

For Immediate Release

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Knowland Begins Service in Dublin, Ireland

Comprehensive, Next-Day Field Research Now Being Delivered to City's Hoteliers

Washington, D.C., 01/18/12- [The Knowland Group](#), a leading provider of business development solutions for the hospitality industry, announced today the beginning of a new international market in Dublin, Ireland. Dublin is one of many new cities across the globe in which hoteliers now have the opportunity to use [Readers](#), the world's most respected hotel reader board service.

Readers brings in-depth, customized field research directly to hotel sales teams. Every week Knowland sends out more than 400 field researchers into over than 2,000 hotels worldwide to take digital photos of their reader board. This information on group meeting activity is recorded into the database nightly and made available online to clients the very next day. Knowland is constantly adding new groups and verifying information on the over 400,000 existing groups.

"We are very excited to begin offering Knowland's business development solutions to hotel sales teams in Dublin," said Knowland CEO [Michael K. McKean](#). "With Readers, Dublin hoteliers will be able to find and pursue valuable group business quicker and easier than ever before."

The Readers online application uses a tab-centric design to give clients quick and easy access to all the tools and information they need from one central page. Crucial contact information for meeting planners is included in every group's profile. A search feature makes finding and assigning key accounts a simple process. Knowland currently serves clients in over 20 international markets including London, Berlin, Beijing, Moscow, and Sydney. Service in Dublin began on January 1, 2012.

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).