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# **Market Intelligence Firm Celebrates Tremendous Growth**

## **Knowland Tracks Details on over 247,000 Events in 2006, Revenue Grows 548% in Second Full Year of Operations, Now in Over 60 Metropolitan Areas**

Washington, DC (February 2, 2007) — The Knowland Group announced tremendous success in 2006, consisting of exponential growth in revenue, a swelling client base, and an increase in the number of markets it services.

The Knowland Group, known for its innovative method of providing market intelligence to the hospitality industry, has once again proven its leadership position in the industry by its incredible growth. As a result of its unrelenting dedication to building strong customer relationships and providing a quality service, The Knowland Group has aggressively grown its customer base by 252% as compared to 2005; bringing the total number of hotels that have signed up for its signature Knowland READERS service to more than 400. Its 2006 revenue grew by over 500% as compared to 2005.

Throughout 2006, The Knowland Group continued to provide market intelligence that is easy to understand in a format that can be adapted to any hotel's needs. The company also re-launched its signature technology, redesigning it to include even more innovative features than the original. The result of all of this focus on customer satisfaction was an over 100 percent increase in the number of markets Knowland services (132%). The company now provides reports on properties in over 60 different metropolitan areas. In addition, the number of unique hotels reported on has grown from 251 in 2005 to over 1,000 in 2006, but most significantly, Knowland tracked 534% more events in 2006 than in 2005, growing from 38,942 events in 2005 to 247,155 in 2006! ***This represents a substantial percentage of ALL group events conducted in hotels across North America!***

"This past year was the most exciting year to-date for the Knowland Group's technology and innovation," said Michael K McKean, the firm's managing director. "Our commitment to our customers and their market intelligence needs will continue to be our driving force as we begin 2007."

**About The Knowland Group** | Headquartered in Washington, D.C., The Knowland Group provides market intelligence services to the hospitality industry. Through the use of technology-based business practices, The Knowland Group is able to offer services at a speed, ease of use and quality that is unprecedented in the hospitality industry. Much more than just a reader board service, The Knowland Group's services include providing clients with qualified group sales leads, event planner contact information, upcoming events suited to their properties, and detailed information on group activities in their competitive set. For more information, visit [www.KnowlandGroup.com](http://www.KnowlandGroup.com) or call (202) 842-9244.