

BENCHMARK®, a global hospitality company, Celebrates the Nation's Essential Heroes

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The Woodlands (Houston), Texas, April 23, 2020 ... BENCHMARK®, a global hospitality company, announces that its managed hotels within its two luxury brands, Benchmark Resorts & Hotels and Gemstone Collection, are offering lowest employee accommodation rates to the Essential Heroes of the COVID-19 pandemic, extending throughout 2020. These rates, previously exclusive to Benchmark employees and their families, are now extended to the essential frontline healthcare and first responder heroes of the COVID-19 crisis in the United States. Included are Benchmark hotels and resorts from Maine to Florida to Texas, California, Hawaii and many destinations in between.

Announcing the new Essential Heroes program, Alex Cabañas, chief executive officer for BENCHMARK, stated, “Our company’s passion is to ‘Be The Difference’, and these heroic healthcare professionals and first responders have been doing just that and more for all of us.” Mr. Cabañas continued, “Brighter days lie ahead thanks to their efforts. Our Essential Heroes program is our way of thanking and celebrating these extraordinary professionals who are on the front line making an enormous difference in all of our lives during this unprecedented time.”

Effective immediately, Benchmark hotels will offer their lowest employee rates to doctors, nurses, EMTs, paramedics and other frontline healthcare employees as well as firefighters, police, and members of the National Guard—all leading the fight against the global pandemic. Participating hotels that are currently closed in response to COVID-19 will accept reservations for future 2020 travel dates when they reopen for guests in coordination with guidance from the Centers for Disease Control and Prevention (CDC), local and state officials.

Benchmark operates 80 properties globally and 50 commercial hotels and resorts within the United States and the Caribbean, including among many others Gloria & Emilio Estefan’s Cardozo South Beach in Miami, Florida; The Equinox Golf Resort & Spa in Essex, Vermont; The Abbey Resort in Lake Geneva, Wisconsin; La Cantera Resort & Spa in San Antonio, Texas; Chaminade Resort & Spa in Santa Cruz, California; Turtle Bay Resort on Oahu’s North Shore and Santa Barbara Beach & Golf Resort on Curacao.

For nearly 40 years, Benchmark has been at the forefront of the hospitality industry. At the heart of the company’s core values is a belief that travel can be a transformative experience empowering authentic moments of connection. Speaking about his outlook for travel, Cabañas stated, “We understand that travel may not be a current priority, but when that day comes, and we hope it comes soon, we will remain committed to our guests’ safety, serving them exceptionally well and delivering those transformational moments that become lifelong memories.”

Benchmark’s Essential Heroes program features rates from \$65 per night at participating properties. Employee rates vary across Benchmark’s diverse portfolio of hotels and resorts, stretching from Maine to California to Hawaii. All U.S. healthcare and first responder heroes are eligible for these lowest employee rates throughout 2020 by using Promo Code: THANKYOU. More information and booking, visit www.benchmarkresortsandhotels.com/heroes.

About Benchmark Resorts & Hotels®

Benchmark Resorts & Hotels® features the finest in lodging, dining, recreational and meeting accommodations. Featuring unique and distinctive properties renowned for exceptional service and for creating unforgettable memory-making experiences, it is the signature portfolio of BENCHMARK®, a global hospitality company, which has been a leading US-based hospitality management company for nearly 40 years. Many Benchmark Resort & Hotels' properties are certified by IACC, the association that represents the finest meeting venues and services globally, and many have also been recognized with the coveted Benchmark Conference Centers® certification of meeting excellence.

www.benchmarkresortsandhotels.com. To become a fan on Facebook, visit www.facebook.com/BenchmarkResortsandHotels Follow us on Twitter at <https://twitter.com/BenchmarkHotels>, on Instagram at www.instagram.com/benchmarkresortsandhotels, and on Pinterest at www.pinterest.com/benchmarkhotels

About Gemstone Collection

The Gemstone Collection includes distinctive hand-picked properties in spectacular and popular U.S. destinations coast to coast. Each upscale resort and hotel destination provides highly-personalized service and luxury reflective of the charm and unique character of the destination, while in keeping with the collection's shared mission and passion for excellence. A distinguished portfolio of BENCHMARK®, a global hospitality company, which has been a leading US-based hospitality management company for nearly 40 years, the Gemstone Collection is the preferred choice of guests who yearn for inspiring and transformative experiences, customization over conformity, stimulation over predictability, and adventure over routine. www.gemstonehotelcollection.com To become a fan on Facebook, visit www.facebook.com/GemstoneHotelCollection, or follow us on Twitter at www.twitter.com/GemstoneHotels, on Instagram at www.instagram.com/gemstonehotels, and on Pinterest at <https://www.pinterest.com/benchmarkhotels/gemstone-hotels>

About BENCHMARK®, a global hospitality company.

BENCHMARK®, a global hospitality company, is a leader in the development, management, and marketing of independent, soft branded, and experiential hard branded resorts, hotels, and conference centers. In addition to the company's award-winning full service Benchmark Resorts & Hotels, its lifestyle and luxury Gemstone Collection, and its industry-leading Benchmark Conference Centers. BENCHMARK is also an investor in etc.venues, a leading provider of contemporary city centre venues for meetings, signature events, and conferences. Benchmark's combined portfolio features more than 80 unique projects across three continents. The company is passionately committed to delivering personal, inspiring, and memory-making experiences, driving total revenue and profitability, and cultivating an award winning, "Be The Difference" culture for all its employees. Benchmark, is based in The Woodlands (Houston), Texas, with offices in London, England; Miami, Florida; Park City, Utah; Scottsdale, Arizona; New Brunswick, New Jersey; Seattle, Washington; and Tokyo, Japan.

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