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The Hyland Group Celebrates Twenty-Five Years

May 18, 2010 – WASHINGTON, DC – 2010 is a momentous year for The Hyland Group as the company celebrates twenty-five years in the meetings and hospitality industry. Peter Hyland, President and Founder of The Hyland Group, set up shop in the suburbs of Washington, DC, in September 1985.

“I saw a need for a company that would provide an effective sales effort and ethical presence for independent hotels and resorts and at the same time be a valuable and responsible resource to meeting professionals and association executives,” says Hyland.

The Hyland Group landed The Breakers as its first account. As the company’s portfolio was expanding with nationally-recognized, award winning resorts, it was hired by the Anchorage Convention & Visitors Bureau. This greatly impacted the company’s growth and business model as other cities began to take notice of Hyland’s success with Anchorage.

“We have an outstanding collection of properties and destinations in our portfolio and are constantly expanding our portfolio to provide more options for our clientele. I am also proud to say that we still have both The Breakers and Anchorage CVB in our portfolio,” says Hyland.

With key office locations in Chicago and Washington, DC and frequent sales missions to secondary markets, The Hyland Group employees serve as a local resource to meeting professionals in need of assistance in booking a conference or meeting.

“Our staff is extremely dedicated to maintaining a strong presence in the Washington, DC and Chicago markets for our portfolio members. We are very proactive in our industry affiliations, and have earned the trust and confidence of our customer base,” remarks Tracy Stein, Executive Vice President of Sales.

We have many great marketing initiatives taking place this year as we celebrate our 25th year but one of our greatest executions was a facelift for www.hylandgroup.com which averages over 70,000 unique visitors each year. New features such as an interactive map of The Hyland Group’s portfolio, user-friendly search engines, listings of special offers from portfolio members, quick facts for each destination’s listing, a complete industry event calendar, and dozens of links to planning tools make www.hylandgroup.com a one-stop shop for busy meeting professionals.

On April 21st & 22nd The Hyland Group kicked off the first in a series of Silver Anniversary themed celebrations with their annual Spring Events in Washington, DC. Over 100 attendees showed up at these events to network with industry peers and experience some of the finest destinations in North America. The Hyland Group’s Annual Bureaufest will be held on Wednesday, August 4 in Washington, DC. This evening reception highlights the company’s bureau partners draws close to 200 attendees each year. In its seventh year, Bureaufest now includes an educational component to ensure attendees leave with much more than the opportunity to learn about the fabulous cities in our portfolio. Chicago Area clients should already be getting excited about our annual Holiday Luncheon which will be held on Monday, December 13 – the day before Holiday Showcase.

To learn more about The Hyland Group’s Silver Anniversary celebrations, portfolio members, or offerings for meeting professionals and association executives, visit www.hylandgroup.com.