

For Immediate Release

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Natchez Grand Hotel, Convention Center Choose Target Net

The Knowland Group's ground-breaking sales & catering platform streamlines the booking process, allowing hotels to quickly and efficiently drive sales

Washington, D.C., 10/19/11- [The Knowland Group](#), a leading provider of business development solutions for the hospitality industry, has signed both the Natchez Grand Hotel and the Natchez Convention Center for [Target Net](#). Located in the heart of the Natchez, Mississippi historic downtown district, both properties are within walking distance of historic attractions, fine dining, and antique shopping opportunities.

The Natchez Convention Center offers over 32,000 sq. ft. of state-of-the-art meeting and exhibit space, including numerous meeting rooms, an executive board room, 5,100 feet of pre-function area, a fully equipped concession area, a full service kitchen, and wi-fi throughout the building. The Natchez Grand Hotel has 5,000 sq. ft. of meeting and ballroom space, as well as 119 guestrooms including 19 suites. Both are within a short block from the bluffs overlooking the Mississippi River.

"Target Net does more than just manage ongoing sales efforts and meeting planning. It generates leads for sales teams to pursue, and then helps turn those opportunities into bookings," said Knowland CEO [Michael K. McKean](#). "It is the only complete business development solution for the hospitality industry, making it a natural fit for both the Natchez Grand Hotel and the Natchez Convention Center."

Target Net provides true sales force automation. Operating from the cloud, Target Net is browser-based and does not require expensive installations and maintenance like other archaic software systems. The tool can run more than 40 reports independently – including Activity Reports and Rooms Pace and Daily Transactions.

With access to the world's largest group database, Target Net puts the sales staff of both properties in contact with solid leads supplemented with verified contact information for meeting planners. From there, employees can execute events from start to finish. Target Net includes a user friendly BEO interface, allowing hotel staff to share necessary information quickly – from the sales team to the front desk to the housekeeping staff.

Hoteliers can also stay connected with their Facebook fans through the Target Net [Social tab](#). In fact, they can keep tabs on all their property's social media accounts and post pictures, links, status updates and videos without ever leaving the system. With Target Net, the Natchez Grand Hotel's and Natchez Convention Center's sales teams can pursue, book and deliver on every group account.

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).