

**For Immediate Release**

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## **Hotels Can Score a Touchdown with Super Bowl Business**

*Knowland survey finds that 80% of hotels did not host Super Bowl parties this year*

**McLean, VA 2/8/11** – A recent survey from [The Knowland Group](#), the world's largest data firm in the global meetings and conventions industry, found that many hotels have the potential to win business on Super Bowl Sunday by booking groups for game-day parties.

The Knowland survey of 100 hoteliers around the United States found that only 20% of those hotels had Super Bowl parties booked this year and 80% did not. Most hoteliers surveyed said their hotel does not typically host parties on Super Bowl Sunday.

More than 80% of hoteliers surveyed said they do not believe hosting Super Bowl parties is important. Nearly 20% believe Super Bowl Sunday business is somewhat important and only one said Super Bowl business was extremely important.

"Hotel sales teams may have an opportunity to bring in additional food and beverage business on what, for many hotels, is a poor night for both group and transient booking," Knowland CEO [Michael K. McKean](#) said. "Hoteliers can use our intuitive products and services to book groups for next year's game and seize this chance that only comes around once a year."

While Super Bowl weekend may not be a traditionally busy time for group events at many hotels, hoteliers can implement other strategies to generate business. Take other celebrations such as New Year's Eve for example. Events for December 31 can yield big revenue both from a guestroom and catering revenue standpoint. By applying similar sales methods to Super Bowl Sunday, more rooms can be sold, additional function space rented and significantly higher catering revenue generated.

***This Knowland survey was conducted over a three day period from January 31 through February 2, 2011. The full survey results can be found below.***

- 1) Does your hotel typically host Super Bowl parties?  
Yes **13%**  
No **87%**
  
- 2) Do you have any Super Bowl parties booked for Sunday?  
Yes **20%**  
No **80%**
  
- 3) If so, how many?  
0-5 **99%**  
6-10 **1%**  
11-15  
16 or more
  
- 4) How many Super Bowl parties were booked in 2010, if any?  
0-5 **99%**  
6-10 **1%**  
11-15  
16 or more
  
- 5) How important are Super Bowl parties to your hotel?  
Extremely Important **1%**  
Somewhat Important **19%**  
Not Important **80%**

### **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 McLean, VA, serves over 3,000 hotel clients and nearly 20,000 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](http://www.KnowlandGroup.com), call 410-860-2270, or follow us on Twitter @knowlandgroup.