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The Knowland Group Presents Services to Southern California Embassy Suites Co-op

Market Intelligence Firm will Provide Group Sales Leads to Properties in San Diego, Los Angeles and Palm Springs

Washington, DC (May 26, 2006) — The Knowland Group announced today that it will begin service for the Embassy Suites Southern California Co-Op.

“The word on the street is we need to become familiar with your services” said the email in bold text from then chair of the Embassy Suites southern California co-op, Kim Schnell. Starting the process for Dave McKean, director of sales for The Knowland Group, to fly to Los Angeles and present a detailed overview of how the firm’s services, including the world’s first online reader board service, can dramatically increase group sales for a hotel. “We had been waiting for them to come to our area for some time, and now we’re thrilled to be moving forward!” said Garriann Young current chair of the co-op.

Mr. McKean presented to seventeen properties from Oxnard in the north to San Diego in the south and Palm Springs in the west. In addition to giving co-op members a first hand look at the service, Knowland offered each property discounts on features and its cluster pricing arrangement – available to other hotel co-ops, area clusters and management/ownership firms. “Although certainly not the first time I’ve done one of these presentations, Embassy Southern California is a great example of our service growing organically, through word of mouth” said Mr. McKean, “And the only way that happens is by offering a great product, adding value to our clients every chance we get and living for customer service.”

To have the Knowland Group present its service at your next cluster, co-op or area meeting, contact Dave McKean at the Knowland Group today!

About The Knowland Group | Headquartered in Washington, DC, 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.