

For Immediate Release

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Knowland Partners with Interstate Hotels & Resorts in Global Expansion to China

Innovative hotel business development company signs on all Interstate China hotels

Washington, DC, 04/29/11 – [The Knowland Group](#), a leading provider of business development solutions for the hospitality industry, recently launched service at all current [Interstate China](#) properties. Knowland will be offering [Readers](#) to hotels across the country, from Shanghai and Wuhan to Beijing.

“Bringing Knowland business development products to China is a huge step in our global expansion and we are very excited to partner with such a well-respected management company,” said Knowland CEO [Michael K. McKean](#). “We look forward to the new opportunities for growth that this will bring us and our clients.”

Interstate China assumed management of its first properties in China in January and has embarked on an aggressive expansion plan across China. Readers will give Interstate the field research they need during this period of rapid growth, while giving Knowland the opportunity to expand quickly. Not only does Readers provide a profile of each group meeting at comp set hotels, but also crucial contact information and meeting details, such as square footage used, estimated number of attendees, and more. This data is delivered daily and can be accessed quickly with an easy-to-use online application. Readers will give Chinese hoteliers the opportunity to proactively build their group business like never before.

“We bring a tremendous amount of experience in managing hotels and Knowland brings the same depth of experience providing business development tools – it’s a natural partnership,” said Interstate China Senior Vice-President for Sales & Marketing D.C. Becker. “Readers is a great way to gather customer intelligence, quickly providing us with a depth of information we don’t have the time or resources to find on our own.”

Over the past year, Knowland has expanded all across Europe into Germany, France, Italy, Belgium, Switzerland and Russia. With this new venture in China, the company will continue its expansion across Asia.

About The Knowland Group

The Knowland Group is a proven innovator, developing intuitive marketing products and services that streamline and support event and group sales in the hospitality industry. The company, headquartered in the Mid-Atlantic region of the United States, serves more than 3,000 hotel clients and 20,000 users globally. Knowland was ranked as the fifth fastest growing software company (public or private) in North America by [Deloitte](#) and the second fastest growing private company in the travel industry for both 2009 and 2010 by [Inc. Magazine](#). For more information, visit www.KnowlandGroup.com, call 410-860-2270, or follow us on Twitter [@knowlandgroup](#).