

# Driving event revenue for destinations

The Knowland Platform is the #1 Market Intelligence Tool for CVBs

Knowland offers the most trusted database of actualized group events for smarter, simpler destination marketing. We make it easier than ever to attract groups, drive occupancy for local hotels, and grow local revenue.

## Top CVBs trust Knowland solutions to help them:

- » **Understand market demand** and identify opportunities with destination intelligence.
- » **Track competitors and booking trends** to shift share from competitive markets to yours.
- » **Attract group business** and large-scale events to your destination with custom reports.
- » **Boost overall market activity** with strategic insights and connect with event planners.
- » **Find the best accounts** to fill convention centers and drive events to your area.
- » **See how events are actualizing** in hotels to inform destination management.



# The Ultimate Toolkit for Destination Marketing



Knowland has  
helped us attract  
more group  
tourism to our city  
than ever before!


— National Account Sales Manager,  
East Coast Visitor Bureau

## Experience the power of unmatched market visibility.

- » See market trends unfold with **Market Snapshot's** dynamic market intelligence dashboard.
- » Explore our **events database** with data from millions of conferences and events in various market tiers, cities, and regions.
- » Discover and research accounts best aligned with your destination with **SmartSearch**.
- » Refine your sales approach in real-time with **sales intelligence** on target account locations, booking preferences, and behaviors.
- » Optimize every opportunity with **custom reporting**, searches, and scheduling.
- » Inform your sales strategy with **competitive analyses** to keep track of top industry segments, subsets, and markets by booking volume.

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.

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