

For Immediate Release

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Presidian Hotels & Resorts Selects Target Net As New Sales Platform

Hotel management company chooses sales & catering platform for flexibility, multi-property reporting capabilities

Washington, D.C., 11/10/11- [The Knowland Group](#), a leading provider of business development solutions for the hospitality industry, announced today that Presidian Hotels & Resorts has selected [Target Net](#) as its new sales & catering platform. From the 4-star Hilton President in Kansas City, Mo. to a boutique Aloft Hotel in Leawood, Kan., each Presidian hotel will benefit tremendously from the ground-breaking meetings management and sales force automation tool.

Presidian Hotels & Resorts manages an impressive portfolio of hotels and residential properties on behalf of such leading names as Hilton, Starwood and Marriott, as well as independent brands. With a history of exceeding expectations, they work to perfect the art of creating value. Presidian specializes in the third party management of Upscale Full Service, Select Service and Extended Stay hotels, along with existing property takeover, brand conversions, new hotel development, new hotel pre-opening and ramp-up.

"I am truly excited to expand our sales tools and resources with The Knowland Group, the leader in hospitality sales and catering automation," said Presidian President and COO Mark J. Kucera. "Target Net is going to change the way we do group sales forever."

As a true sales force automation platform, Target Net helps sales managers easily navigate and manage their funnel from start to finish. It was the first of its kind to include powerful lead generation capabilities built right in. Operating from the cloud, Target Net is accessible anywhere there is Internet access – including a work desktop, laptop, iPhone and iPad. The sales & catering tool is browser-based and does not require expensive installations and maintenance like other outdated software systems. The platform can also run more than 40 customized reports, allowing hoteliers to track anything and everything they need on global, regional, or property levels.

"Target Net delivers the functionality, mobility and system's integration capabilities that satisfy the needs and demands of every property in our portfolio," said Presidian Corporate Director of Sales Sergio M. Cardenas. "This level of flexibility, coupled with a robust multi-property operating and reporting component, and an efficient pricing model, make Target Net the ideal sales automation platform for our growing sales-force companywide."

With access to the world's largest group database, Target Net puts all of Presidian's sales teams in contact with solid leads that include verified contact information for meeting planners. From there, employees can execute events from start to finish. With the recent integration of [EchoSign](#), sales managers can seal the deal without wasting time and meeting planners can sign or make changes to a contract in the blink of an eye.

"Target Net does more than just manage ongoing sales efforts and meeting planning. It generates leads for sales teams to pursue, and then helps turn those opportunities into bookings," said Knowland CEO [Michael K. McKean](#). "It is the only complete business development solution for the hospitality industry, making it a natural fit for Presidian Hotels & Resorts."

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 76th 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](https://twitter.com/knowlandgroup).

About Presidian

Headquartered in San Antonio, TX, Presidian Hotels & Resorts is an award winning developer and hotel Management Company. The company's portfolio consists of upscale full service, select service, independent hotels and condominiums. Brands represented include Hilton, Doubletree, Hilton Garden Inn, Homewood Suites, Marriott and aloft by Starwood. For more information on Presidian, visit www.presidian.com.