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Knowland Begins Service in Dubai

Fast-growing firm expands service to middle east

Salisbury, MD, July 21, 2009 — The Knowland Group, one of the fastest growing providers of intuitive marketing tools for the hotel group-sales sector, has begun service in the United Arab Emirates in Dubai.

Dubai has been called the jewel of the Middle East, but like the rest of the world, it has suffered from an economic downturn that has frozen construction projects and left hotel rooms vacant--though it's estimated that continued hotel construction will provide more than 63,000 rooms by 2010. Could there be a silver lining in this economic slump for event planners? Helal Saeed Al Marri, CEO of the Dubai World Trade Center, thinks so. In a report on ETurboNews.com, he said that lower hotel occupancy coupled with less expensive flights has boosted the events and exhibitions industry in the non-luxury market.

To help stay on top of the competitive events and exhibitions industry, group sales planners in Dubai can now partner with The Knowland Group to utilize market intelligence products and services. "Dubai is a dynamic cultural and business center," says The Knowland Group CEO Michael K. McKean, "and smart hoteliers are realizing that Knowland products and services are even more important now that there has been a bump in the expanding economy of the Emirate."

The Knowland Group has a range of innovative sales tools, including a database of more than one million events. Clients can get daily reports on group activity within their competition set as well as in-depth qualified group sales leads. Information such as future event sizes, decision dates, meeting planner preferences, history and much more, is available.

About The Knowland Group

The Knowland Group is a premier provider of sales and marketing products and services to the hospitality industry worldwide. The company, headquartered in Salisbury, MD, serves over 90 markets within the United States, Canada, Mexico, Caribbean and United Arab Emirates. The Knowland Group is a proven innovator, developing intuitive marketing products and services that streamline and support event and group sales. For more information, visit www.KnowlandGroup.com or call 410-860-2270.