

Knowland Unleashes INSIGHT on the World of Hospitality and Asks Hoteliers to Imagine... 2007-09-24

Imagine a breakthrough tool that provides access to over \$3 billion In group bookings

The Knowland Group announced today the launch of INSIGHT, a revolutionary product that will dramatically alter the way sales managers find group business!



Pinpoint groups based on past booking activity

Knowland describes their product by asking hoteliers to imagine:

Imagine a simple, easy to use application that combines the intuitiveness of Google's search engine with the latest in satellite imagery and mapping technology... An application that gives sales managers a bird's eye view of hundreds of thousands of events, groups and meeting planners every day, across every hotel brand, type, shape and size.... An application that contains:

A database of virtually every event being held in a hotel or conference center

A search engine with the ease of use of Google

An internet mapping tool that gives you a bird's eye view of everything

A commission based telesales team at your beck and call

These features, when combined with powerful filters and targeting tools will enable hoteliers to:

Target regional or national groups based on past meeting activity

Pinpoint local organizations to shift-share from major competitors

Schedule multiple sales blitz appointments in a matter of minutes

Conduct highly targeted marketing campaigns

Magnify sales teams with commission based telesales professionals

Much, much more!



The combination of these elements will truly change the way sales managers find and book new group business. 'We are truly excited by the launch of INSIGHT,' said Michael K. McKean, the firm's chief executive officer, 'Never again will a hotelier have to hear the words: 'We don't have any needs at this time'. Just imagine, a tool that allows you to contact nothing but qualified, targeted sales leads - or click a link and we'll do the selling for you!'



Highly trained telesales professionals at your beck and call!

About The Knowland Group

Headquartered in Salisbury, MD, the Knowland Group is a premier provider of sales and marketing products and services to the hospitality industry, world wide. Poised as a leader in the industry, Knowland stands a cut above the rest in over 70 markets within the United States, Canada and beyond. Single minded in its goal to add client value, Knowland is a proven innovator, consistently striving to develop market changing products and services. For more information, visit www.KnowlandGroup.com or call 888.841.2289

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