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## **The Knowland Group Begins Service in Portland, OR**

### **Market Intelligence Firm Continues Expansion – Begins Service in Pacific Northwest Market**

Washington, DC (May 12, 2006) — The Knowland Group announced today that it has begun service in the Portland, OR market.

Once again, The Knowland Group, a national provider of market intelligence to the hotel group sales sector, is offering its service to the hospitality industry in one of America's "traveler-friendly" cities. Portland combines cosmopolitan atmosphere with small-town friendliness, making it a perfect fit for travelers from any destination. Beginning almost two months ago, the Knowland Group has been excited to serve a number of properties in a city where visitors can cruise the rivers, stroll through gardens and parks, shop tax-free in the many stores and boutiques, and spend the night enjoying elegant dining.

The Knowland Group has been steadily increasing the number of cities it services since it first began operations in October 2004. Its current client base includes over 200 hotels and hospitality related organizations in more than 30 markets across the country. The company's mission is to provide a quality product. "Our service is the first of its kind, combining an online application with daily email reports," said Mike McKean, the firm's managing director. "We believe that the hotels in Portland will find our service just as effective as the rest of our clients do."

**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](http://www.KnowlandGroup.com) or call (202) 842-9244.