



Founded in 1980, The Benchmark Management Company was originally designed to provide hospitality management services for its parent company, The Woodlands Corporation. In 1986, Burt Cabañas, then Senior Vice President of The Woodlands Corporation and Chief Operating Officer of Benchmark, purchased The Benchmark Management Company and created the independent subsidiary -- Benchmark Hospitality, Inc.

Benchmark Hospitality International today provides management and marketing services for resorts, executive conference centers, conference hotels and golf clubs. Services range from the developmental phases of projects -- consulting on market demand and feasibility analysis -- to facilities design and construction, marketing, technical services, profitable operational marketing and management of the property.

The company's main focus has always been on resorts and conference centers. In recent years, Benchmark has taken advantage of its expertise in management infrastructure and marketing to expand into other related fields, as well.

Meeting Client Expectations

Corporations and other organizations are facing greater pressure to maximize meeting productivity, thus raising expectations of the meeting planners. Benchmark Hospitality meets these expectations as an innovative leader in management and marketing services for some of the country's top resorts, executive conference centers, conference hotels, and golf clubs.

As a natural result of the age of specialization, Benchmark was among the first to realize the need for conference centers to be specifically designed to allow individuals to communicate face to face in the conference format. Benchmark recognizes that the primary purpose of true conference centers is to avoid the problems encountered at other venues -- problems such as noise distraction, inappropriate equipment, and inadequate or inefficient services.

A Benchmark-managed property applies the vision of "Living, Learning, and Leisure TM" -- the fundamental ingredient in the Benchmark philosophy. This concept ensures that a conference center is a specialized hospitality operation dedicated to facilitating and supporting successful meetings, while offering the necessary balance between work and play.

The goal is to enhance the success of the meeting -- accomplished through the design of the facility, the availability of professional support services, dedicated training of staff and packaging of the product. Due to their specialized nature, Benchmark's conference

centers have succeeded in creating meeting, lodging, dining, and recreational facilities that are accompanied by suitable atmosphere, excellent accommodations, and unsurpassed service. At the end of the day, Benchmark conference centers have one overriding goal in mind -- to provide a total meeting environment, integrally designed and controlled by a team of meeting-planning and management professionals.