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**The Knowland Group Gives Hoteliers even More Insight into
What Groups Want**

Upgrades to INSIGHT application allow users to search even more precisely

Salisbury, MD – Knowland, the leader in hotel group intelligence products and services, is improving its user-friendly INSIGHT application to make it easier for hotel sales managers to focus in on exactly the kinds of customers they want to target, by adding features that allow users to search by specific hotel amenities, and by hotel property types.

INSIGHT is an application that helps hotel sales managers find new group business. It combines the intuitiveness of Google's search engine with the latest in satellite imagery and mapping technology to assist users in navigating through the largest database of group events in the world. Users can view such information as where and when groups have planned their events in the past. And now users can drill down further, and learn what amenities groups have used, and what types of hotel properties they favor.

What this means is that a beachfront hotelier, for example, will now be able to pinpoint groups who always use beach properties for their events. And the manager of a hotel with a gym or an indoor pool can target groups who tend to choose properties with those amenities.

"We're refining the INSIGHT application to make it even more powerful, and easier for sales managers to hone in on exactly what they're looking for," The Knowland Group's President and CEO Michael K. McKean said. "These are some really specific, useful features."

About Knowland Group – Headquartered in Salisbury, MD, The Knowland Group is a premier provider of sales and marketing products and services to the hospitality industry worldwide. Poised as a leader in the industry, Knowland stands a cut above the rest in over 70 markets within the United States, Canada and beyond. Single minded in its goal to add client value, Knowland is a proven innovator, consistently striving to develop market changing products and services. For more information, visit www.KnowlandGroup.com or call 410.860.2270.