

## FOR IMMEDIATE RELEASE

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### **CHA Hotels Chooses Knowland Group Services**

*Dynamic hotel corporation sees value in cutting edge sales solutions!*

Salisbury, MD – May 18, 2009 – CHA Hotels, a Concept Company, has chosen hospitality sales and marketing leader The Knowland Group, Inc. to provide their READERS and INSIGHT marketing and sales solutions to all of CHA's Hilton and Doubletree properties.

"I know my sales staff is already seeing the benefit of having access to detailed information about virtually every event and hotel meeting venue in our area!" says Keith Donner, Director of Sales and Marketing for CHA.

The Knowland Group's READERS 2.0 service offers a searchable online application, access to historical data, next day reports, detailed telesales generated leads and cutting edge lead assignment and ROI tools.

The dynamic INSIGHT program is a hospitality sales and marketing program. Insight offers hotel sales managers a comprehensive view of hundreds of thousands of events, groups and meeting planners every day in over 60 different metropolitan areas across North America.

"Knowland's INSIGHT and READERS were both created to serve as proactive sales tools, which help drive business to the client's property in an efficient and cost effective way," says David McKean, EVP of Sales & Marketing for the Knowland Group.

"We are very happy with the Knowland Group," adds Donner. "Their services significantly expand our marketing options and help us capture significant new business leads."

#### **About Knowland:**

Headquartered in Salisbury, MD, The Knowland Group is a premier provider of sales and marketing products and services to the hospitality industry worldwide. Knowland serves over 90 markets within the United States, Canada and beyond. Single-minded in its goal to add client value, Knowland is a proven innovator, consistently striving to develop market-changing products and services. For more information, visit [www.KnowlandGroup.com](http://www.KnowlandGroup.com) or call 410-860-2270.

#### **About CHA Hotels:**

CHA Hotels, a Concept Company, was established in 1992 and is headquartered in San Francisco, CA. Formerly the owner of Cathedral Hill Hotel in San Francisco, CHA Hotels currently owns and operates three branded, full service properties: the Doubletree Guest Suites in Seattle, WA; the Doubletree Hotel near the Galleria in Dallas, TX; and the Holiday Inn Select in La Mirada, CA. CHA is a growth oriented company, open to diverse hotel acquisitions and management. For more information, visit [www.cha-hotels.com](http://www.cha-hotels.com).