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[Link to Resort Imagery](#)

Margaritaville Lake Resort, Lake Conroe | Houston Takes the Risk Out of Meeting Planning

Meeting Accelerator Program Provides Relief to Planners, Partners with Flexible Bookings, Restructured Meeting Spaces, Enhanced Commissions through March 2021

Montgomery, Texas (July 27, 2020) – [Margaritaville Lake Resort, Lake Conroe | Houston](#), operated by [BENCHMARK®](#), a global hospitality company, has officially launched its strategic recovery initiative to support meeting planners and partners while forging new solutions for the industry's future in a post COVID-19 world. In effect through March 2021, the far-reaching plan significantly mitigates the risk and uncertainty of committing to new meetings and events.

To provide reassurance to corporate planners, the plan includes flexible short-term bookings, relaxed attrition and cancellation fees, and 100% credit given on re-bookings. To support independent planners, Margaritaville Lake Resort, Lake Conroe | Houston will increase commissions on new business from 10% to 12%, with 7% distributed immediately upon booking.

"This program demonstrates our commitment to and support of our relationships with partners as we work to meet the challenges of operating in a vastly changed environment," said Lisa Fasbender, General Manager of Margaritaville Lake Resort, Lake Conroe | Houston. "We want to provide groups the ability to look forward to meetings that focus on serious learning, with serious fun, without the booking commitment worries surrounding the ever-evolving economic climate."

The Meeting Accelerator Program encompasses innovative elements the property deems essential to the industry's support and recovery:

Zero Risk Clause

Zero attrition or cancellation fees will apply to contracted room and food and beverage revenue on new meetings scheduled through March 31, 2021, until 60 days in advance of arrival.

Zero risk in rebooking: A full, one-time rebooking credit will be extended to new meetings scheduled April 1, 2021 – December 31, 2021, with a minimum cancellation notice requirement of 90 days in advance of arrival. Re-booked groups must be of equal or greater contracted revenue and be held by December 31, 2021.

Transformative Meeting Environment

Meeting spaces at Margaritaville Lake Resort, Lake Conroe | Houston are structured to focus on long-term safety to align with conscious distancing and optimizing healthy hygiene practices. The Resort's approach embraces these elevated protocols, while providing distinctive meeting environments and mindfulness programming that inspires creativity, invigorates passion and enriches the mind, body and spirit. Enhanced elements include:

A Safe Environment: Safe social distance spacing, sanitizer stations, increased air purification and aroma therapies, and staggered breaks coordinating event entry and exit timing.

A Safe Food and Beverage Program: Sustainable, nutritious and enhanced food safety culinary practices, complemented by local sourcing and cooperative partnerships, and skilled culinarians and mixologists.

Safe and Activated Breaks: Staggered refreshment breaks with mindful programming; from distanced, guided breathing exercises and yoga, to brain teasers and flash mob dances to stimulate energy and engagement.

Safe and Healthy Teambuilding: Unique physical, social and creative experiences to enrich individual and collective minds, bodies and souls, delivered in a safe and secure environment.

For more information, or to book a meeting,

visit https://www.margaritavilleresortlakeconroetexas.com/meetings/meeting_stimulus_program/.

Learn more about our commitment to protecting our guests health and safety by visiting

https://www.margaritavilleresortlakeconroetexas.com/coronavirus_travel_update/.

About Margaritaville Lake Resort, Lake Conroe | Houston

The Margaritaville Lake Resort, Lake Conroe | Houston, an all-suite resort, features 335 guest suites; including 32 lakefront cottages, on 186 lakefront acres on Lake Conroe. It is the first Margaritaville Resort in Texas. Bars and restaurants feature signature Margaritaville dining concepts – the LandShark Bar & Grill with boat slips on Lake Conroe, the 5 o’Clock Somewhere Bar, the Lone Palm Pool Bar, the License to Chill Bar & Café, Joe Merchant’s Coffee & Provisions, and a Margaritaville Retail Shop.

The new Margaritaville Lake Resort, Lake Conroe | Houston offers an array of recreational activities: an 18-hole golf course, a three-acre waterpark with a lazy river and outdoor pools, pickleball, tennis, swimming, boating, fishing, and waterskiing. Margaritaville’s popular full-service St. Somewhere Spa, and a spacious, Fins Up Fitness Center, provide exceptional wellness options. With 72,000 square feet of indoor/outdoor IACC-approved meeting space, the resort can host special events and meetings of every size. Located just an hour from Houston and about three hours from the major hubs of Austin, Dallas and San Antonio, the resort is within easy reach of over 19 million Texans. The project is a joint venture of Songy Highroads (SHR) and The Wampold Companies. The Margaritaville Lake Resort, Lake Conroe | Houston, is part of BENCHMARK®, a global hospitality company’s Benchmark Resorts & Hotels portfolio.

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