

# Market Report

## Evaluate Potential Market Performance

Whether you're making an acquisition decision, planning for a new hotel opening, or gauging a hotel's performance versus the market, the Knowland Market Report gives you the ability to fully evaluate past and potential market performance for groups and meetings.

### MARKET OVERVIEW

Comprehensive snapshot of market includes graphs and charts, and provides the ability to filter and drill down by market segment, comp set, chain scale, hotel brand group etc.

### PROPERTY EVENT SHARE VIEW

Yearly share with a three-year summary of events in the market

### MONTHLY EVENT COUNT VS. AVERAGE VIEW

Monthly business in the market compared to the three-year average to visualize the ebbs and flows of the market

### MARKET & INDUSTRY SEGMENT ANALYSIS VIEW

Market Segment performance and trends to identify which industries are the biggest players and where new opportunities exist in the market

### MEETING SPACE ANALYSIS VIEW

Meeting space analysis by hotel for available space used and average space used



### Three key questions the Knowland Market Report can help you answer:

1. Which market segments and industries are the biggest players in the market?
2. What are the top accounts and where do new opportunities exist within the market?
3. What is the space utilization by property within the market?

### Get your on-demand Market Report today!

Our suite of hospitality solutions harnesses the power of data and analytics to help our customers know their buyers and win in the group and meetings marketplace. With the industry's largest historical database of actualized events, we deliver insights that win more share, optimize revenue strategies, and accelerate sales cycles.

That's the Knowland Advantage.