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The Knowland Group Begins Service in New York, NY

Market Intelligence Firm Says, “It’s Curtains Up” On The Big Apple

Washington, DC (July 14, 2006) — The Knowland Group announced today that it began service in the New York, NY market in June, 2006.

The Knowland Group, whose name is in lights throughout the hospitality industry, will begin offering its services to hoteliers in New York. Immortalized in song and story, New York City has been called “the crossroads of the world”. It is a recognized global leader in commerce and culture, and one of the world’s most intriguing and diverse cities. It has, quite simply, become the symbol of the big league. After all, if you can make it in New York, you can make it anywhere.

Playing in the majors has become second nature to The Knowland Group. Its successful rise from fledgling start-up to service provider for more than 200 hotels and hospitality related organizations in over 30 markets across the country is a success story worthy of anyone who wants to be called a big leaguer. The company’s unique product that underlies its success combines a daily hotel reader board service, an online application, daily email reports and a detailed lead generation service that provides information that is both timely and easy to use. “If success is measured by the company you keep, then adding New York to our client base has put us over the top” said Mike McKean, the firm’s managing director. “We know that we can provide the kind of quality service that will keep the hotel industry here thriving for years to come.”

New York will always be a helluva town, and The Knowland Group is just the kind of company that has the goods to make it there.

About The Knowland Group | Headquartered in Washington, D.C., 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.