

For Immediate Release

Contact: Kaitlin McCarthy, Communications Manager
The Knowland Group
(202) 312-5880 ext. 303
kmccarthy@knowlandgroup.com

Peppermill Resort Spa Casino Chooses Knowland Professional Business Development Services for Second Straight Year

Satisfied Reno meeting facility renews services to drive revenue and crush sales goals

Washington, DC 8/22/11 – [The Knowland Group](#), a leading provider of business development solutions for the hospitality industry, signed up [Peppermill Resort Spa Casino](#) for [Professional Business Development](#) services for the second year in a row. Peppermill Resort Spa Casino is a premier meeting facility located in “The Biggest Little City in the World”, Reno, Nev. The property is part of the 90 percent increase in Professional Business Development accounts Knowland has seen in the past five months.

Peppermill Resort Spa Casino is the place to meet in Reno with 106,000 square feet of total meeting space. Their Tuscan Ballroom is Northern Nevada’s largest, with 62,000 square feet of meeting space. The property’s impeccable service paid off as Peppermill Resort Spa Casino was awarded the prestigious AAA Four Diamond rating for hospitality industry excellence. Peppermill Resort Spa Casino accommodates groups of any size and configuration, from executive board meetings to trade shows.

“With the help of Knowland, Peppermill Resort Spa Casino can continue to provide world-class service to their clients,” Knowland Vice President of Sales [Phil Saims](#) said. “Now the sales team can meet their goals with confidence and focus on nurturing relationships with key clients.”

Knowland’s Professional Business Development (PBD) services from the Event Booking Center help the sales team at Peppermill Resort Spa Casino focus on proactive sales and building long lasting relationships with clients. The property’s dedicated PBD specialist handles the cold calls, seeks out and pursues untapped markets, sets and tracks revenue goals, drives incremental revenue and sets up sales appointments, site visits and bookings.

The PBD staff is thoroughly trained on Knowland’s process of business development and how to implement those tactics successfully for any property. The team is equipped with extensive knowledge on all of Knowland’s innovative business development products: [Readers](#), [Insight](#) and [Target Net](#).

Peppermill Resort Spa Casino did it – let The Knowland Group boost your group sales with PBD services!

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 fifth 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).