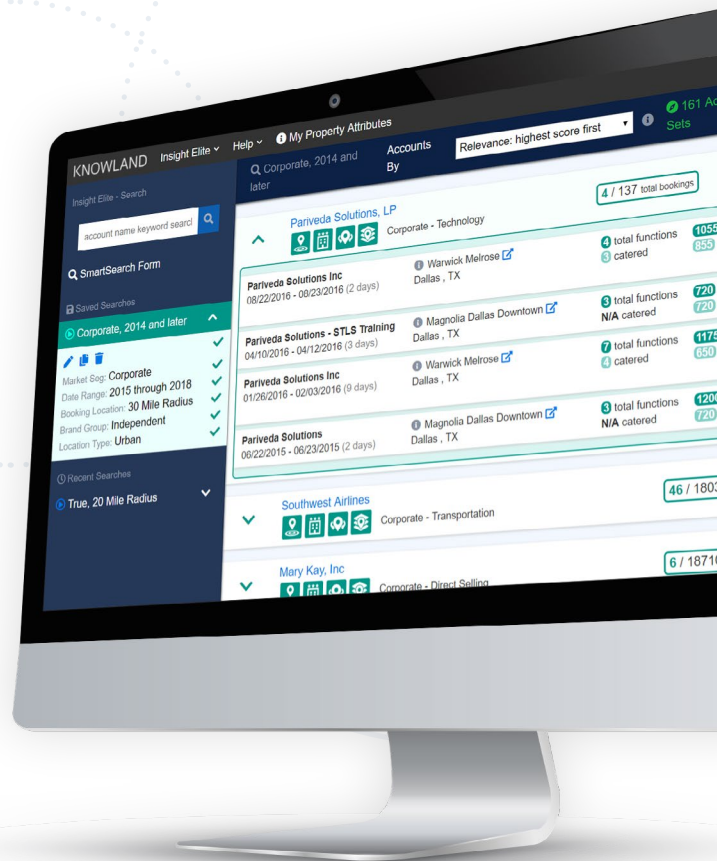


Insight Elite now with SmartSearch

Get the Knowland Advantage to win more share, optimize revenue strategies and accelerate sales cycles.

Hotels that rely on guesswork, inbound RFP spam and volatile market demand to sell group business are not set up to maximize revenue or long-term success. We believe there is a better way to sell group business, and it starts with having a Proactive Group Sales Strategy. You need **Insight Elite** with **SmartSearch** to get ahead of the RFP process, take back control of the buyers' journey, and deploy a systematic approach to proactively selling group.

- ✓ Optimize direct booking revenue with SmartSearch by prospecting into accounts that meet the criteria you set and therefore have the highest potential for conversion
- ✓ Source highly relevant, but hard to find, "Hidden Gem" account leads matched to your property to prospect into even before the RFP hits
- ✓ Utilize Knowland-Verified booking information and account history to prioritize the most-likely- to-convert leads
- ✓ Use the group data to deploy a relevant conversation starter with planners, turning cold calls into warm calls
- ✓ Build a better group pipeline to keep your sales team focused on priority leads and customer-facing sales activities
- ✓ Receive an automatic flow of new, pre-qualified group business leads with every login
- ✓ Access competitive set event data, build unlimited comp sets and validate share against your weekly STR Report
- ✓ Integrate with the **Amadeus Sales and Event Management Advanced Module** to seamlessly send proactive leads to be worked to your sales and catering system



WHAT CUSTOMERS ARE SAYING ABOUT INSIGHT ELITE

70%

discovered qualified prospects they wouldn't have found otherwise, influencing their sales strategies & winning more share

65%

saved time when creating a prospecting list, increasing efficiencies

70%

turned cold calls into warm calls using account details found in Insight Elite, accelerating sales cycles

Knowledge is Power

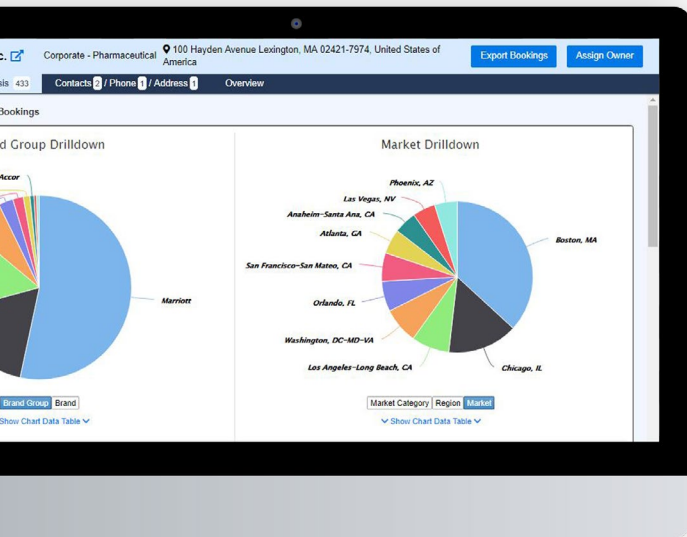
Knowland Insight Elite empowers our hotel customers. Our unbiased data, the industry's largest database of actualized events, helps you source and book the right business at the right time to win more share, optimize revenue strategies and accelerate sales cycles. That is powerful!

Knowland Gives
You Access To:

16,912,621 Events • **7,234** Hotels • **827,762** Accounts
99,855 Associated Contacts • **130+** Convention Centers

Win More Share

Insight Elite data shows you why a lead is a good fit for your property and what challenges you might need to overcome. This insider information gives you the Knowland Advantage, empowering you to have better engaged sales calls and develop winning proposals that maximize value for your property and win more share.



Optimize Revenue Strategies

Quickly spot groups that have high match rates with your property's attributes and your available dates. Prospect new groups you might not otherwise have known about, while prioritizing only the most qualified leads. This strategic approach to group revenue improves conversion rates, customer relationships and cost of acquisition.


Accelerate Sales Cycles

Leverage account booking behavior and past events to prioritize incoming RFPs, build and manage targeted prospecting lists, and better engage in sales calls with Knowland Verified Event Information and account data. This accelerates sales cycles and creates a win-win for the planner and the property.

We believe that there is a better way to sell group business. 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. See why thousands of customers trust Knowland to sell smarter and maximize their revenue. Knowland operates globally and is headquartered in Rosslyn, VA.

KNOWLAND

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