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Broadway Hospitality Selects the Knowland Group for Group Sales Leads

Market Intelligence Firm Will Provide Services To Properties In Pennsylvania, Georgia, Florida, Maryland, and North Carolina.

Washington, DC (June 21, 2006) — The Knowland Group announced today that it will begin service for Broadway Hospitality hotels.

The Texas-based hotel management firm currently operates multiple hotels in six states. Its properties include some of the most recognizable brand names in the industry such as Holiday Inns, Wyndham, and Marriott Hotels. The sales and revenue team at Broadway Hospitality are dedicated to maximizing market share by anticipating changes in the marketplace, and reacting quickly to develop new and innovative strategies to meet those changes. “We initially became aware of Knowland towards the end of 05 and began a beta program with a single property. In the interim two more of our properties were anxious to begin and signed up on their own.” Said Dawna Comeaux, EVP for sales and marketing “now we’re excited to be moving forward across the board.”

This ahead-of-the-curve business model is exactly the reason Broadway Hospitality chose The Knowland Group. The market intelligence firm provides data to its clients before the traditional start of the business day, making it easy for Group Sales personnel to get a jump on their competitors. The information Knowland offers is in real time and presented in an online format that doesn’t require an advanced technology degree to use. “Market intelligence is only as valuable as a client’s ability to use it to accomplish its sales objectives,” said Mike McKean, the firm’s managing director. “We have designed a service whose level of accuracy, attention to detail, and ease of use ensure that our clients can increase their group sales numbers.”

Broadway Hospitality believes that growth depends upon driving financial results in its hotels. The Knowland Group shares this philosophy. The firm works to provide new products that adapt to ever-changing needs. The management at Knowland recognizes that success means being in front of the pack.

About The Knowland Group | Headquartered in Washington, DC, The Knowland Group provides market intelligence services to the hospitality industry. Through the use of technology-based business practices, The Knowland Group is able to offer services at a speed, ease of use and quality that is unprecedented in the hospitality industry. Much more than just a reader board service, The Knowland Group’s services include providing clients with qualified group sales leads, event planner contact information, upcoming events suited to their properties, and detailed information on group activities in their competitive set. For more information, visit www.KnowlandGroup.com or call (202) 842-9244.