryMap.com or nearly every hotel front desk, concierge, rental and attraction in the area.

Media Contact:

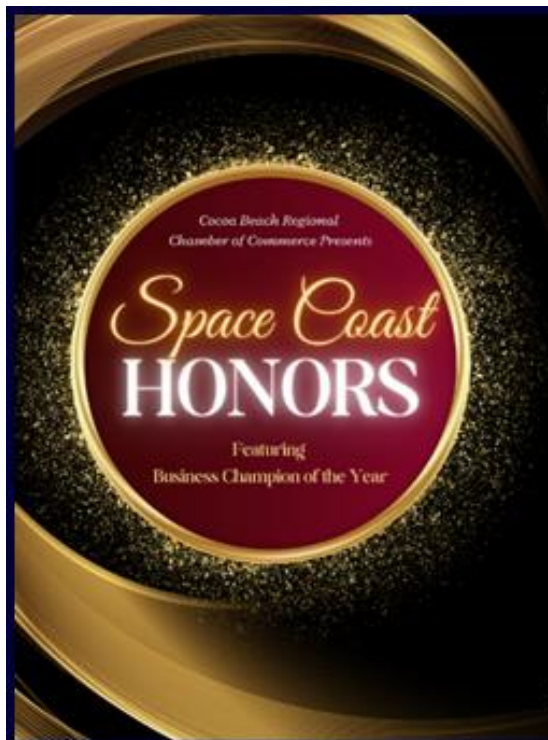
Jeff Willis

President | Owner

Florida, Space Coast Enterprises, LLC

321-408-8971

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Congratulations to our 2024 Winners!

Ambassador of the Year 2024: Ellen Duerr

Small Business of the Year: Island Direct Primary Care

Medium Business of the Year: Financial Cornerstone Group

Large Business of the Year: Launch Credit Union

Non-Profit of the Year: Brevard Veterans Memorial Center

Hospitality and Tourism: Discovery Map

Technology and Innovation: Alliance Cyber

Young Professional of the Year: Sarah Dewitz

Business Advocate: Alliance Cyber

Business Champion of the Year: SERVPRO of Central Brevard