



Best Night in Korea

BENIKEA HOTEL





1. BENIKEA ?



Korea Tourism Organization is promoting "BENIKEA" business hotel chain brand business at a reasonable price, excellent service and amenities to provide a comfortable shelter for domestic and international travelers with the support of the Ministry of Culture, Sports and Tourism.

BENIKEA BUSINESS

▶ **Backing**  문화체육관광부
Ministry of Culture, Sports and Tourism

▶ **Operations**  한국관광공사
KOREA TOURISM ORGANIZATION

<BENIKEA Brand Type>

- BENIKEA
- BENIKEA Premier
- BENIKEA Home


<Chain Tracking>

- 63 National hotel franchise
(June 2015 Now)


<Main Businesses>

- Management Chain Hotel
- Hotel Consulting

BENIKEA LOGO



Benikea = Best Night in Korea



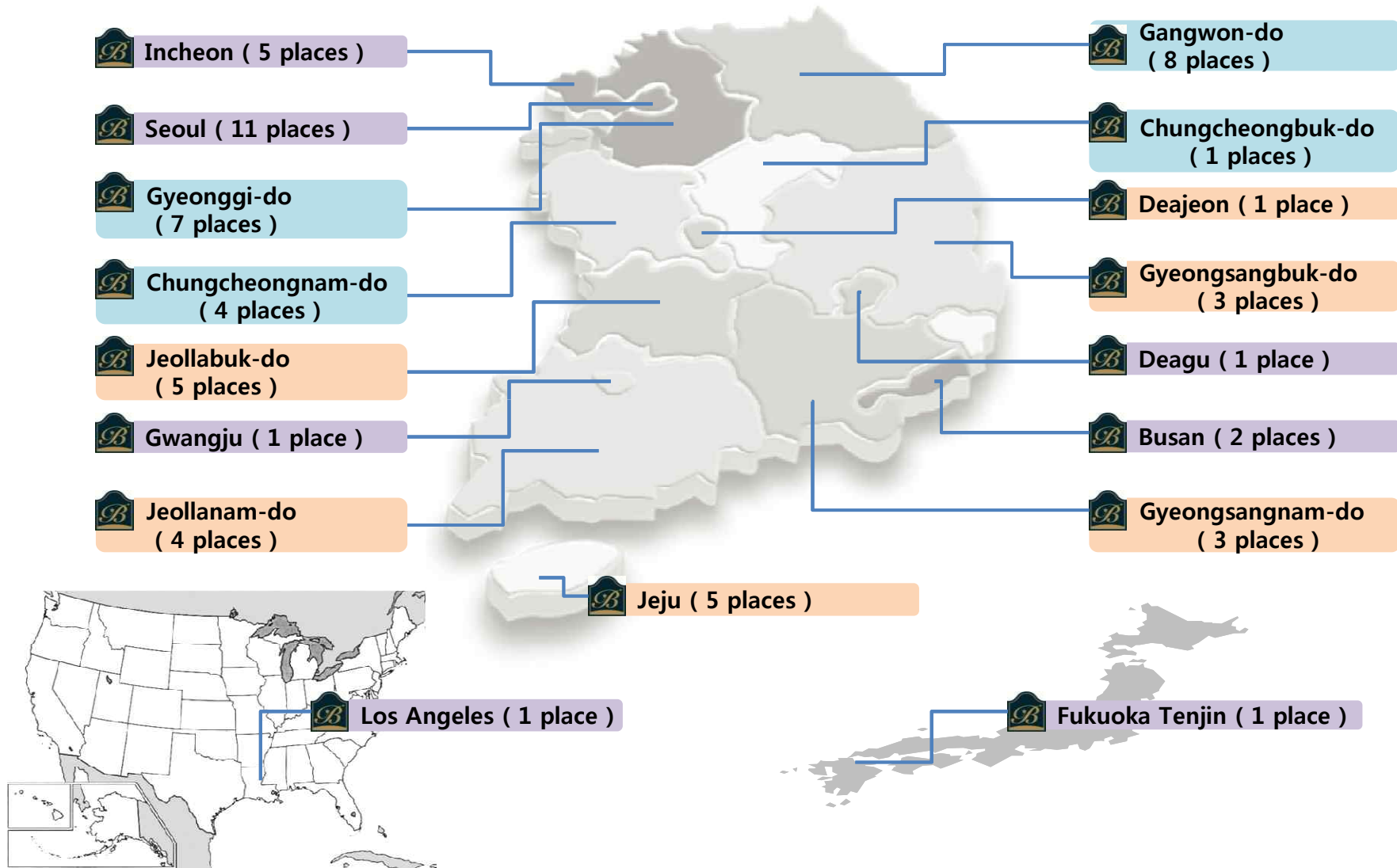
The Blue tile
Excellent services and facilities

Initial "B" Constellation
Play fun and memories

Gold Hill
Comfortable and safe shelter

2. BENIKEA CHAIN HOTELS

▶ Total 63Hotels, 5,566Rms



3. BENIKEA CHAIN HOTELS



BENIKEA PREMIER MARIGOLD HOTEL (SEOUL)



BENIKEA HOTEL SEASTAR (INCHEON)

3. BENIKEA CHAIN HOTELS



**BENIKEA PREMIER DONGHAE BOYANG SPRINGS
CONVENTION HOTEL (GANGWON)**



BENIKEA CALTON HOTEL FUKUOKA TENJIN (JAPAN)

3. BENIKEA CHAIN HOTELS



BENIKEA HOTEL ART HALL (GWANGJU)



BENIKEA PREMIER MARIANE HOTEL (BUSAN)

4. BENIKEA CHAIN HOTELS



Service Quality

- Hotel service mystery shopping
- Excellent Award

Hotel Supplies joint purchasing

- BI applied BENIKEA rooms Goods
- Joint purchasing operations -> Operating cost relief

Business Support

- Tourism Development Fund financing priority assignment (Domestic)
- Internal / external signage installation support
- Feasibility analysis, strategy consulting services such as hotel management
- Brand facilities and operations manual provided

Sales / Marketing Support

- Online reservation system and messenger system operation
- Prerequisite online payment system support
- Hotel PMS and BENIKEA Central Reservations System Integration
- Sites linking domestic and international travel
- Integrated Customer Management System
- Reservation Support for Affiliate Marketing (Travel agents, agencies, etc.)
- Free hotel photography by professional photographer

Education support staff

- Hotel staff training
 - Method: A professional instructor Hotels Visiting Teaching (Domestic)
 - Description: Customized training according to the hotel service assessment (Hospitality, dress, language response, etc.)
- ※ Provides educational videos about overall hotel operations
 - BENIKEA reservation system operation training

Promotional support

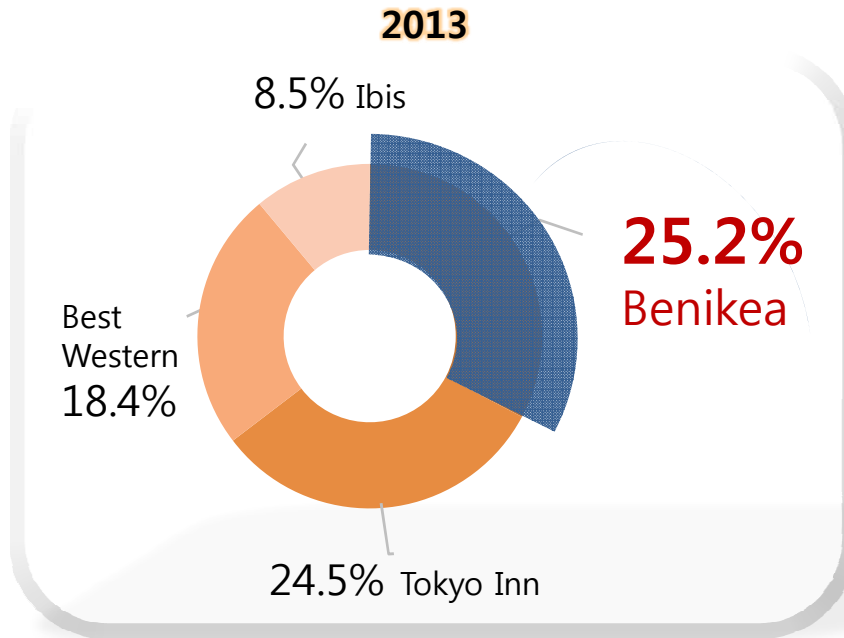
- BENIKEA hotel chains mass media advertising practice (Radio, newspapers, Internet, subway, bus, etc.)
- Home About BENIKEA a chain hotel details And the annual event promoted
- BENIKEA distribute brochures produced
- BENIKEA brand advertising practice
- Promoted through the Korea Tourism Organization, 30 overseas branches
- Professional photographers Hotel Free Shooting

5. BENIKEA BRAND AWARENESS



Awareness synergy with the nation's largest single hotel brand

Competitive business hotel chain visibility rank



BENIKEA brand winning the grand prize

2014

Consumers select the best brands Award (2 consecutive years)
 - Forbes Korea Joong-Ang Daily Selection (Tourist Hotel Chain Division)

Korea Top Brand Award
 - The Dong-A Ilbo selected (Tourist Hotel Chain Division)

2014 Country Brand Award
 - Joong-Ang Daily Economist (Tourist Hotel Chain Division)

2014's Best-Loved Brands Destination in Korea
 - The Cho-Sun Ilbo selected (Tourist Hotel Chain Division)

9th Republic of Korea Best Brand Award
 - The Korea Economic Daily Selection (Tourist Hotel Chain Division)

⋮

2013

Republic of Korea Best Brand Award (2 consecutive years)
 - Korea Economic selected (Tourist Hotel Chain Division)

National Brand Award
 - Joong-Ang Ilbo selected (Tourist Hotel Chain Division)

Korea's most beloved brands destination
 - The Cho-Sun Ilbo selected (Tourist Hotel Chain Division)

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6. BENIKEA Hotel Membership Protocol



Division	BENIKEA Standard, BENIKEA Home	BENIKEA Premier
Accommodation Industry	Tourist hotel & Family hotel business	Tourist hotel
Rms	At least 30 rooms	At least 100 rooms
Facilities	Breakfast available restaurants, (Sex shop, Nightlife bars & gambling establishments, etc.) Disabled.	At least two places (Breakfast available restaurants Required, Including more than 50 seats banquet hall), (Sex shop, Nightlife bars & gambling establishments, etc.) Disabled.
Room Rate	Standard room US \$ 100 or less (Except for the off-season basis, taxes and service charges)	Standard room US \$ 150 or less (Except for the off-season basis, taxes and service charges)
Operating modes	When operating leases and consignment, Required more than two years remaining term rental and commission from the Contract date	When operating leases and consignment, Required more than two years remaining term rental and commission from the Contract date
Examination standard	Examination standard 80 points or more	Examination standard 90 points or more

7. BENIKEA CHAIN REGISTRATION PROCESS & CONSULTING



✓ BENIKEA Registration Process Chain



✓ New hotel consulting



Purpose	*Business success, Driving directions, etc. Overall review	*Branding	*Efficient construction progress *Cost savings	*Prepare a hitch-free opening. *Perform pre-marketing	*Utilizing the expertise to maximize operational efficiency
Main Contents	*Market research *Concept Set *Review Facility *Feasibility Study	*BENIKEA Brand Standard Application	*Design Advisory *Design Ltd. *Construction control	*Create Work Manual *Jobs and Education *Furniture and fixtures, and if necessary *Purchased materials *Pre-marketing *Business licensing & Preparing Overview	*Marketing *Management
Period	1-3 months	2 months	Contract date ~ Completion date	Overview 6-12 months ago	5-10 months
Business management methods	*Submit result	*Strategies to submit a report	*Periodic site inspections Decision Meeting	*Mandatory staffing *Step-by-step recruitment	*Comprehensive consignment management

8. BENIKEA CHAIN SUBSCRIPTION COST



✓ Fees / charges compared to (2014 year)

Division	Benikea	A Hotel Chain	B Hotel Chain
Contract Period	-	-	The first 20 years, 10 years renewal
membership Fee	Minimum KRW 1,000,000 (Refunds: Investment, Canceled,)	USD 37,000 + USD200 / Rms	USD250 Per room
Standard Fee	KRW20,000/Rms	-	2% (1, Year 2) 2.25% (after 3rd year)
OP Fees	None	That	8%of OP Profit
Marketing Fees	None	USD 11 x Rms	8%of Room Profit
Reservation Fees	None	That	8%of Total Profit

* Select 2015, 2016 Applicable Duty



Thank You



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