

## The Knowland Group Has Record-Breaking Month

2008-05-14

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Over 100 new clients signed in April

Knowland, the leader in hotel group intelligence products and services, broke its own sales records when it welcomed 122 new clients in the month of April alone.

The Knowland Group's phenomenal growth is fueled in large part by the fact that the company has an asset unique to the hospitality industry: a database of virtually every group event in North America and beyond, and practically every organization with group booking needs. Knowland's database is more comprehensive, more up-to-date and more robust than any other, tracking thousands of events every day across every hotel brand, category, price point and market. From large suburban airport hotels in national hubs to select service properties in tertiary cities, if there's a group holding events in hotels or conference centers--chances are, Knowland knows all about them.

Knowland's success can also be attributed to their core business philosophy, which is to constantly add additional features and tools to existing products and services while developing new and cutting edge applications to help make their clients more prosperous and more successful. Knowland's suite of products includes READERS 2.0, the world's premiere hotel reader board service, and INSIGHT, an easy-to-use application that combines the intuitiveness of Google's search engine with the latest in satellite imagery and mapping technology to give the user a bird's eye view of hundreds of thousands of events and groups across every hotel brand, size, and type.

'Of course, we're excited about the many new clients we signed in April,' The Knowland Group's CEO Michael K. McKean said. 'It's an indication that we're doing something right for the hospitality industry, and that our customers are happy with our products and services. Word-of-mouth is how we grow our business, and April's sales tell us that people are talking.'

### **About Knowland Group**

Headquartered in Salisbury, MD, The Knowland Group is a premier provider of sales and marketing products and services to the hospitality industry worldwide. 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](http://www.KnowlandGroup.com) or call 410.860.2270.

This article comes from Hotel News Resource

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The URL for this story is:

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