

For Immediate Release

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Oceana Resorts Selects Target Net As New Sales Platform

Hotel collection chooses sales & catering platform for six Myrtle Beach properties

Washington, D.C., 12/01/11- [The Knowland Group](#), a leading provider of business development solutions for the hospitality industry, announced today that Oceana Resorts has selected [Target Net](#) as its new sales & catering platform. From the Bay Watch Resort & Conference Center to the Best Western Plus Carolinian Beach Resort, each Oceana hotel will benefit tremendously from the ground-breaking meetings management and sales force automation tool.

Oceana Resorts represents the best of Myrtle Beach. The collection offers seven hotels and resorts with oceanfront views as well as one marina-view hotel for golf outings, spa getaways, weddings, and other special events in sunny South Carolina. Located right on the Grand Strand, Oceana hotels place guests in the center of area dining, shopping, golf, and more.

As a true sales force automation platform, Target Net helps sales managers easily navigate and manage their sales funnel from start to finish. It was the first of its kind to include powerful lead generation capabilities built right in. Operating from the cloud, Target Net is browser-based and does not require expensive installations and maintenance like other outdated software systems. The tool can run more than 40 customized reports independently – allowing hoteliers to track anything and everything they need on global, regional, or property levels.

“Target Net does more than just manage ongoing sales efforts and meeting planning. It generates leads for sales teams to pursue, and then helps turn those opportunities into bookings,” said Knowland CEO [Michael K. McKean](#). “It is the only complete business development solution for the hospitality industry, making it a natural fit for Oceana Resorts.”

With access to the world’s largest group database, Target Net puts the Oceana Resorts sales staffs in contact with solid leads with verified contact information for meeting planners. From there, employees can execute events from start to finish.

Hotel sales teams can also reach out to current or prospective clients on the iPad. This [mobile edition](#) gives them the freedom to utilize Target Net both on and off site. With the integration of [EchoSign](#), sales managers can seal the deal without wasting time and meeting planners can sign or make changes to a contract in the blink of an eye. With Target Net, Oceana Resorts can drive group revenue like never before.

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 25,000 users globally. Knowland was ranked as the 76th 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](https://twitter.com/knowlandgroup).