

Knowland Market Analytics

Enterprise-level insights optimize your portfolio's performance and profitability.

Leverage Knowland's extensive database and AI-driven predictive analytics to accelerate revenue growth across your portfolio. Our market analytics helps you shift market share, uncover new opportunities, plan for growth and acquisitions, and improve performance at every level.

Deep Market Intelligence

Evaluate your portfolio against similar properties in other markets and strategically expand your portfolio into new markets.

Perfect Clarity

See what's happening across the competitive landscape, including overall market dynamics, your share of actualized events, and group activity by segment.

Resource Optimization

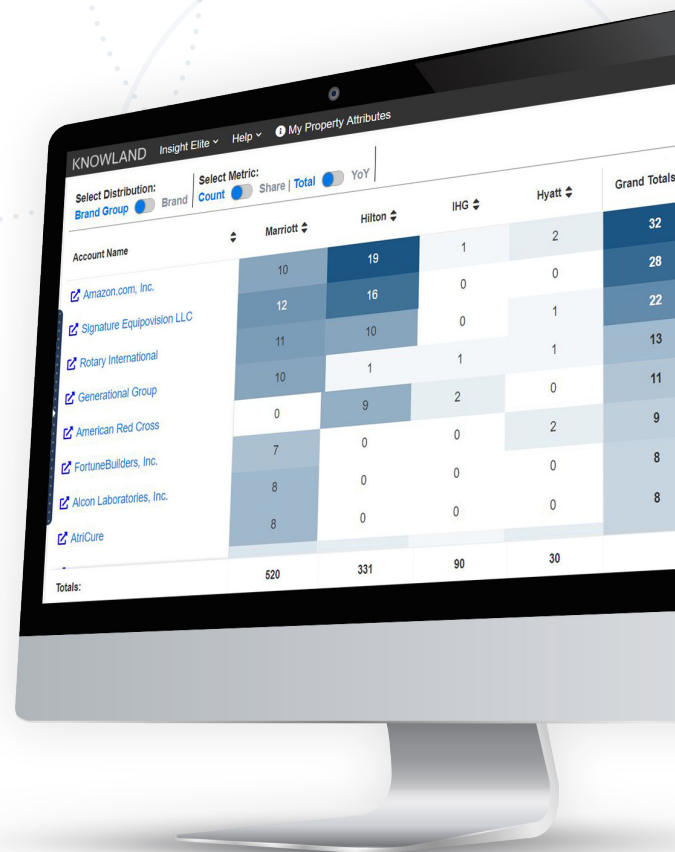
Pursue the most profitable group segments in each market by booking period or account segmentation based on actualized booking data.

Strategic Actions

Compare your performance with your competition at the brand, account, and management company levels to fine-tune tactics and gain more market share.

Effective Troubleshooting

Pinpoint performance issues within your portfolio and address them promptly to improve performance.



See how you can shift market share, uncover new opportunities, and improve your portfolio performance at every level with Market Analytics. Request a demo today at knowland.com.

Easily Analyze Market Data & Quickly Uncover Powerful Insights

Market Analytics offers multiple ways to easily analyze tremendous amounts of actualized event data in Knowland's database. Dashboards, charts, graphs, and search options enable you to quickly benchmark performance by group segment, market, account, brand, and more. Finally, it's possible to proactively identify market trends and adapt your strategy to maximize revenue and new opportunities.

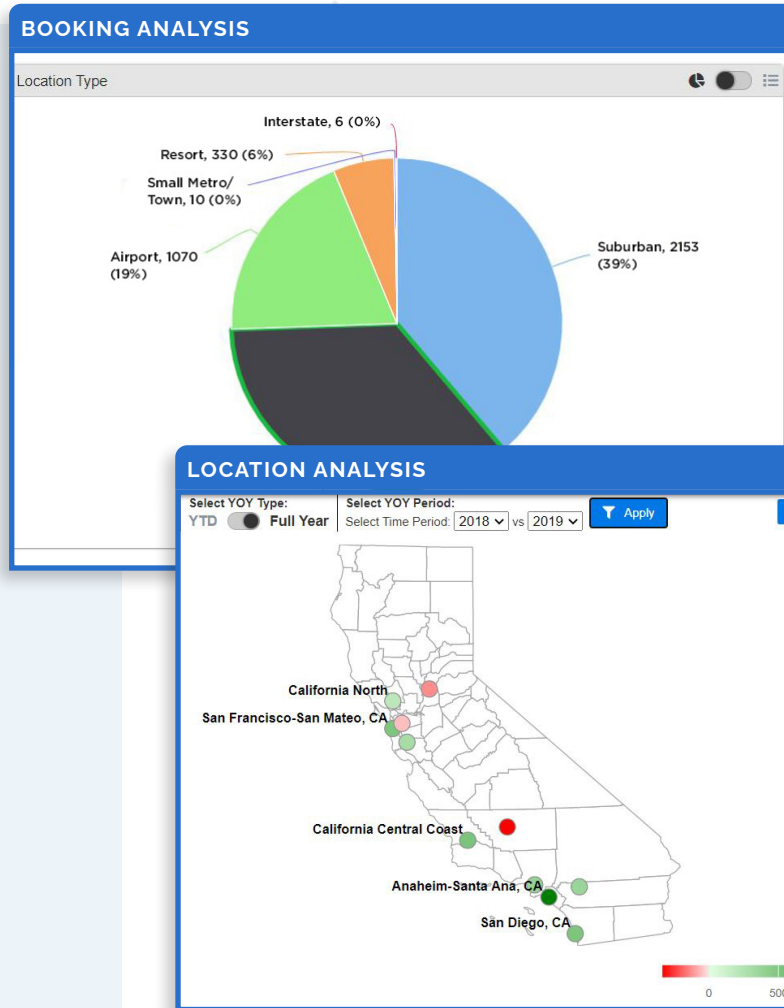
What Customers Are Saying About Market Analytics:

“ Market Analytics answered the questions I had about what major group segments and subsets drive business into upscale properties in the cities where we're building hotels for our new brand. I discovered the number of events occurring in each market, which group segment to emphasize, and which quarters had higher concentrations of actualized events.

“ I expanded our portfolio and grew revenue using data on a new market.

“ Market Analytics showed me that, despite our assumptions, corporate meetings outweighed associations 3 to 1. I singled out the top 50 corporate groups driving business to the market at high-end chain scales. The data I found allowed me to advise my firm that this hotel's profile could be competitive with other higher-end properties in the area.

“ I found out which accounts were driving my competitors' STR performance.



**Request a demo today
at knowland.com.**

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

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