

For Immediate Release

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Knowland Database Exceeds 300,000 Groups with Booking Needs

Massive Database puts Thousands of Customized Leads at Clients' Fingertips

Salisbury, MD, 3/8/10 – [The Knowland Group](#) has recently added the 300,000th group to its immense database of organizations, corporations and companies, all with group booking needs. In a time when hotel group sales are plummeting, Knowland provides clients with the golden leads they need to cultivate professional business development. With approximately 7,000 new groups being added each month, the Knowland database offers an unparalleled wealth of actionable information to hotel sales teams.

“The Knowland Group provides clients with thousands of solid, actionable leads they can’t find anywhere else,” said Knowland Group CEO [Michael K. McKean](#). “As the Knowland database continues to grow, we will continue to find new and innovative ways to leverage this information to help our clients cultivate professional business development.”

Business development begins with identifying potential customers. And with every new group added to the Knowland database, the value offered to clients grows exponentially. Each group comes with a detailed profile including industry, past meeting activity, web sites and addresses. In addition, it contains crucial event planner contact information so that sales managers know exactly who they should contact and how best to reach them.

Using tools such as [Insight](#), sales managers can easily search for and target only groups that are best suited to their property. By narrowing the field to the only the highest probability leads, they get the most out of every phone call they make. Proactive sales become a productive undertaking instead of an ongoing chore. That’s the beauty of the Knowland Group.

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 Salisbury, MD, serves over 100 markets within the United States, Canada, Mexico, the Caribbean, the United Kingdom, Thailand and the United Arab Emirates. Recently featured on the *Inc.* [Fast 500 List](#), The Knowland Group is the second fastest growing company in the travel industry. For more information, visit www.KnowlandGroup.com, call 410-860-2270 or follow us on Twitter [@knowlandgroup](#).