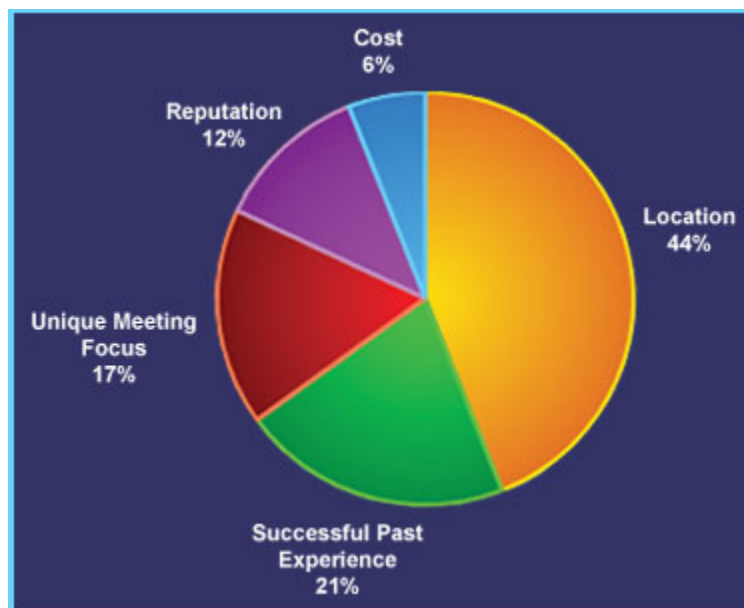


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Top Five Reasons for Meeting Planner Site Selection *Knowland Group Research Reveals That Price Isn't Everything*

Salisbury, MD (November 19, 2007) – From unique meeting needs to prestigious reputations, Knowland reveals the top five reasons behind the 'why' of site selection. The results may not be what you think!



1. Location

Planes, Trains, and...Nightclubs

A coordinator for a northwest sports association explained to Knowland researchers their only requirement is that the event be located near downtown nightlife. "We have a large group that likes to enjoy post meeting activities," she states, stressing the importance of keeping the attendants happy.

Whether the criteria includes nearby golf, proximity to an airport, or indulging in local culture, Knowland reveals that location is the most important factor for 44% of event planners.

2. Successful Past Experience

Disaster Averted

During a training session for a bioengineering company, one planner recalled having miscalculated the guests to food ratio which caused a disastrous situation. The kitchen was unable to accommodate the rather large oversight; however, quick thinking by the hotel event director resulted in a speedy delivery

by a local pizzeria. The potential disaster was avoided, and the guests left smiling due to the savvy ability and service of the hotel staff. Knowland research reveals that 21% of meeting planners surveyed base their location selections upon previous successful experiences.

3. Unique Meeting Focus

Nuclear Science, Blown Glass, and '007'

One thing frequently cited by meeting planners is that the unique focus of their events drives the site selection process. When planning their semi-annual seminars on glass blowing, one planner complained of a difficult time locating a site that met his strict criteria. "The use of flammable gas indoors and an extra large meeting space are critical to our demonstrations," he commented. Another group reported frustrations at having only one electrical outlet for an entire group of over 200 nuclear scientists. On another occasion the coordinator for a '007' conference revealed that a "unique urban, black space" was essential for her themed events.

Whether the event requires flammable gas, electrical outlets, or meeting space style, Knowland research reveals that a meeting's unique focus determines its location for 17% of event planners surveyed.

4. Reputation

Keeping up with the Joneses

"The reputation of a hotel can mean everything for the turnout of our events," said the meeting coordinator for a southern beauty academy. This coordinator further revealed that she selected hotels based solely on the recommendations given by peers within her community.

This particular meeting planner illustrates that referrals, references, and reputation are included in the top criteria for 12% of meeting planners surveyed.

5. Cost

Cutting Corners

Prices and budgets make up the fifth most important criteria for site selection – causing meeting planners to find creative ways to cut costs. One planner commented that, upon experiencing harsh budget cuts, they downgraded the location and completely removed the food portion of their dinnertime awards ceremony. Another meeting planner recalled eliminating ground transportation costs by relocating to airport hotels and having attendees walk to the location...leading to tired and unhappy guests.

When it comes to price tags, only 6% of coordinators listed cost among the most important criteria for selecting event location.

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 and beyond. 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.