




BENCHMARK
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News Release

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Benchmark Hospitality International Launches “BE”

A Private Label Chain Code for Travel Professionals

The Woodlands (Houston), Texas, January 2012 ... For the first time in its 31-year history, [Benchmark Hospitality International](#) has launched a private label chain code, **BE**. The new chain code is designed to assist travel agents, travel professionals and travel consortia in locating and booking properties within Benchmark Hospitality’s growing portfolio. Although a standard practice for large hospitality chains and franchises to provide a chain code to travel professionals, it’s highly unusual for a management company that solely operates independent hotels and resorts. Kim Nugent, vice president revenue management, made the announcement.

“This is an immensely exciting development for our team and for our portfolio of properties here at Benchmark Hospitality International,” said Ms. Nugent. “In addition to this service being unique among independent management companies that specialize in operating hotels and resorts, our new chain code provides an exclusive Benchmark brand portal within the GDS directly to travel agents globally, which previously did not exist.”

Nugent continued with, “Benchmark’s new **BE** chain code will help our company stay in even closer touch with travel professionals, growing the company’s volume of business originating from this critically important market segment. It will also enable us to provide preferred rates, room types, special promotions, as well as up-to-the-minute availability across the company’s diverse luxury portfolio through all GDS and online distribution channels.”

The key benefit of the new **BE** code is that it significantly aids in travel agent searches for Benchmark hotels & resorts through the Sabre, Amadeus, Worldspan and Galileo GDS. The new chain code enables travel agents, travel professionals and travel consortia to locate, learn about and book a Benchmark Hospitality property with considerably more ease than previously. The code will also enable travel agents to book *across* the

Benchmark Hospitality International portfolio, as all participating Benchmark hotels and resorts will be visible to travel professionals with each new booking, making properties within Benchmark – as well as their unique destinations -- far more accessible than at any point previously in the company’s three decade history.

Benchmark recently launched the new chain code with a special introductory promotion targeting travel agents. Entitled “[BE part of something special](#),” the promotion provided 50% savings for travel agents visiting a Benchmark property, and 25% savings for their clients booking a Benchmark Hospitality property. The company partnered with [TravelClick](#), the leading provider of revenue generating solutions for hoteliers across the globe, to develop and launch the new proprietary **BE** private label chain code.

About Benchmark Hospitality International

[Benchmark Hospitality International](#) is a leader in the management and marketing of resorts, conference centers, hotels, and [Personal Luxury Resorts & Hotels](#)SM. The independent company, launched in 1980, is a worldwide organization operating properties in major metropolitan and resort destinations. Benchmark's international headquarters is located in The Woodlands, Texas, near Houston. Benchmark Hospitality is also a founding member of the International Association of Conference Centers. The company's eastern regional office is in New Jersey, western regional office is in Washington, with international offices in Tokyo, Japan, and Santiago, Chile. For the location of Benchmark's properties and additional information, visit www.benchmarkhospitality.com.

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