

**For Immediate Release**

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## **Nashville Holiday Inn Express Chooses Knowland's Target Net for Meetings Management**

*Target Net's ground-breaking platform streamlines the booking process, allowing the Holiday Inn Express to quickly and efficiently drive sales*

**Washington, DC 8/17/11** – [The Knowland Group](#), a leading provider of business development solutions for the hospitality industry, signed up the Holiday Inn Express Hotel Nashville Airport for the [Target Net](#) platform. Conveniently located just one mile from Nashville International Airport, the property is a preferred choice among Nashville hotels.

The Holiday Inn Express Hotel Nashville Airport offers three meeting rooms for up to 80 people, as well as a boardroom for smaller gatherings. The hotel is also within close proximity to legendary Nashville landmarks, such as the Grand Ole Opry and the Country Music Hall of Fame.

"We are very excited to offer our ground-breaking sales and catering software to the Holiday inn Express Hotel Nashville Airport," Knowland CEO [Michael K. McKean](#) said. "Target Net will make finding, contacting, and booking new group business a quick and efficient process."

Target Net provides true sales force automation and was created with frustrated hoteliers in mind. Operating from the cloud, Target Net is browser-based and does not require expensive installations and maintenance like other outdated software systems. The tool can run more than 40 reports independently – including Activity Reports and Rooms Pace and Daily Transactions. Simply put, Target Net is easy-to-use, intuitive and cost-effective.

With access to the world's largest group database, Target Net puts the Holiday Inn Express Hotel Nashville Airport sales staff in contact with solid leads supplemented with verified contact information for meeting planners. From there, Target Net helps them execute events, from table configuration to food. The newly enhanced Target Net includes a user-friendly BEO interface, allowing the hotel staff to share necessary information quickly – from the sales team to the front desk to the housekeeping staff. Hosting corporate events has never been so simple with Target Net!

### **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](http://www.KnowlandGroup.com), call 410-860-2270, or follow us on Twitter [@knowlandgroup](#).