

## **For Immediate Release**

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# **New Orleans Hotel Collection Selects Knowland's Target Net**

*Ground-breaking sales & catering platform chosen for usability, accessibility, customer service*

**Washington, D.C., 01/09/12-** [The Knowland Group](#), a leading provider of business development solutions for the hospitality industry, announced today the New Orleans Hotel Collection has selected [Target Net](#) as their new sales and catering tool. With Target Net, they now have a cost-effective platform to find new group business and drive revenue like never before.

[The New Orleans Hotel Collection](#) manages a portfolio of hotels and their affiliated restaurants, bars, and lounges. Their collection includes the Hotel Le Marais, the Bourbon Orleans Hotel, the Crowne Plaza New Orleans Airport, the Dauphine Orleans Hotel, the Wyndham Riverfront New Orleans, and the Hotel Mazarin. The New Orleans Hotel Collection has meeting and event facilities that can accommodate functions of any size, from a small executive retreat to a large conference. Their properties exceed expectations, whether for an intimate courtyard cocktail for 25 or a grand ballroom wedding for 300.

"We've always been pleased with Knowland products such as Insight and Readers. These tools integrated within the Target Net sales & catering platform will greatly enhance our sales team productivity," said Marc Becker, Area Director of Marketing. "We've chosen Target Net for its ease of use, intuition-based, user-friendly access and the comprehensiveness of the product."

Target Net is true Software-as-a-Service (SaaS), meaning it is accessible anywhere there is Internet access and does not require expensive installations like server-based software systems. It is also easily customizable and can be adapted quickly to better meet any hotel's needs. Backed by Knowland's complimentary customer service, Target Net can free hoteliers from expensive maintenance and support contracts while supplying them with superior client care.

"Target Net is the only complete, cloud-based business development solution for the hospitality industry," said Knowland CEO [Michael K. McKean](#). "It will make finding, contacting and booking new group business a quick and efficient process for all of the New Orleans Hotel Collection's properties."

As a sales force automation platform, Target Net helps hotel sales managers easily navigate and manage their funnel from start to finish. It was the first of its kind to include powerful lead generation capabilities built right in. The platform assists sales managers with everything from generating new leads to turning those opportunities into bookings and planning the event down to every menu, meeting space, and table configuration. Target Net is available anywhere there is Internet access – including iPhones and iPads – giving clients instant access to all their sales information whether they're at work, at home, or on the road.

## **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 76<sup>th</sup> 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](https://twitter.com/knowlandgroup).

### **About the New Orleans Hotel Collection**

The New Orleans Hotel Collection is a group of seven splendidly original hotels in the New Orleans metropolitan region owned by local investors. Comprised of the Bourbon Orleans, Dauphine Orleans, Hotel Le Marais, Wyndham Riverfront, Audubon Cottages, Crowne Plaza New Orleans Airport and the new Hotel Mazarin, these boutique and small upscale meeting hotels are in prime locations throughout the city. For more information, visit [www.neworleanshotelcollection.com](http://www.neworleanshotelcollection.com).