

For Immediate Release

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Knowland Field Research Unaffected by Natural Disasters

Clients receive high-quality data in the midst of Hurricane Irene and other severe weather events

Washington, DC, 09/12/11 – [The Knowland Group](#), the world's largest data company for the global meetings industry, is committed to providing clients with the highest quality of field research, regardless of circumstance. Whether they are facing brush fires in Texas, [tornadoes in Oklahoma](#), or earthquakes in Washington, D.C., Knowland field researchers get the job done.

"We take our commitment to providing clients with accurate field research about their competitive set the very next morning very seriously," said Knowland CEO [Michael K. McKean](#). "Hoteliers across the globe trust Knowland to deliver no matter what the situation."

Most recently, while Hurricane Irene was hitting shore all along the East coast, Knowland field researchers collected data on thousands of events at hotels in over 20 metropolitan areas. This included routes in Savannah, Ga. (Oglethorpe Mall/SE, Savannah CBD/Airport), Charleston, S.C. (Charleston/West Ashley, Mount Pleasant/Isle of Palms, North Charleston/Airport), Atlanta, Ga. (Atlanta Airport, Atlanta Alpharetta/North, Atlanta Buckhead, Atlanta Chamblee/Norcross, Atlanta Downtown, Atlanta East, Atlanta Galleria/Marietta, Atlanta Northeast, Atlanta Northwest, Atlanta Perimeter Ctr./Roswell, Atlanta South), Columbia, S.C. (Columbia East, Columbia West), Myrtle Beach, S.C. (Myrtle Beach & South, Myrtle Beach North), Charlotte, N.C. (Charlotte Downtown/Airport, Charlotte I-77/Southpark, Charlotte University Place, Rock Hill/Monroe, Salisbury/Concord), Raleigh/Durham, N.C. (Cary/South Raleigh, Crabtree Mall, Durham/Chapel Hill, Research Triangle/Airport), Greensboro, N.C., Norfolk/Virginia Beach, Va. (Chesapeake/Suffolk, Newport News/Hampton, Norfolk/Portsmouth, Virginia Beach, Williamsburg), Richmond, Va. (Petersburg/Chester, Richmond Downtown/Airport, Richmond North/Glen Allen, Richmond West/Midlothian), Washington, D.C. (Alexandria, Arlington, Bethesda/College park, Dulles Airport Area, Fairfax/Tysons Corner, Frederick/Rockville, Maryland South & East, Suburban Virginia Area, Downtown DC), Baltimore, Md. (Baltimore City, Baltimore Suburbs, Baltimore, MD Area, BWI Airport/Annapolis), Delaware (Delaware Area, Wilmington MSA), Philadelphia, Pa. (Philadelphia Airport/Stadium, Philadelphia Center City, Philadelphia Northeast/Lower Bucks, Philadelphia Northern Suburbs, Philadelphia Western Suburbs, South Jersey), New Jersey Shore (Atlantic City, North Shore), Central New Jersey (Brunswick/Edison Area, Central NJ/Princeton, Hunterdon/Somerset, Jersey City/Secaucus), Newark, N.J. (Morris/Sussex/Warren, Newark/Union County), New York City, N.Y.

(Lower Manhattan, New York City Area, Rockland/Westchester, Times Square Area, Uptown/Midtown East), Hartford, Conn. (Hartford Downtown/South, Hartford North/Windsor Locks), Connecticut Area (Groton/Norwich, New Haven/Waterbury, Stamford/Danbury), Rhode Island (Providence), Boston, Mass. (Andover/Danvers NE, Boston Downtown/Airport, Boston Southshore, Cambridge/Waltham, Dedham/Malborough, Woburn/Tewksbury NW), Massachusetts Area (Massachusetts SE/Cape Cod, Springfield, Worcester), New Hampshire (Portsmouth/Manchester), and Maine (Maine South/Augusta, Portland).

Not only does Knowland offer the complete business development package and superior customer service, we can also promise hoteliers that our field researchers will be collecting data no matter what Mother Nature decides to throw at us.

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, call 410-860-2270, or follow us on Twitter [@knowlandgroup](#).