

Knowland Portfolio Capture

Your entire portfolio's group performance in one place.

Knowland Portfolio Capture offers deep analysis and competitive positioning of group sales performance in a comprehensive, unified view across all properties in your portfolio to guide your management strategy.



**Priceless insight, built for action,
at your fingertips.**



Improve Asset Performance

Identify top and bottom performing properties so you can model best practices and isolate which hotel needs attention based on comparative performance.



Grow Portfolio Market Share

Benchmark property group performance against competitors and market to strengthen positioning and overall group business share.



Close More Deals

Identify top target accounts at the property, in the comp set, and in the market to focus sales resources on the most active accounts.

Portfolio Capture is uniquely designed for:



Regional Director of Sales

Get a unified view and actionable data on performance across your entire portfolio.



Asset Managers

Understand each property's performance and enhance strategies to optimize value.



VPs, CSOs, and CCOs

Get insights to strategize with hotel sales teams on how to capture more group revenue.



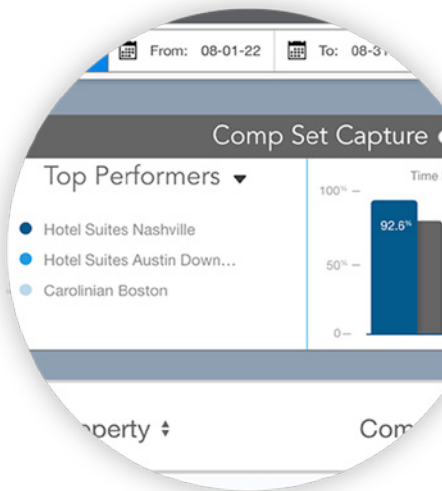
With a view of my entire portfolio, I'm able to make decisions quickly and take action to drive group business toward full recovery and beyond."

See where your portfolio stands today. Act now.
[knowland.com](https://www.knowland.com)

FEATURES AT A GLANCE

Portfolio Hotel Ranking

Analyze top and bottom performers to implement remediation programs, identify best practices, and grow portfolio value.



Comp Set Capture %	Rank
11.5 ▲	3 / 4
83.6 ▲	1 / 4
39.1 ▲	2 / 4

Standardized KPIs

Measure property performance against competitors to capture percentages, rank in the market, and improve operating efficiency.

Top 10 Accounts

See the top 10 accounts for your property, its competitive set, and market to identify new prospects and increase sales productivity.

Account	Booking
Blueprint LSAT	317
National Science Foundation (NSF)	241
International Brotherhood Of Electrical Workers	179
AstraZeneca	178
Service Employees International Union (SEIU)	164
Jobus	148
American Federation of State, County...	148
University	



Personalize all aspects of your view to dive deep into actionable insights

- ✓ Fully customizable time periods
- ✓ Select Market or Region
- ✓ Create custom portfolios groups
- ✓ Customize Comp Sets by property
- ✓ Filter on multiple KPIs
- ✓ Export data into Excel

Knowland is the world's leading provider of data-as-a-service insights on meetings and events for hospitality. With the industry's largest historical database of actualized events, thousands of customers trust Knowland to sell group smarter and maximize their revenue.

[knowland.com](https://www.knowland.com)

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