

The Knowland Group Has Researched One Million Events

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Hotel group intelligence company database on group activity reaches milestone

The Knowland Group, the undisputed leader in hotel group intelligence products and services, has recorded data on its one millionth group event!

Clients from every major hotel chain, management and ownership company in markets all across North America and beyond receive data on group events occurring in hotels, conference centers and other meeting venues. This database of group activity provides a powerful tool for hoteliers wishing to find new group business for their properties.

Here's how it works: each subscriber to Knowland's READERS 2.0 hotel reader board service receives customized reports outlining what events are happening at their competitor's hotels. In addition, hotel sales managers, through Knowland's revolutionary new product, INSIGHT, have access to the entire Knowland Database: over 100,000 groups, 35,000 meeting planners and now, over one million events!

In addition to providing such a powerful tool for group sales leads, Knowland's staff provides additional services as well. From detailed research on specific events, to appointment setting and actual full-blown hotel group sales, Knowland can handle it all. 'Our staff is really diligent about doing all the necessary work,' The Knowland Group's President and CEO Michael K. McKean explained. 'We know how to find out what details were important to the event's success, what worked and what didn't, who was the decision-maker, and how to best to present a client's property in light of this research.'

As the group events recorded tick past the one million mark, it's clear that this service is of tremendous value to Knowland customers. Knowland staff is busy finding answers, and smart hoteliers are leaving this detail work to the pros.

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, Mexico and western Europe. 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 410.860.2270.

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