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The Knowland Group Begins Service in Los Angeles, CA

Market Intelligence Firm's Reputation Rises To New Heights As It Now Offers Service To Hoteliers In The City Of Angels

Washington, DC (October 24, 2006) — The Knowland Group announced today that it has provided service to hotels in the Los Angeles, CA market since June, 2006.

The Knowland Group, whose renown as the developer of the only multi-formatted hospitality group sales information service continues to soar, has begun offering its services to hoteliers in Los Angeles. Shakespeare told us that, "A rose by any other name would smell as sweet." And he couldn't have been more correct. Because no matter what name it's called, Los Angeles is one city that has brand recognition with tourists around the world.

Brand recognition is something the Knowland Group knows a lot about. They have worked hard to build a brand whose hallmark is efficiency because it allows group sales personnel to view information in a variety of formats, which eliminates the need to subscribe to any other market intelligence service. Knowland's product combines a daily hotel reader board service, an online application, daily email reports and a detailed lead generation service that provides information that is both timely and easy to use. And when you create a brand that offers proven results, then recognition, followed by demand for the product, aren't far behind. "Our customers are the best judges of how they need the information presented so that they can best maximize it," said Mike McKean, the firm's managing director. "We provide them with the ability to do just that."

Los Angeles's diversity is at the center of its tourist appeal. And diversity is the reason that clients continue to ask for The Knowland Group's product by name.

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 or call (202) 842-9244.