

For Immediate Release

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Knowland Adds Harrah's Entertainment to Clientele

World-renown ownership and management company chooses Readers and Insight

McLean, VA, 07/15/10 – [The Knowland Group](#), a leading provider of business development solutions for the hospitality industry, has recently signed Harrah's Entertainment. Fifteen of Harrah's Central Division properties – including properties located in New Orleans, St. Louis, and Atlantic City – will be utilizing Knowland's [Readers](#) and [Insight](#) products as a foundation for their sales strategies.

[Readers](#), Knowland's revolutionary field research product delivers detailed market intelligence and lead generation services, including in depth meeting planner contact information and details on events occurring within a property's competitive set of hotels. [Insight](#), a breakthrough search and mapping tool, uses [Smart Targeting Technology](#) to produce customized leads that would normally go undetected in standard analysis. "These products will present Harrah's with opportunities that they've never received from any other service and they'll be introduced to a universe of information that they didn't know existed," said Regional Sales Manager Tracy Tawes.

During a time when the hospitality and travel industry is constantly evolving, the Knowland Group adapts its products to best suit their users. "We continually build upon our business based on the needs of our clients – from hoteliers, convention centers, and casino proprietors our business development products will prove successful with any sales campaign," said EVP of Sales & Marketing David McKean.

Harrah's Entertainment is the world's largest provider of branded casino entertainment and owner of the World Series of Poker. They own/manage properties on four continents, including the London Clubs International family of casinos. Harrah's properties mainly operate under Harrah's, Caesars, and Horseshoe brand names.

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 2,000 hotel clients and 17,000 users globally. Recently featured on the *Inc.* [Fast 500 List](#), the Knowland Group is the second fastest growing company in the travel industry. For more information, visit www.KnowlandGroup.com, call 410-860-2270 or follow us on Twitter [@knowlandgroup](https://twitter.com/knowlandgroup).