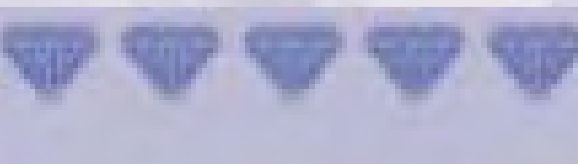




Lodging Requirements & Diamond Rating Guidelines



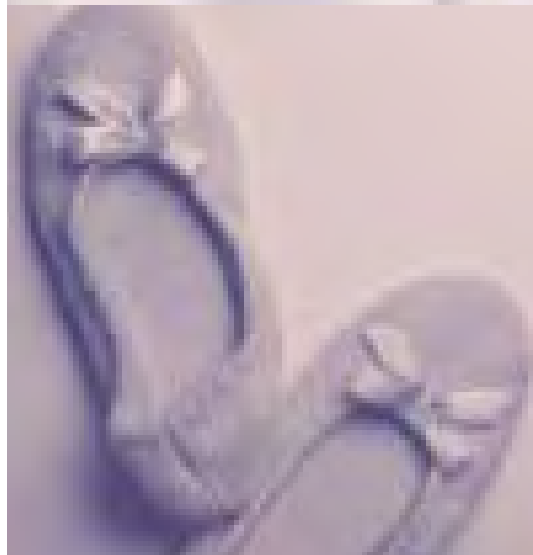
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Guestroom

	ONE DIAMOND	TWO DIAMOND	THREE DIAMOND	FOUR DIAMOND	FIVE DIAMOND
Furnishings and Décor	Basic functional décor with limited coordination of furniture, fixtures, and equipment	Good, comfortable décor with evidence of increased coordination of furniture, fixtures, and equipment that reflect current industry trends	Furniture, fixtures, equipment, and décor are well-coordinated, well-fitted, attractive, and offer an enhanced degree of comfort	Upscale, decorative, well-appointed, keeping with the theme of the property; high degree of comfort, featuring professionally fitted coverings	Outstanding elegance and appeal with unique style, displaying luxurious furnishings and artistic elements; additional furnishings such as end tables, coffee, or occasional tables are common
Free Floor Space	Sufficient space to allow guests freedom of movement throughout the guestroom with no restrictions	Good-size rooms with limited seating area	Very good-size, well-proportioned rooms with comfortable seating area	3 plus: Obvious degree of spaciousness allowing increased ease of movement for guests	4 plus: Allowing generous ease of movement, comfort, and relaxation for guests
Wall Coverings	Basic quality of simple design	Walls are plasterboard or vinyl coverings; rubber or vinyl baseboard floor coving	Walls are painted, stuccoed, or have vinyl wall coverings with carpeted or wood baseboard floor coving	Walls have excellent quality wall coverings or treatments with ceiling trim or decorative border and wood baseboard coving	Walls have outstanding quality, decorative wall coverings or treatments with ceiling trim or decorative border and wood baseboard coving
Wall Hangings	Posters or commercial artwork with wood or metal frames	Good quality framed artwork	Very good quality matted and framed artwork	Upscale, matted, and framed artwork	Sophisticated prints or lithographs with enhanced matting and frames
Floor Coverings	Basic quality of simple design	Good quality floor coverings coordinated with the overall décor	Very good quality carpet, wood or tile floors with area rugs accenting the overall décor	Excellent quality carpet, wood, marble, granite, or other high-end stone floors with unique area rugs	Outstanding quality of carpet with distinctive design pattern; highly polished wood, marble, granite, or other high-end stone floors with elegant area rugs
Window Coverings	Basic drapes, blinds, or shades	Good quality; semi- or full blackout drapes	Very good quality blackout drapes; enhanced shades or blinds with side drapes	3 plus: Excellent quality with sheers and valance	4 plus: Outstanding quality and design
Bedding	Adequate quality mattress and box springs Various style bedspreads and bed linens	1 plus: Good quality and comfort Good quality bed linens, including semi-quilted, cotton/poly bedspreads	2 plus: Very good quality and comfort Very good quality bed linens, including filled and quilted bedspreads	3 plus: Excellent quality with obvious comfort enhancements Excellent quality bed linens, including quilted bedspreads, comforters with dust ruffles, duvets, or similar enhancements; triple sheeting and choice of pillow fills	4 plus: Outstanding quality and comfort Outstanding quality bed linens, including plush, quilted bedspreads, comforters with dust ruffles, duvets, or similar enhancements; triple sheeting and choice of pillow fills
Clothes Hanging Space	Open wall-mounted clothes rack	Semi-enclosed clothes hanging area with detachable wood, plastic, or heavy metal hangers	Fully enclosed clothes-hanging space with at least six wood or plastic removable, matching hangers	3 plus: At least eight open-hook wood hangers	4 plus: At least 10 hangers; illuminated closet
Clothes Storage Space	Open clothes storage space or drawers	Enclosed clothes storage space	2 plus: Ample space for one piece of luggage; folding metal rack or credenza top	3 plus: Sufficient space for two pieces of luggage; upgraded racks or benches	4 plus: Ample space
Illumination	Adequate overall illumination	Good overall illumination provided by three well-positioned sources	Very good overall illumination provided by four or more well-positioned sources	3 plus: Excellent overall illumination; free standing fixtures in appropriate places	4 plus: Outstanding level of illumination providing the highest degree of guest comfort
Furniture	Basic functional furniture of mixed style and construction	Good quality particleboard construction with laminate finish	Very good quality construction with laminate finish; solid wood trim accents; furnishings are freestanding	Excellent quality furnishings; veneer finish with solid wood trim accents, laminate insets	Evidence of custom design and workmanship in style of furnishings; solid wood or other upscale materials
Seating	One chair	1 plus: One additional comfortable chair; vinyl or fabric upholstery	2 plus: Comfortable conversational and television viewing arrangement; armchairs have fabric upholstery with padded seats	3 plus: Excellent quality, comfort, and variety, such as a loveseat or oversized chair with ottoman	4 plus: Outstanding quality providing an ultimate degree of guest comfort
Writing Surface	Duplex, triplex, or small task table	Desk or good-size task table	2 plus: Very good size	3 plus: Large oversized desk	4 plus: Desktop enhancements, such as desk blotter, pen/pencil set, etc.
Television Placement	Wall-mounted, pedestal, or stationary television	Pedestal or stationary television	Television located on credenza top or in open armoire	Television located in closed armoire	Television located in closed armoire
Ventilation	Heat and air conditioning available; window-style air-conditioning units	1 plus: Conveniently located through wall units	2 plus: Easily accessible controls; temperature controls in each guestroom; offer guest choice of air conditioning and heat	Central system with thermostat control	Thermostat control

Guestroom Amenities



ONE DIAMOND	TWO DIAMOND	THREE DIAMOND	FOUR DIAMOND	FIVE DIAMOND
<p>Touch-tone telephone</p> <p>Basic styrofoam ice bucket with plastic tumblers</p>	<p>1 ♥ plus:</p> <p>Television remote control</p> <p>Channel directory</p> <p>Data ports available</p> <p>Message light</p> <p>Plastic ice bucket</p> <p>Clock</p> <p>Notepads and pencils</p>	<p>2 ♥ plus:</p> <p>Oversized television with portable full function remote control</p> <p>Free and pay-per-view movie channels</p> <p>Video games</p> <p>Easily accessible data ports</p> <p>Long phone cords</p> <p>Voice messaging</p> <p>Insulated, plastic ice bucket with lid</p> <p>Clock radios</p> <p>Notepads and pens</p> <p>Guest-service directory</p> <p>Utility bags</p> <p>Full-length mirror</p> <p>Iron and ironing board</p> <p>Coffee maker and supplies, including tea bags</p> <p>Complimentary daily newspaper</p>	<p>3 ♥ plus:</p> <p>Multiple or cordless telephone</p> <p>Two-line telephones</p> <p>High-speed Internet access</p> <p>Insulated and padded vinyl ice bucket with lid; glass tumblers</p> <p>Enhanced guest-service directory in folder</p> <p>Upgraded stationery</p> <p>Framed or beveled full-length mirror</p> <p>Full-size iron and ironing board</p> <p>Additional reading materials such as magazines, books, etc.</p> <p>Minibar</p>	<p>4 ♥ plus:</p> <p>Expanded phone features such as pre-programmed dialing keys</p> <p>Fax machine</p> <p>Decorative, insulated ice bucket with lid; selection of glassware</p> <p>Enhanced clock radio</p> <p>CD player with at least one CD selection</p> <p>Upscale guest-service directory in folder</p> <p>Umbrella</p> <p>Two robes and two pairs of slippers</p> <p>In-room safe</p>



Bathrooms

	ONE DIAMOND	TWO DIAMOND	THREE DIAMOND	FOUR DIAMOND	FIVE DIAMOND
General	Basic functional décor with limited coordination of fixtures	Good décor with evidence of increased coordination of fixtures that reflect current industry trends	Fixtures and décor are well-coordinated, attractive, and offer enhanced style	Upscale, decorative, well-appointed, and in keeping with the theme of the property; high degree of style; some artwork or wall enhancements	Outstanding elegance and appeal with unique style displaying luxurious furnishings and artistic elements
Free Floor Space	Relatively compact yet sufficient space for unrestricted guest movement	Good-size bathrooms; exterior vanity areas are positioned in plain view of the guestroom	Very good-size bathrooms; exterior vanity areas are positioned in restricted view from the rest of the guestroom	Excellent-size bathrooms affording guests increased ease of movement and comfort	Spacious bathrooms allowing generous ease of movement, comfort, and relaxation
Wall and Floor Coverings	Wall and floor coverings are of basic quality and simple design	Good quality wall and floor covering, including painted or vinyl walls with vinyl, ceramic, or mosaic floor tiling	Very good quality, including vinyl or textured walls and ceramic tile flooring, reflecting industry trends	Excellent quality, including ceramic tile, marble, or granite flooring	Outstanding quality and design
Fixtures	Mixture of tub/shower and shower only combinations; fiberglass or adequate quality ceramic tile shower walls; adequate quality fixtures Wall-mounted sink with limited additional shelf space or small skirted vanity; small mirror or medicine cabinet	1 plus: Good quality ceramic tile, fiberglass, or acrylic shower walls; good quality fixtures 1 plus: Good-size laminate or cultured marble skirted vanity; good-size mirror; fixtures reflect current industry trends	Tub/shower combinations; very good quality fixtures; very good quality ceramic tile or poured acrylic; nylon or vinyl shower curtain Very good-size poured acrylic, skirted vanity; very good-size beveled or framed mirror	3 plus: Excellent quality ceramic tile, marble or poured acrylic; enhanced faucets and fixtures; decorative double shower curtain; upgraded shower heads; tub- and shower-height soap dishes 3 plus: Excellent quality including marble or other high-grade surface; large framed mirror	4 plus: Large separate shower stall in addition to the tub; outstanding quality marble or outstanding quality ceramic tile shower walls; outstanding quality decorative double shower curtain with enhancements 4 plus: Separate or semi-separate enclosed commode area
Amenities	Adequate quality towels on caddies or bars Two small bars of soap or equivalent Facial tissues	Good quality towels on bars Two medium-size bars of soap, or equivalent; one packet item; simple presentation Facial tissues in chrome, wall-mounted covers Hair dryers and extra amenities available at the front desk	Very good quality towels on bars or shelves Two large bars of soap, or equivalent; one bottled item; attractively presented; additional amenities are available at the front desk Facial tissues inset in vanity Wall-mounted hair dryer Night light	3 plus: Excellent quality, plush towels; oversized Five-piece amenity package of excellent quality with an upscale presentation; upscale, decorative soap dish Facial tissues of excellent quality in decorative container Free-standing hair dryer 3 plus: Bathroom area rug; makeup mirror; telephone	4 plus: Outstanding quality towels 4 plus: Seven-piece amenity package of outstanding quality Facial tissues in custom-designed container 4 plus: Scale; illuminated makeup mirror

Guest Services

	FOUR DIAMOND	FIVE DIAMOND
Reservations	<p>Accepted 24 hours, either at property or through a central reservation system</p> <p>Phone promptly answered within three rings</p> <p>Warm and sincere greeting offered</p> <p>Reservationist offers rate structure, available rooms, facilities, and services</p> <p>Reservationist gives choice of smoking or nonsmoking room, explains if property is a smoke-free premise</p> <p>Reservationist collects registration information</p> <p>Reservationist explains deposit and cancellation policies</p> <p>Reservationist explains unusual payment options</p> <p>Reservationist reviews reservation request</p> <p>Reservationist gives confirmation number or contact's name</p> <p>Reservationist warmly and sincerely thanks guest for calling</p> <p>Reservationist addresses guest by name during closing</p>	<p>4 plus:</p> <p>Reservationist thanks guest for calling, provides an introduction, asks for guest's name</p> <p>Reservationist addresses guest by name</p> <p>Reservationist anticipates guest's needs</p> <p>Reservationist exhibits competent knowledge of all associated facilities and hours of operation</p> <p>Reservationist exhibits sincerity and polish in complying to all guest requests</p> <p>Reservationist asks if there are any other ways to be of service</p> <p>Property sends written confirmation</p>
Arrival	<p>Uniformed attendant promptly opens the car door and provides a warm and sincere welcome greeting</p> <p>Attendant explains parking procedure</p> <p>Attendant promptly unloads luggage, explains handling procedure, and gives direction to registration area</p> <p>Attendant offers a warm and sincere closing</p>	<p>4 plus:</p> <p>Attendant makes a proper introduction inquiring about the guest's name</p> <p>Attendant uses guest's name</p> <p>Valet parking is automatic</p> <p>Attendant anticipates guest's needs</p> <p>Attendant exhibits sincerity and polish in complying to guest requests</p> <p>Attendant escorts guest to appropriate area</p> <p>Attendant addresses guest by name during closing</p> <p>Lobby greeters are available to escort guest to appropriate area</p>
Check-In	<p>Attendant provides a warm and sincere greeting; recognizes guest appropriately</p> <p>Attendant acknowledges guests waiting in line with a warm and welcoming greeting</p> <p>Registered guests are not asked for duplicate information</p> <p>Attendant confirms rate and type of room</p> <p>Attendant delivers messages discreetly</p> <p>Attendant provides room number discreetly</p> <p>Attendant places all registration materials into the guest's hand</p> <p>Attendant arranges escort of guest and belongings to room</p> <p>Attendant offers a warm and sincere closing</p> <p>Attendant addresses guest by name during closing</p>	<p>4 plus:</p> <p>Attendant addresses guest by name during initial greeting, as appropriate thereafter</p> <p>Attendant exhibits a sincere desire and compliance to all guest requests</p> <p>Attendant asks if there are any other ways to be of service</p> <p>Attendant provides introduction to escort</p>



	FOUR DIAMOND	FIVE DIAMOND
Check-in Bell Services	<p>Escort provides a warm and sincere greeting, using guest's name</p> <p>Escort is able to provide information about facilities when asked</p> <p>Escort offers to hang garment bag and place luggage on luggage stand or in appropriate area</p> <p>Escort explains features and functions of room</p> <p>Escort offers to fill ice bucket</p> <p>Escort asks if there are any other ways to be of service</p> <p>Escort offers a warm and sincere closing</p>	<p>4 plus:</p> <p>Escort takes the initiative in providing information about all facilities</p> <p>Escort exhibits a sincere desire and compliance to all guest requests</p> <p>Escort anticipates guest's needs</p> <p>Escort addresses guest by name during closing</p>
Housekeeping Services	<p>Turndown service available on request (Service may be requested with 4 diamond only)</p> <p>Operator answers phone promptly within three rings</p> <p>Operator provides a warm and sincere greeting, using guest's name</p> <p>Operator offers a warm and sincere closing</p> <p>Attendant accommodates requests for time of service</p> <p>Folds back or removes bedspread</p> <p>Turns up pillows</p> <p>Straightens bathroom, re-points tissues, wipes surfaces</p> <p>Replaces used towels</p> <p>Empties wastebasket</p> <p>Cleans ashtray</p> <p>Adjusts drapes</p> <p>Adjusts room lighting</p> <p>Replaces used glasses</p> <p>Turns on soft level music</p>	<p>4 plus:</p> <p>Full evening housekeeping service is automatic</p> <p>Operator exhibits a sincere desire and compliance to all guest requests</p> <p>Operator anticipates guest's needs</p> <p>Operator asks if there are any other ways to be of service</p> <p>Operator addresses guest by name during closing</p> <p>Replaces depleted amenities</p> <p>Delivers gift amenity such as goodnight wish, chocolates, etc.</p> <p>Refreshes ice</p> <p>Displays evening services such as robe on bed, laundry, shoeshine, etc.</p> <p>Attendant leaves personalized welcome message for guest</p> <p>Evidence of personalized services exists</p>
Wake-Up Calls	<p>Service is available 24 hours a day, seven days a week</p> <p>Service number is answered within three rings</p> <p>Operator provides a warm and sincere greeting, using guest's name when call is requested</p> <p>Operator asks appropriate questions and replies in a professional manner</p> <p>Operator offers a warm and sincere closing</p> <p>Automated, personal call received within five minutes of requested time (Service may be automated with 4 diamond only)</p>	<p>4 plus:</p> <p>Operator asks if there are any other ways to be of service</p> <p>Operator addresses guest by name during closing</p> <p>Live, personal call received within five minutes of requested time</p> <p>Message includes a warm and sincere greeting with use of guest's name</p> <p>Message includes time of call</p> <p>Message includes other pertinent information such as weather</p> <p>Operator asks if there are any other ways to be of service</p> <p>Operator offers a warm and sincere closing</p> <p>Operator addresses guest by name during closing</p> <p>Evidence of personalized services exists</p>

Guest Services (Continued)

	FOUR DIAMOND	FIVE DIAMOND
Room Service Order Taking	<p>Service number is answered within three rings</p> <p>Operator provides a warm and sincere greeting, using guest's name</p> <p>Operator asks appropriate questions and replies in a professional manner</p> <p>Operator repeats order to guest</p> <p>Operator gives time estimate for delivery (within 30 minutes)</p> <p>Operator offers a warm and sincere closing</p> <p>Operator calls to advise guest if order will be late or items ordered are not available</p> <p>Special express services are available for breakfast orders</p>	<p>4♥ plus:</p> <p>Service is available 24 hours a day, seven days a week</p> <p>Operator exhibits a sincere desire and compliance to all guest requests</p> <p>Operator anticipates guest's needs</p> <p>Operator asks if there are any other ways to be of service</p> <p>Operator addresses guest by name during closing</p> <p>Evidence of personalized services exist</p>
Room Service Delivery	<p>Delivered within five minutes of time promised</p> <p>Morning newspaper delivered to door or with breakfast (If delivered to guest door, the paper is presented with breakfast)</p> <p>Attendant offers a suggestion as to tray/table placement</p> <p>Attendant reviews guest order</p> <p>Attendant prepares table set-up and removes food covers with guest permission</p> <p>Food presentation and quality of ingredients reflects an upscale experience</p> <p>All appropriate dishware and linens are of an upscale quality</p> <p>All food is served at the proper temperature (hot food hot and cold food cold)</p> <p>All food is prepared as ordered</p> <p>Attendant offers to pour beverage</p> <p>Attendant provides written or verbal instructions for the table/tray removal</p> <p>Attendant offers a warm and sincere closing</p> <p>Prompt removal of trays/tables, upon request</p>	<p>4♥ plus:</p> <p>Attendant provides a warm and sincere greeting, using guest's name</p> <p>Attendant exhibits a sincere desire and compliance to all guest requests</p> <p>Attendant anticipates guest's needs</p> <p>Attendant is conversant during set-up and delivery</p> <p>Attendant asks if there are any other ways to be of service</p> <p>Attendant addresses guest by name during closing</p> <p>Evidence of personalized services exists</p>
Bell Service Check-Out	<p>Service number is answered within three rings</p> <p>Operator provides a warm and sincere greeting, using guest's name</p> <p>Operator offers to retrieve car or arrange other transportation</p> <p>Operator offers a warm and sincere closing</p> <p>Bellman arrives promptly; if not within five minutes, guest is notified of delay at time of request</p> <p>Bellman provides a warm and sincere greeting, using guest's name</p> <p>Bellman inquires about guest's stay</p> <p>Bellman is conversant with guest while providing assistance</p> <p>Bellman offers a warm and sincere closing</p>	<p>4♥ plus:</p> <p>Operator exhibits a sincere desire and compliance to all guest requests</p> <p>Operator anticipates guest's needs</p> <p>Operator asks if there are any other ways to be of service</p> <p>Operator addresses guest by name during closing</p> <p>Bellman exhibits a sincere desire and compliance to all guest requests</p> <p>Bellman anticipates guest's needs</p> <p>Bellman asks if there are any other ways to be of service</p> <p>Bellman addresses guest by name during closing</p>

	FOUR DIAMOND	FIVE DIAMOND
Check-Out	<p>Express check-out services are available 24 hours/seven days a week</p> <p>Attendant provides a warm and sincere greeting; recognizes guest appropriately</p> <p>Attendant acknowledges guests waiting in line with a warm and welcoming greeting</p> <p>Attendant inquires about guest's stay</p> <p>Attendant provides a copy of bill for review into the guest's hand</p> <p>Attendant confirms payment method</p> <p>Attendant places check-out folio into the guest's hand</p> <p>Attendant expresses a warm and sincere thank-you for staying at the property</p> <p>Attendant offers a warm and sincere closing</p>	<p>4♥ plus:</p> <p>Attendant addresses guest by name during initial greeting, as appropriate thereafter</p> <p>Attendant exhibits a sincere desire and compliance to all guest requests</p> <p>Attendant asks if there are any other ways to be of service</p> <p>Attendant sincerely encourages guest to return</p> <p>Attendant arranges escort of guest and belongings to exit</p> <p>Attendant provides introduction to escort</p> <p>Attendant addresses guest by name during closing</p>
Departure	<p>Guest does not wait more than five minutes for transportation</p> <p>Attendant provides a warm and sincere greeting, using guest's name</p> <p>Attendant is conversant pertaining to the guest's stay</p> <p>Attendant opens and closes door for guest(s)</p> <p>Attendant offers a warm and sincere closing</p>	<p>4♥ plus:</p> <p>Guest's vehicle is waiting or comfortable accommodations are made by escort</p> <p>Attendant anticipates guest's needs</p> <p>Attendant reviews all of guest's belongings and placement in vehicle</p> <p>Attendant asks if there are any other ways to be of service</p> <p>Attendant addresses guest by name during closing</p>
Concierge & Miscellaneous Services	<p>Accurate pre-programmed phones</p> <p>Concierge service number is answered within three rings</p> <p>If by phone, operator provides a warm and sincere greeting, using guest's name</p> <p>Attendant/operator is knowledgeable of all area attractions and services</p> <p>Attendant/operator asks if there are any other ways to be of service</p> <p>Attendant/operator offers a warm and sincere closing</p> <p>Attendant/operator addresses guest by name during closing</p> <p>Overnight valet and laundry available</p> <p>Miscellaneous charges are billed directly to the guest's room</p> <p>Food and beverage outlets reflect the characteristics of the property</p>	<p>4♥ plus:</p> <p>Concierge is on duty or a special services number is available for guests 24 hours, seven days a week</p> <p>Attendant makes a proper introduction, asks guest's name</p> <p>Attendant uses guest's name</p> <p>Attendant/operator exhibits a sincere desire and compliance to all guest requests</p> <p>Attendant/operator anticipates guest's needs</p> <p>Short-notice pressing is available</p> <p>Shoe shine service is available</p> <p>Butler services are available</p>
Staff	<p>All associates exhibit a professional vocabulary</p> <p>All associates consistently maintain eye contact with guests</p> <p>All associates are appropriately attired; name tags</p>	<p>4♥ plus:</p> <p>Guests are graciously escorted to areas when directions are requested</p> <p>There is evidence that all associates are empowered by management to resolve guest issues immediately</p>

Additional Information

The Listing

ONCE A PROPERTY IS APPROVED, AAA PUBLISHING ESTABLISHES THE CONTENT AND FORMAT OF EACH LISTING IN ALL OF OUR PUBLICATIONS. The basic listing is provided at no cost to the establishment. This listing does not contain advertising or promotional phraseology purchased by the operator.

The listing copy describing the lodging is based in part on objective information provided by the establishment. This listing information is updated annually, and your establishment will be contacted either in person, by mail, or via the telephone.

Failure to provide this information in a timely manner will result in the deletion of your establishment from our database.

Additionally, AAA's professionally trained Tourism Editors enhance our inventory with descriptive prose for each establishment. This skilled degree of subjectivity enables us to capture the feel of an experience and pass along this valuable information to members.

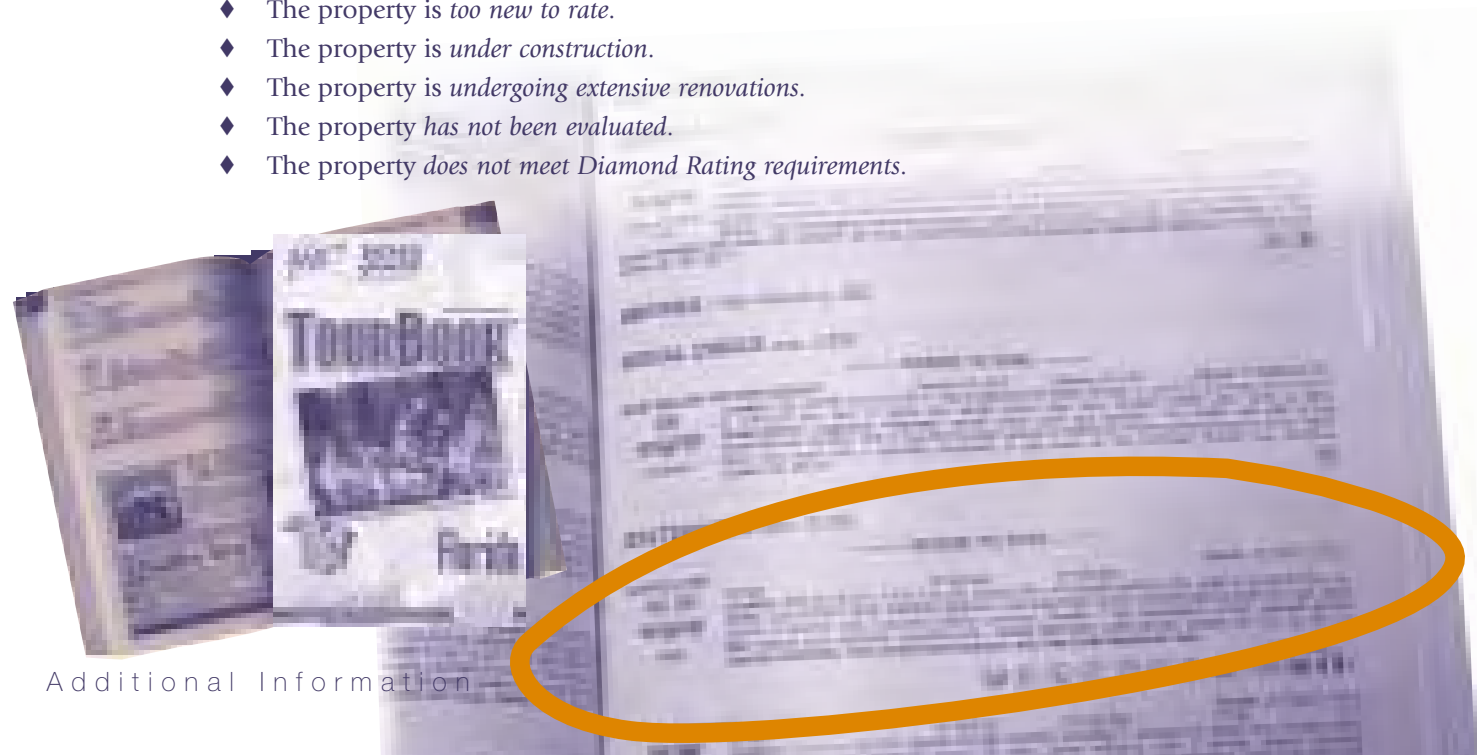
Each diamond rated property has the opportunity to participate in the AAA Official Appointment Program, entitling the establishment to use the renowned AAA/CAA emblem and diamond rating in its advertising and promotions. This program also entitles the establishment to an enhanced listing in AAA publications. Personalized display advertising in AAA publications is also available (see back cover).

FYI Designation

This designation means that a property has not been diamond rated by a AAA Tourism Editor but is of notable significance and potential member value. The property is unrated due to one of the following reasons:

- ◆ The property is *too new to rate*.
- ◆ The property is *under construction*.
- ◆ The property is *undergoing extensive renovations*.
- ◆ The property *has not been evaluated*.
- ◆ The property *does not meet Diamond Rating requirements*.

**THE BASIC LISTING
IS PROVIDED AT NO COST TO
THE ESTABLISHMENT.**



Property Classifications

ALL DIAMOND RATED LODGINGS ARE CLASSIFIED USING THREE KEY DESCRIPTIVE ELEMENTS.

FIRST, ALL LODGINGS ARE CLASSIFIED BY STYLE OF OPERATION:

- ◆ **Bed and Breakfast:** Small-scale properties emphasizing a high degree of personal touches that provide guests an “at home” feeling. Guest units tend to be individually decorated. Rooms may not include some modern amenities such as televisions and telephones, and may have a shared bathroom. Usually owner-operated with a common room or parlor separate from the innkeeper’s living quarters, where guests and operators can interact during evening and breakfast hours. Evening office closures are normal. A continental or full, hot breakfast is served and is included in the room rate. *See the B&B/Country Inn Requirements & Diamond Rating Guidelines booklet for additional information.*
- ◆ **Condominium:** Vacation-oriented or extended-stay, apartment-style accommodations that are routinely available for rent through a management company. Units vary in design, décor and often contain one or more bedrooms, living room, full kitchen, and an eating area. Studio-type models combine the sleeping and living areas into one room. Typically, basic cleaning supplies, kitchen utensils and complete bed and bath linens are supplied. The guest registration area may be located off site.
- ◆ **Cabin/Cottage:** Vacation-oriented, **small-scale**, freestanding houses or cabins. Units vary in design, décor and often contain one or more bedrooms, living room, kitchen, dining area, and bathroom. Studio-type models combine the sleeping and living areas into one room. Typically, basic cleaning supplies, kitchen utensils, and complete bed and bath linens are supplied. The guest registration area may be located off site.
- ◆ **Country Inn:** Although similar in definition to a bed and breakfast, country inns are usually larger in scale with spacious public areas and offer a dining facility that serves at least breakfast and dinner. *See the B&B/Country Inn Requirements & Diamond Rating Guidelines booklet for additional information.*
- ◆ **Motel:** A one to three story establishment typically with exterior room entrances facilitating convenient access to parking. The standard guest units have one bedroom with a bathroom and are typically similar in décor and design throughout. Public areas are limited in size and/or the variety of facilities available.
- ◆ **Ranch:** Typically a working ranch with an obvious rustic, western theme. In general, equestrian-related activities are featured, but ranches may include other animals and activities as well. A variety of guest unit styles are offered in a family-oriented atmosphere.
- ◆ **Small-scale Hotel:** A multistory establishment typically with interior room entrances. A variety of guest unit styles are offered. Public areas are limited in size and/or the variety of facilities available.
- ◆ **Large-scale Hotel:** A multistory establishment with interior room entrances. A variety of guest unit styles are offered. Public areas are spacious and include a variety of facilities such as a restaurant, shops, fitness center, spa, business center, or meeting rooms.

- ◆ **Vacation Home:** Vacation-oriented or extended-stay, **large-scale**, freestanding houses that are routinely available for rent through a management company. Houses vary in design, décor and often contain two or more bedrooms, living room, full kitchen, dining room, and multiple bathrooms. Typically, basic cleaning supplies, kitchen utensils, and complete bed and bath linens are supplied. The guest registration area may be located off site.

SECOND, A DETERMINATION IS MADE PERTAINING TO OVERALL CONCEPT, AND A LODGING MAY BE:

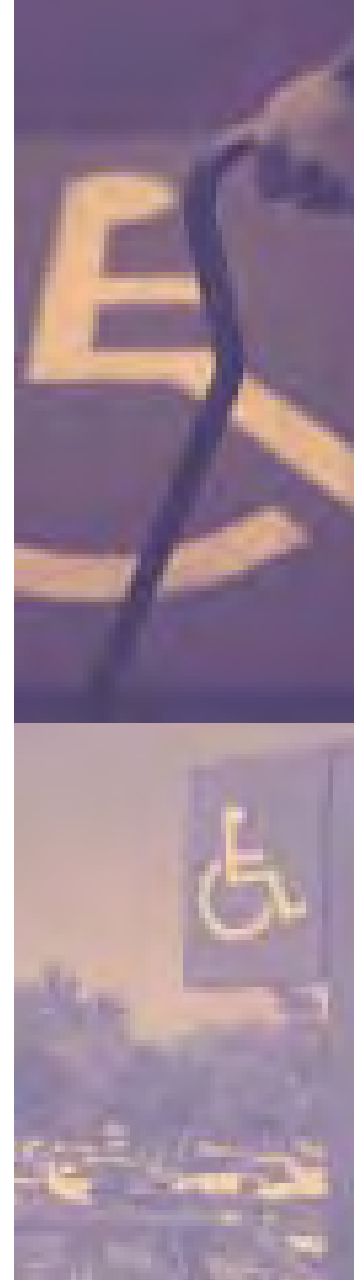
- ◆ **Independent:** Any lodging operation consisting of no more than two separate outlets of the same name and concept. This definition includes all types of concepts, service levels, and styles of operation.
- ◆ **Chain:** Any lodging operation with three or more separate outlets of the same name and concept, service level, and style of operation.

FINALLY, THE RESPECTIVE SERVICE LEVEL IS NOTED:

- ◆ **Full Service:** A full range of services and facilities are available and any self-service aspects are solely at the preference of the guest. Property is staffed 24 hours a day with extended hours of operation in key areas. All facilities are on premise and typically include a full-service restaurant, lounge, conference facilities, and business and fitness centers.
- ◆ **Moderate Service:** A variety of services and facilities are available, but with limited hours of operation. Self-service aspects may be required at unconventional hours. Limited staffing during the off hours is typical. Food and beverage outlet, meeting rooms, and business and fitness centers are some of the facilities that may be available.
- ◆ **Limited Service:** Only the basic services and facilities are available. Self-service aspects are predominant. Commonly, a continental breakfast may be offered rather than having a restaurant on premises. A kiosk may be available for self-check in. Office closures during the off hours are typical.

LODGING SUB-CLASSIFICATIONS — IF APPLICABLE, LODGINGS MAY BE FURTHER DEFINED AS:

- ◆ **Resort:** Recreation-oriented, geared to vacation travelers seeking a specific destination experience. Travel packages, meal plans, theme entertainment, and social and recreational programs are typically available. Recreational facilities are extensive and may include spa treatments, golf, tennis, skiing, fishing, or water sports, etc. Larger resorts may offer a variety of guest accommodations.
- ◆ **Casino:** Extensive gambling facilities are available such as blackjack, craps, keno, and slot machines.
- ◆ **Classic:** Renowned and landmark properties, older than 50 years, well known for their unique style and ambiance.
- ◆ **Historic:** These properties are typically over 75 years of age and exhibit many features of a historic nature with respect to architecture, design, furnishings, public record, or acclaim. Properties must meet one of the following criteria:
 - ◆ *Maintained the integrity of the historical nature*
 - ◆ *Listed on the National Register of Historic Places*
 - ◆ *National Historic Landmark*
 - ◆ *Located in a National Register Historic District*



Accessibility

Barrier-Free Travel

Full access to lodgings, and their public areas, is an important issue for mature travelers and those with disabilities. Currently, there are 54 million Americans with disabilities, about 20 percent of the population; 5.3 million Canadians have a disability, about 18 percent of the population. In the U.S., this powerful market segment has a combined annual income of nearly \$700 billion - \$175 billion in discretionary dollars. They spend an average of \$3,000 per trip, representing \$117 billion in travel dollars. *Yet, because of barriers to travel, 80 percent of people with disabilities do not travel.*

AAA has long recognized the importance of meeting the needs of all travelers by providing barrier-free travel information for travelers. In 2001, AAA began displaying a new *Accessible Features* icon in AAA and CAA membership publications and in retail products.

Also in 2001, new, expanded accessible criteria icons will appear with selected properties in AAA specialty retail publications.



Accessible Features: This property has some accessible features. It may be fully accessible, semi-accessible or meet the needs of hearing-impaired individuals. Call the property directly to determine exactly what accessible features are offered.



HOH/Deaf: Suitable for a guest who is deaf or hard of hearing but has no mobility impairment. Communication and alerting equipment can be portable.



Visually Impaired/Blind: Suitable for a guest who is blind or has low vision but has no mobility impairment. Property provides orientation to public areas and guestroom.



Dexterity Impaired: Suitable for a guest who has any condition that limits hand/arm movement and fine motor activities. Performing tasks requiring fine motor skills are difficult or not possible.



Mobility 1: Suitable for a guest who is able to ambulate; may use a mobility aid such as cane, crutch or walker; may be frail; has limited stamina, is a slow walker; experiences balance difficulties. Can stand and is able to use stairs.



Mobility 2: Suitable for a guest using a wheelchair or electric scooter; has good upper body strength or is able to stand but is unable to use stairs; is able to transfer independently; can manage without lateral transfer space; can manage with transfer shower or tub.



Mobility 3: Suitable for a guest using a manual or electric wheelchair but does not have good upper body strength; cannot transfer independently or only under ideal conditions; may need assistance; requires lateral transfer space, 2 grab bars and a roll-in shower.

AAA's accessibility criteria are consistent with the Americans with Disabilities Act (ADA) and include additional features that are important to the mature or travelers with disabilities. The Tourism Editor will check for *Accessible Features* during the inspection of your property.

Accessibility is not a requirement for listing and will not affect your diamond rating. However, we strongly encourage you to make every effort to meet the needs of all your guests — including the mature traveler and those with disabilities.

Member Complaint Procedures

AAA CLOSELY MONITORS THE NUMBER AND TYPE OF COMMENTS WE RECEIVE FROM MEMBERS REGARDING LISTED ESTABLISHMENTS. When members write to us expressing dissatisfaction with a particular lodging, it is tracked through the AAA National Office Member Relations department. All complaints are carefully reviewed for validity. The establishment is then notified of each complaint so they have an opportunity to respond and resolve the matter within a reasonable period of time.

Of the more than 46,000 listings in AAA publications, the average ratio of member complaints received by AAA/CAA clubs and the National Office is less than one per establishment. Even though a complaint may be satisfactorily resolved, the complaint becomes a permanent part of the establishment's record.

Because we are a member-driven organization, we are highly sensitive to the needs of our members. Therefore, our Member Relations department will continually track, warn, and take judicious action with regards to AAA/CAA member complaints. If a member complaint is determined to be of an extreme nature, an establishment may be disapproved immediately and without warning. This action is at AAA's sole discretion.

If a property has been disapproved for excessive member complaints, a written request for a reevaluation may be submitted, accompanied by an explanation of the actions taken to limit future complaints. *Note: Such properties may not reapply until two years have elapsed from the date of disapproval.*

OF THE MORE THAN 46,000 LISTINGS IN AAA PUBLICATIONS, THE AVERAGE RATIO OF MEMBER COMPLAINTS RECEIVED BY AAA/CAA CLUBS AND THE NATIONAL OFFICE IS LESS THAN ONE PER ESTABLISHMENT.

All requests may be addressed to:
AAA Tourism Information Development
1000 AAA Drive
Mail Stop 51
Heathrow, FL 32746-5063

The AAA Appeals Process

THE APPEALS PROCESS WAS ESTABLISHED AS A RESOURCE FOR ALL RESTAURANTS, LODGINGS, CAMPGROUNDS, AND ATTRACTIONS EVALUATED BY THE AAA TOURISM INFORMATION DEVELOPMENT DEPARTMENT. The process was created to:

- ◆ Aid in maintaining a fair and respectful relationship with the hospitality industry
- ◆ Allow establishments to raise issues without fear of forfeiting future opportunities for a fair evaluation
- ◆ Ensure that all issues are addressed in an efficient and timely manner
- ◆ Help identify policies, practices, or procedures that may be in need of review

How do I file an appeal?

First, contact the AAA Customer Service Center, Monday through Friday, from 8:30 a.m. to 5:15 p.m. EST at (407) 444-8370. In many cases, our analysts will be able to resolve your concern immediately.

If resolution is not obtained, your call will be directed to the AAA Regional Manager for your evaluation territory.

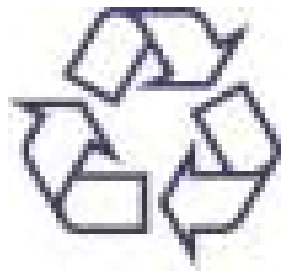
If an issue remains unresolved after the above steps, an establishment is asked to state its concerns in writing for review by the AAA Appeals Committee. All appeals entertained by the committee must be in writing from the establishment only. Exercise utmost care to specifically state your concerns and provide your case for the committee's final review. Each appeal is thoroughly researched and given thoughtful consideration and substantive reply.

All appeals should be sent to the attention of:
AAA Appeals Committee
1000 AAA Drive
Mail Stop 51
Heathrow, FL 32746-5063

The AAA Appeals Committee convenes on a monthly basis and is comprised of five voting members of AAA management from various business lines within the association. After consideration of your appeal, the committee will take one of three actions:

- ◆ Support the appeal
- ◆ Reject the appeal
- ◆ Table the appeal pending further information or reevaluation

Please note: The committee's decision on your appeal will be considered as AAA's final decision. You will be notified by mail as to the status of your appeal within 45 days of receipt of your written statement.



Green Programs

AAA SUPPORTS ENVIRONMENTAL MANAGEMENT IN THE LODGING INDUSTRY TO THE EXTENT THAT TRULY EFFECTIVE PROGRAMS MAINTAIN QUALITY STANDARDS OF GUEST COMFORT. We strongly encourage continued use of programs that offer guests choices without consequences for noncompliance. Effective green programs are intended to reduce waste without reducing guest comfort.

As an example of good environmental practices, we fully support the AH&LA endorsed Project Planet™ program, such as optional bed linens and towel reuse, provided that guests are offered a choice and are not penalized or charged for daily laundering selection.

Other energy, water, and solid waste management programs are encouraged. However, AAA does have concerns in two areas, as they may have a significant effect on a property's listing or diamond rating:

- ◆ Water-saving showerheads that significantly limit water flow.
- ◆ Energy-saving light bulbs that reduce actual foot-candle output, causing dimness at the task areas.

Notes

If you have additional questions, please call AAA at:

Evaluation Applications	(407) 444-8370
Evaluation Questions	(407) 444-8370
Rating and Listing Information	(407) 444-8370
Display Advertising	(407) 444-8280
Official Appointments	(407) 444-8280

Visit us at www.aaabiz.com or write to AAA at:

AAA
 Tourism Information Development
 Mail Stop 51
 1000 AAA Drive
 Heathrow, FL 32746-5063

Establishments located in the following areas should contact the AAA club indicated:

CALIFORNIA (NORTHERN), NEVADA, AND UTAH
 California State Automobile Association
 P.O. Box 429186
 San Francisco, CA 94142-9186

(415) 565-2930 (Evaluations, Ratings, and Official Appointments)
 (407) 444-8292 (TourBook Advertising)

CALIFORNIA (SOUTHERN)
 Automobile Club of Southern California
 P.O. Box 25001
 Santa Ana, CA 92799-5001

(714) 885-2247, Option 2 (Evaluations, Ratings, and Official Appointments)
 (714) 885-2410 (TourBook Advertising)

Marketing Opportunities At-A-Glance

The AAA/CAA travel market is so large and diverse that there's significant room for growth among all lodging levels, virtually ensuring success as you reach out through AAA/CAA's marketing opportunities.

As a AAA/CAA Approved property, your basic listing will certainly be a valuable start in attracting AAA/CAA member business. But, if you're ready for bigger, better results, give careful consideration to the exceptional, cost-effective AAA/CAA marketing programs available through AAA/CAA.

AAA/CAA's 45 million members spend **\$38 billion** annually on lodging; the TourBook® guide is what they use to determine where to stay.



1 BASIC COMPLIMENTARY LISTING

- Printed in black, basic listings are provided free of charge to all lodgings evaluated and approved by AAA/CAA.

2 OFFICIAL APPOINTMENT LISTING

- 70% of TourBook users are more likely to select a lodging designated with the red AAA or CAA logo.
- 70% of AAA/CAA members say a discount positively influence lodging decision.
- An OA listing can generate up to 9 times more business than a basic listing.*

3 DISPLAY AD

- Members look at ads first when planning trips; the photos and toll-free numbers found only in ads help them determine where to stay. In fact, 86% of TourBook users indicate they use the lodging ads to determine where to stay.
- Ads can generate up to 20 times more business than a basic listing.*

4 www.aaa.com ONLINE TOURBOOK PHOTO LISTING

- Basic property listings on aaa.com, enhanced with photos, provide members with more of the information needed to make lodging decisions.
- Photo listings are 3.41 times more likely to be viewed and 3 times more likely to be booked than basic listings.



Discover the potential of the proven and profitable AAA/CAA market. For more information about capitalizing on your affiliation with AAA/CAA, call (407) 444-8802 or visit www.aaabiz.com/adsales.



THANK YOU!

AAA wishes to acknowledge and thank the following hospitality industry representatives for their participation in the *Lodging Requirements & Diamond Rating Guidelines* revisions:

- ◆ **Dick Boehning** — Executive V.P. and General Manager, Saddlebrook Resort Tampa
- ◆ **Fred Bonani** — Regional Director, Brand Standards, Hilton Hotels Corporation
- ◆ **Norm Canfield** — Vice President-Rooms Division, Hyatt Hotels Corporation
- ◆ **Jack Damioli** — Director of Operations, The Greenbrier
- ◆ **John Dirnberger** — Regional Manager, Drury Inns Inc.
- ◆ **Beth Fisher** — Innkeeper, Wentworth Mansion
- ◆ **Bruce Jennings** — Resort Room Operations Manager, Walt Disney Attractions Inc.
- ◆ **Brian Johnson** — General Manger, Portofino Bay Hotel
- ◆ **Robert Keesler** — Director of Hotel Operations, Broadmoor Hotel Inc.
- ◆ **Paul Leone** — President/COO, The Breakers Palm Beach
- ◆ **Lynn Mucciano** — Director of Sales and Marketing, Goldman Properties
- ◆ **Loyd Nygaard, CHA** — Director, Member Operations Support, Best Western International Inc.
- ◆ **Spencer Oberle** — General Manager, Walt Disney World Polynesian Resort
- ◆ **John Raney** — Director-Resort Quality, Resort Condominiums International LLC
- ◆ **Scott Rohm** — Vice President of Rooms Operations, The Ritz-Carlton Hotel Company LLC
- ◆ **Christian Sargent** — Manager of Brand Quality, Extended Stay Products, Bass Hotels & Resorts
- ◆ **Simon "Si" Sloman** — Vice President of Operations, Best Western International Inc.
- ◆ **Margaret Stacey** — Director, Partner Marketing, Fairmont Hotels & Resorts
- ◆ **Glenn Tuckman** — Senior V.P., North American Hotel Operations, Starwood Hotels & Resorts Worldwide Inc.
- ◆ **Robert Tutnauer** — Executive V.P., Industry Relations, The Ritz-Carlton Hotel Company LLC
- ◆ **Jeff Wagoner** — Senior V.P., Room Operations, Wyndham Hotels & Resorts
- ◆ **Henry Walther** — Regional Director, Fiesta Americana Grand Coral Beach Cancun
- ◆ **Charles Woo** — President, The Sutton Grande Hotels Group

Information in this publication is based on current standards prevalent in the lodging industry at the time of publication. The requirements and diamond rating guidelines are subject to modification at any time without notice.

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Revised March 2002.

These requirements and guidelines are effective August 1, 2001, and apply to all establishments evaluated after that date.

Introduction

Dear Hospitality Professional:

On behalf of AAA, I am pleased to introduce to you the new edition of the Lodging Requirements & Diamond Rating Guidelines. By requesting this booklet, you have demonstrated an awareness of North America's premier hospitality rating program: the AAA Diamond Rating Process. More importantly, you have expressed an interest in providing a high level of hospitality to AAA/CAA members. Your interest and involvement is very much appreciated.

Our goal in establishing these new guidelines is to ensure that each accommodation we review meets the basic needs of our 45 million members. All properties are consistently compared to a set of objective criteria; however, we cannot ignore that each evaluation does include a certain degree of subjective elements, specifically when measuring "quality." We rely on our professionally trained, full-time Tourism Editors to evaluate the quality of both physical attributes and services. Our experts are exposed to a wide range of properties throughout North America; each with their own levels of quality. The outcome of the combination of these factors equals a AAA diamond rating. The AAA Diamond Rating Process is distinguished from other hospitality rating systems by the level of experience garnered by evaluating a combined total of 50,000 establishments per year.

The essential AAA diamond rating requirements (outlined on Pages 8-10) are common-sense qualifications that AAA/CAA members have told us are important to them and, similarly, that most professional operators routinely employ. All properties must first meet this set of criteria in order to be considered for AAA approval and diamond rating. Conversely, the diamond rating criteria (outlined on Pages 13-29) are not rating requirements but are guidelines used to determine the appropriate diamond rating level. These diamond rating guidelines are simply a reflection of what is typically seen throughout the various market segments of the lodging industry.

To capture such comprehensive information takes the combined effort of many dedicated individuals. AAA wishes to acknowledge and thank all of the hospitality industry representatives, as listed on the opposite page, for their participation in the revision process of this edition of the Lodging Requirements & Diamond Rating Guidelines.

AAA is committed to a partnership with the hospitality industry, and we will continue to seek the necessary involvement to enhance the expertise of our Tourism Editors and meet the needs of our membership. We look forward to your continued service on behalf of AAA/CAA members at large and appreciate your support of, and participation in, AAA/CAA programs.

Sincerely,

Michael Petrone, CEC

Director/AAA Tourism Information Development



L o d g i n g
R e q u i r e m e n t s
& D i a m o n d R a t i n g
G u i d e l i n e s

**T a b l e o f
C o n t e n t s**

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Overview

AAA

AAA IS A NOT-FOR-PROFIT ORGANIZATION OF SOME 80 MOTOR CLUBS, WITH OVER 1,100 BRANCH OFFICES SERVING MORE THAN 45 MILLION MEMBERS IN THE UNITED STATES AND CANADA. When traveling in Canada, the CAA logo is synonymous with AAA.

Although AAA is changing at a rapid pace, one thing remains the same — the association's lifelong commitment to providing safety, security, and peace of mind to its members. According to AAA's Basic Beliefs, "We exist for our members and will judge everything we do by how well it serves their needs."

- ◆ In 1902, only 23,000 motor vehicles were registered in the United States. Roads were treacherous and driving was restrictive. Meeting in Chicago, delegates from nine independent motor clubs, representing fewer than 1,000 members, united to combat unfair traffic laws and to campaign for better roads and more reliable vehicles. AAA is now a federation with more than 1,000 service offices throughout the United States and Canada. The AAA National Office is located in Heathrow, Fla.
- ◆ In 1905, AAA published its first road maps, and two years later, established the Bureau of Touring Information, supplying national information on roads, hotels, service garages, and vehicle regulations.
- ◆ In 1915, AAA began the first emergency road service program.
- ◆ In 1937, the first field representatives were hired to inspect lodgings and restaurants.
- ◆ In 1963, AAA began rating accommodations as good, very good, excellent, and outstanding.
- ◆ In 1977, the diamond rating system was introduced for lodging evaluations during AAA's 75th anniversary.
- ◆ In 1988, with the cooperation of Cornell University, the diamond rating system for restaurants was developed.
- ◆ In 1989, the diamond rating system for restaurant evaluations was introduced.

Looking to the future, AAA is developing customized products and services — enhanced travel and entertainment offerings, financial services, improved automotive services, and new membership privileges — designed to meet the ever-changing needs of our members.

As one of the world's largest travel organizations, AAA annually:

- ◆ Evaluates more than 30,000 accommodations, 14,000 restaurants, and 4,200 campgrounds for travel publications and electronic information delivery.
- ◆ Publishes nearly 300 million copies of travel-related materials for the exclusive use of members, including more than 38 million TourBook guides.
- ◆ Provides over \$3 billion in travel agency services.
- ◆ Provides more than \$2 billion in American Express Travelers Cheques.

When new members join AAA, they join a network with the collective resources to develop new products, services, and technologies, and the ability to influence legislation affecting all motorists and travelers.

A AAA listing makes good business sense for your establishment, since 26 percent of all U.S. households have AAA memberships. AAA members are an excellent market for the hospitality and tourism industry. Member research shows:

- ◆ 97 percent of AAA members who use TourBook guides take an average of six trips each year and spend an average of nearly 17 nights in a hotel or motel.
- ◆ 91 percent of AAA members who use TourBook guides stay in hotels and motels.
- ◆ 86 percent of AAA members who use TourBook guides traveled for pleasure and 39 percent for business.

(Compiled by Simmons Market Research Bureau)

AAA Publishing

AAA PUBLISHING IS ONE OF THE WORLD'S LARGEST TRAVEL INFORMATION PUBLISHERS. The various departments within the Publishing group work closely together to collect, produce, and distribute, in both print and electronic format, a variety of travel publications to AAA clubs and the retail marketplace.

Member-only products include 24 TourBook guides, seven foreign TravelBook guides, and 11 CampBook guides, as well as 75 regional, state, and city sheet maps. The combined circulation of these products exceeds 100 million copies annually. In addition, AAA publishes dozens of products sold at a discount to members at club travel stores and in the retail market outside clubs.

AAA Publishing, in cooperation with AAA/CAA clubs, creates and owns most of the product content used in AAA publications, including the diamond ratings, all editorial content, the Official Appointment licensing, and display advertising.



AAA Tourism Information Development

AAA TOURISM INFORMATION DEVELOPMENT IS THE DIVISION OF AAA PUBLISHING RESPONSIBLE FOR THE DIRECT MANAGEMENT OF THE AAA DIAMOND RATING PROCESS. The department exists to provide pertinent travel information that effectively meets AAA/CAA member needs and expectations. Our full-time and professionally trained representatives evaluate all diamond rated establishments appearing in AAA travel publications. They collect data, assign ratings, and create valuable intellectual property for AAA publications. Although AAA Publishing provides a variety of travel information, only the exclusive diamond rating means that the establishment has passed a stringent evaluation conducted by our extensively trained professionals.

AAA Tourism Information Development recognizes the importance of maintaining a close, collaborative working relationship with the hospitality industry. Therefore, we have developed ongoing relationships with many industry associations. Additionally, AAA maintains three separate scholarship programs that promote the growth and development of future hospitality industry professionals and assists in creating opportunities to ensure a brighter future for the hospitality industry.

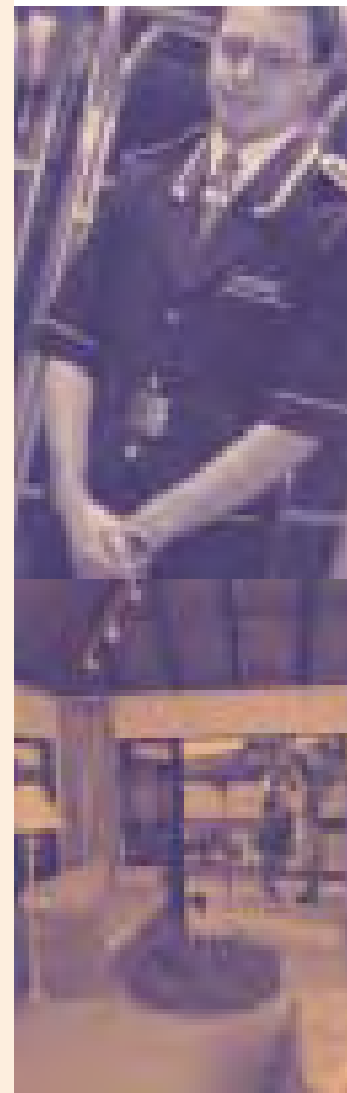
AAA Tourism Information Development

Mission Statement

WE WILL ENHANCE
 THE VALUE OF A AAA MEMBERSHIP
 BY PROVIDING AAA/CAA CLUBS
 UNIQUE TRAVEL INFORMATION OF SUPERIOR QUALITY
 THAT MEETS THE NEEDS
 OF OUR MEMBERS ...



Approved



Applying for a AAA Diamond Rating

AAA CONSIDERS ALL VALID APPLICATIONS FOR EVALUATION. To apply for an evaluation, refer to the inside back cover of this booklet for the appropriate contact in your area. Currently listed establishments need not reapply, as our Tourism Editor will routinely conduct an evaluation of your property on a continual basis.

All applicants should carefully read this booklet. If your property meets all diamond rating requirements as outlined on Pages 8-10, complete the *AAA Application for Evaluation*. Include recent and accurate pictures of the exterior, public areas, as well as examples of a standard guest unit and bathroom, and return to AAA. Please note that if our research indicates past disqualifying issues, you may be asked to provide written documentation of the corrective action taken since that date.

AAA does not guarantee an immediate evaluation of all properties that apply but does guarantee a fair review of all applications. Additionally, AAA reserves all rights to apply priority consideration to those properties demonstrating traits that provide the highest degree of AAA member value. Through ongoing member research, AAA has developed criteria reflecting key elements of consideration in making travel related decisions. Some examples of AAA member value criteria are:

- ◆ LOCATION
- ◆ NEWLY BUILT/RENOVATED
- ◆ HIGH DEGREE OF CLEANLINESS AND COMFORT
- ◆ APPROPRIATELY MAINTAINED CONDITIONS
- ◆ PRICE (willingness to provide a discount or best rate available)

Once AAA has received a completed application, a property will be advised in writing of its status within the next five working days. A property that has received a letter from AAA stating that it has been *accepted for further consideration* can expect an unannounced evaluation within one year from the date of the letter.

Once your property is approved, it will be evaluated at least once per evaluation cycle by a AAA Tourism Editor. All evaluations are unannounced to ensure that our Tourism Editors see your property just as our members would see it. The conditions noted at the time of the annual evaluation will be the basis of the decision to list or rate a property. This decision is at the sole discretion of AAA. *By applying for an evaluation, you agree to allow AAA to publish your property information and the respective diamond rating in AAA travel publications.* AAA will make every effort to ensure that your property is fairly represented.

If, after continued review, or up to and including the end of one year, the property is determined to be of limited AAA/CAA member value, a letter will be sent advising that the property has been released from any further consideration.

Listings are provided without charge to approved properties.

TO APPLY FOR AN EVALUATION, REFER TO THE INSIDE BACK COVER OF THIS BOOKLET FOR THE APPROPRIATE CONTACT IN YOUR AREA .

Diamond Rating Requirements

DIAMOND RATING REQUIREMENTS REFLECT THE BASIC EXPECTATIONS OF AAA/CAA MEMBERS AS ESTABLISHED THROUGH SURVEYS AND CONTINUOUS FEEDBACK. Prior to the assignment of a diamond rating, an establishment must be able to meet the following requirements:

Management Style of Operation

1. The establishment must be a primarily transient operation.
2. The establishment must be in compliance with all local, state, and federal codes.
3. If the establishment is not open all year, an accurate operating schedule must be provided and continually updated for AAA publications.
4. Guests must have easy 24-hour access to incoming and outgoing phone service, ensuring prompt guest unit message delivery. *Emergency messages must be delivered to the guest immediately upon receipt.*
5. The establishment must assist AAA in the resolution of all member complaints.
6. The establishment must accommodate unannounced AAA property evaluations within a reasonable period of time.
7. The establishment must provide AAA rates and discounts upon request and must honor AAA published rates and discounts as last contracted.
8. Property management, or their representative, must be readily accessible at all times for guest needs or requests.
9. All property staff must conduct business in a professional and ethical manner providing attentive, conscientious service to guests.

Exterior and Public Areas

10. All property signage must be legible and visible as appropriate.
11. All facilities directly associated with a property must meet all appropriate AAA Diamond Rating Requirements.
12. Adequate illumination is required in all public areas. This includes sufficient lighting in all corridors, stairways, landings, and parking areas.

Guest Unit Security

13. Each guest unit door must be equipped with **both** a primary lock and a secondary deadbolt lock.

A **primary lock** is defined as a device that permits a guest to enter a unit using some form of key and allows the door to be locked while the unit is occupied and when the guest leaves the unit. Passkeys assigned to appropriate staff members will function to operate only these locks.

A **secondary lock** is defined as a mortised, deadbolt-locking device with a throw that extends at least one inch from the edge of the door. This permits a guest an extra measure of security against any unwanted intrusions. Unlike the primary lock, deadbolt master keys will not be provided to guests or to staff. *Master key systems will be acceptable when the emergency master key is only available to top management and security personnel.*



Secondary Lock Variances

In certain instances, the requirement for secondary locks may be modified to meet a variety of exceptions. The most common are noted below. AAA claims the right of final arbitrator in all decisions of this nature.

Sliding Glass Doors — Each sliding door must be equipped with an effective locking device. A secondary security lock is required on all ground floor doors and those which are accessible from common walkways and adjoining balconies.

French Doors — In addition to the deadbolt lock requirements, surface-mounted slide bolts must be provided at the top and bottom to secure the stationary/auxiliary door. These bolts must extend into the upper doorframe and the lower doorframe or floor and must be strong and sturdy mechanisms.

14. Each door to connecting guest units or maintenance corridors must be equipped with a deadbolt lock.
15. Each guestroom entry door must have a viewport or window convenient to the door.
16. **Windows** — Each window overlooking a common walkway or in a ground floor unit must be equipped with a functional lock.

Fire Protection

17. An operational, single station smoke detector is required in each guest unit. Hard-wired smoke detectors are preferred. When battery-operated detectors are used, there must be an adequate maintenance program to routinely test and replace batteries. *Properties must meet all federal, state, and local fire codes.*

Housekeeping and Maintenance

18. All facilities directly associated with a property must be clean and well-maintained throughout.
19. At a minimum, each guest unit must be thoroughly cleaned with complete bed and bath linens changed between guest stays. *Fresh linens, maid services, and bathroom supplies must be available upon request.*

Room Décor and Ambiance

20. Each guest unit must have adequate shades, drapes, or blinds to cover all windows or other glass areas to provide the guest with privacy.
21. The level of soundproofing must be adequate to muffle outside noises and normal sounds in adjacent units and public areas.

Furnishings

22. Each guest unit must contain a comfortable bed with one mattress pad, two sheets, a blanket, a suitable bedspread, pillows, and pillowcases.
23. Each guest unit must have a nightstand or equivalent by each bed, a functional chair, clothes-hanging facilities, hangers and drawer space for two guests, and a wastepaper basket.





Illumination

- 24. Each guest unit must have an active light switch at the main entry. In addition, each guest unit must have good illumination at a writing surface, a sitting area, and at each bed. *Illumination is a very important guest need. Overall unit brightness is considered. Dark shades or dark walls may impact unit brightness.*

Bathrooms

- 25. Each guest unit must have its own private bathroom. All bathroom floor surfaces must be easily cleaned. Carpeting is not acceptable in the commode area.

Fixtures

- 26. All bathrooms must contain a commode, a sink with a well-lighted mirror and convenient electrical outlet, adequate shelf space, and a tub or a shower with a non-slip surface.

Supplies

- 27. Each bathroom must be equipped with toilet tissue, a cloth bath mat, and two soaps. Each guest must be provided a large bath towel, hand towel, face cloth, and a drinking tumbler.

**DIAMOND RATING
REQUIREMENTS
REFLECT THE
BASIC EXPECTATIONS
OF AAA/CAA MEMBERS
AS ESTABLISHED
THROUGH SURVEYS
AND
CONTINUOUS FEEDBACK.**

The Evaluation and Rating Process

THE EVALUATION PROCESS IS MADE UP OF THREE PARTS: AAA/CAA DIAMOND RATING REQUIREMENTS, OBJECTIVE RATING GUIDELINES FOR BOTH PHYSICAL ATTRIBUTES AND SERVICE LEVELS (WHERE APPLICABLE), AND SUBJECTIVE ELEMENTS BASED ON PROFESSIONAL EXPERIENCE AND TRAINING. First, all establishments must meet diamond rating requirements and be determined to provide member value. This validation is conducted through a combined process of applications, referrals, and media research.

If a property is presumed to qualify, one of our Tourism Editors will visit and observe the curbside appeal, exterior, and other factors pertaining to the basic foundation of the establishment. This preliminary review will verify that this property clearly exhibits characteristics that would appeal to AAA/CAA members. If satisfied, our representative will contact the owner, general manager, or property designee for a brief interview. This interview is an extremely important part of the evaluation as factual data is gathered for inclusion into our travel information inventory with potential use in AAA's worldwide printed and electronic publications. This session also gives the property representative a chance to advise AAA/CAA of any plans for improvement that may be forthcoming.

Following the interview, the Tourism Editor will tour the property with the property representative, verifying the existence of the AAA/CAA diamond rating requirements outlined on Pages 8-10. Additionally, the AAA/CAA representative will apply a set of diamond rating guidelines, Pages 14-29, that represent objective criteria prevalent throughout the lodging industry. This tour will include an evaluation of all public areas and a cross section of rooms. The Tourism Editor will discuss both strengths and weaknesses of the property, including expert subjective comments pertaining to overall quality as seen at the time of the evaluation. *This dialogue is unique to the AAA Diamond Rating Process and is a valuable resource to any property.*

The overall evaluation process will include the review of six key areas:

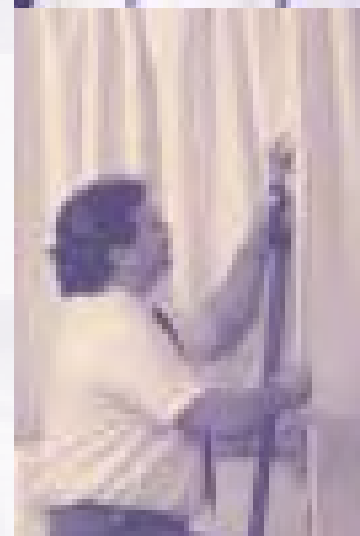
- ◆ MANAGEMENT AND STAFF
- ◆ HOUSEKEEPING AND MAINTENANCE
- ◆ EXTERIOR, GROUNDS, AND PUBLIC AREAS
- ◆ ROOM DÉCOR, AMBIANCE, AND AMENITIES
- ◆ BATHROOMS
- ◆ GUEST SERVICES (if applicable)

Management and staff

Properties will receive a mark of pass or fail based on the manner of interaction with all property representatives. The Tourism Editor will be evaluating the degree of hospitality, professionalism, and deportment. It is critical to receive a passing mark to be considered for a diamond rating.

Housekeeping and maintenance

All establishments must be clean, comfortable, and well-maintained. The Tourism Editor will evaluate the overall condition of the property and assign a housekeeping and maintenance designation as either *outstanding*, *excellent*, or *good*. All properties must achieve at least a *good* designation to be considered for a diamond rating.



The Diamond Rating Criteria

AAA DIAMOND RATINGS REPRESENT A COMBINATION OF THE OVERALL QUALITY, THE RANGE OF FACILITIES, AND THE LEVEL OF SERVICES OFFERED BY A PROPERTY. These widely recognized and trusted symbols help AAA/CAA members choose lodgings that will meet their needs and expectations.

AAA Tourism Editors are responsible for determining a property's diamond rating based on established standards. These criteria are established with input from our trained professionals, AAA/CAA members, as well as various lodging industry professionals.

AAA's Diamond rating criteria are broad guidelines to designate what is typically found at each rating level. The size, age, and overall appeal of an establishment are considered, as well as regional architectural style and design. Diamonds are assigned based on the overall guest impression rather than on individual criteria. Therefore, meeting all of the criteria in certain categories or failing to meet a few criteria will not necessarily affect the diamond rating.

The final factor in determining the diamond rating for a property is professional judgement. This is a very important part of the rating assessment. Tourism Editor expertise is based upon ongoing training and experience in conducting more than 850 evaluations a year.

What the Diamond Ratings Mean

One Diamond



These establishments typically appeal to the budget-minded traveler. They provide essential, no-frills accommodations. They meet the basic requirements pertaining to comfort, cleanliness, and hospitality.

Two Diamond



These establishments appeal to the traveler seeking more than the basic accommodations. There are modest enhancements to the overall physical attributes, design elements, and amenities of the facility typically at a moderate price.

Three Diamond



These establishments appeal to the traveler with comprehensive needs. Properties are multifaceted with a distinguished style, including marked upgrades in the quality of physical attributes, amenities, and level of comfort provided.

Four Diamond



These establishments are upscale in all areas. Accommodations are progressively more refined and stylish. The physical attributes reflect an obvious enhanced level of quality throughout. The fundamental hallmarks at this level include an extensive array of amenities combined with a high degree of hospitality, service, and attention to detail.

Five Diamond



These establishments reflect the characteristics of the ultimate in luxury and sophistication. Accommodations are first class. The physical attributes are extraordinary in every manner. The fundamental hallmarks at this level are to meticulously serve and exceed all guest expectations while maintaining an impeccable standard of excellence. Many personalized services and amenities enhance an unmatched level of comfort.

Exterior, grounds, and public areas

This area is assigned a specific rating overall based on the criteria as listed on Pages 14-19. Varying weights are applied based on the classification of the property. For example, the exterior, grounds, and public areas at a resort carry more weight than at a downtown hotel.

Room décor, ambiance, and amenities

This area is assigned a specific rating overall based on the criteria as listed on Pages 20-23. Varying weights are applied based on the classification of the property. For example, the room décor, ambiance, and amenities at a hotel carry more weight than at an outdoor vacation resort.

Bathrooms

This area is assigned a specific rating overall based on the criteria as listed on Pages 24-25. Weights remain relatively the same regardless of classification.

Guest services

A high level of guest services is the hallmark of the coveted AAA Four and Five Diamond ratings. Properties that display the potential (as determined by AAA/CAA Tourism Editors) to achieve these ratings will receive an anonymous overnight evaluation of guest services. To achieve a Four or Five Diamond rating in this area, a property must offer and excel in a respective percentage of the services as listed on Pages 26-29. All properties must achieve at least a Four Diamond rating in guest services to be considered for a Four Diamond rating overall. A property must achieve a Five Diamond rating in guest services to be considered for a Five Diamond rating overall.

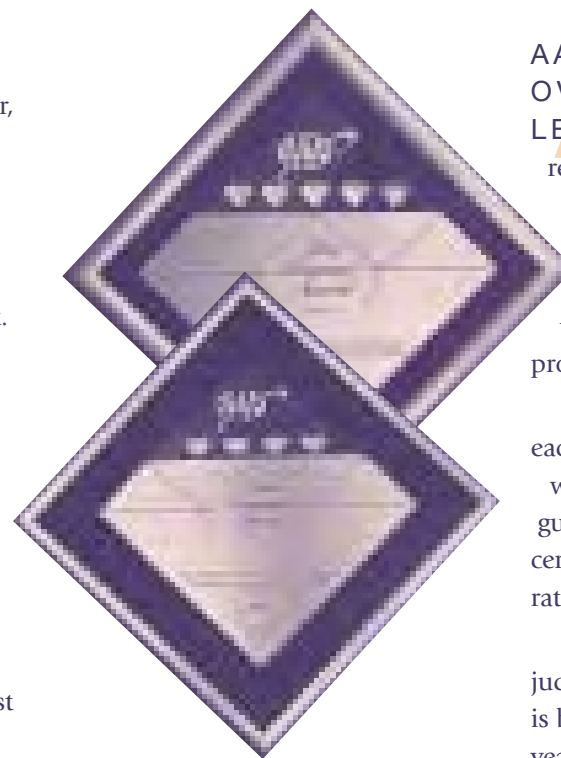
THE ACHIEVEMENT OF A AAA DIAMOND RATING MEANS THAT AN ESTABLISHMENT IS ONE OF AN EXCLUSIVE GROUP THAT HAS SUCCESSFULLY COMPLETED THIS THOROUGH EVALUATION PROCESS. If the determination is made that an establishment should be listed, the Tourism Editor will assign, or recommend, a diamond rating or other appropriate designations. The overall rating is determined by weighting, combining, and averaging the individual ratings for the six key areas previously noted. Each rating assignment is based on conditions that exist at the time of the evaluation.

At the conclusion of the evaluation, the Tourism Editor will provide the property representative a written summary of the evaluation, including the rating decision. The frequency of subsequent AAA evaluations varies slightly, depending on the classification and the assigned rating of each establishment.

The AAA Five Diamond Award

This prestigious award is reserved for only the finest properties throughout North America. Less than 0.25 percent of all lodgings evaluated by AAA receives this coveted mark. Establishments must consistently reflect Five Diamond characteristics in both physical attributes and level of guest services.

If the AAA Tourism Editor determines that your establishment meets our maximum criteria, and all elements represent a first-class experience, he/she will recommend consideration for AAA's prestigious Five Diamond Rating. All Five Diamond rating recommendations are forwarded to AAA's Five-Diamond Committee for thorough review. Once the committee's assessment is concluded, the establishment will be advised in writing of the outcome.



Diamond Rating Guidelines

Exterior



	ONE DIAMOND	TWO DIAMOND	THREE DIAMOND	FOUR DIAMOND	FIVE DIAMOND
Curb Appeal	<p>The combination of all exterior elements provides basic, unadorned curb appeal</p> <p>Basic, simple variety of landscaping</p> <p>Basic building structure and design</p>	<p>The combination of all exterior elements provides a modestly enhanced, good curb appeal</p> <p>Good variety of landscaping</p> <p>Good building structure and design</p>	<p>The combination of obvious design enhancements and all exterior elements provides a very good level of curb appeal</p> <p>Very good variety of landscaping with noticeable enhancement to layout and design</p> <p>Contemporary or classic building structure with noticeable design element enhancements</p>	<p>The combination of all exterior elements provides an impressive, well-integrated, and excellent level of curb appeal</p> <p>Excellent variety of landscaping professionally planned and manicured</p> <p>Impressive architectural features well-integrated into the surrounding area</p>	<p>The combination of all exterior elements provides a stunning, unique, and outstanding level of curb appeal</p> <p>Extensive variety of landscaping with meticulous attention to detail in placement and care</p> <p>Stunning and unique architectural features</p>
Parking	<p>Varied parking surfaces; illumination is adequate</p>	<p>Paved/marked parking areas; lighting is from several sources providing good illumination; drive-through covered entry</p>	<p>2 plus: Lighting is well-positioned and provides very good overall illumination; porte-cochere</p>	<p>3 plus: Lighting fixtures reflect characteristics of the design of the property; evidence of added security exists; excellent overall illumination</p>	<p>N/A — Valet parking is expected</p>



	ONE DIAMOND	TWO DIAMOND	THREE DIAMOND	FOUR DIAMOND	FIVE DIAMOND
Furnishings and Décor	Basic functional décor with limited coordination of furniture, fixtures, and equipment	Good, comfortable décor with evidence of increased coordination of furniture, fixtures, and equipment that reflect current industry trends; some silk or live plants	Furniture, fixtures, equipment, and décor are well-coordinated, attractive, and offer an enhanced degree of comfort; a very good variety of live plants or very good quality artificial floral arrangements	Upscale, well-appointed, and in the theme of the property; high degree of comfort, featuring professionally fitted coverings; an abundant variety of live plants or unique dried floral arrangements	Outstanding elegance and appeal with unique style displaying fine antiques, paintings, and artistic elements; an outstanding variety of live plants and fresh floral arrangements throughout
Floor Coverings	Basic quality of simple design	Good quality floor coverings coordinated with the overall décor	Very good quality carpet, wood, or tile floors with area rugs accenting the overall décor	Excellent quality carpet, wood, marble, or granite floors with unique area rugs	Outstanding quality of carpet or tile with a distinctive design pattern; highly polished wood, marble, granite, or high-grade stone floors with custom area rugs
Illumination	Functional lighting fixtures that provide adequate illumination	Enhanced lighting fixtures are appropriately positioned to provide good overall illumination	Decorative lighting fixtures are well-positioned to provide very good overall illumination	Light fixtures are well-appointed and of an upscale design that complements the overall theme of the property; multi-placement provides overall excellent illumination	4 plus: Custom lighting fixtures of outstanding quality providing a unique effect
Corridors	Walls and ceilings are of basic, simple quality and design	Walls are plasterboard or have vinyl coverings; ceilings are suspended or painted plasterboard; climate controlled	Walls are painted, stuccoed, or have vinyl wall coverings with vinyl or carpeted baseboard; ceilings are painted plasterboard or have an enhanced, textured finish	Walls have excellent quality wall coverings or treatments with ceiling trim or decorative border and carpeted or wood baseboard; ceilings are painted plasterboard or have an enhanced, textured finish	Walls have outstanding quality, decorative wall coverings or treatments that are enhanced by wainscot or chair rails with ceiling trim or decorative border and wood baseboard; ceilings are unique, with enhanced architectural design
Signage	Adequate, legible directional signs in limited locations throughout the property	Professionally manufactured directional signs in many locations throughout the property	2 plus: Noticeably enhanced detail in design	3 plus: Design is well-defined in harmony with the theme of the property. Location of signage is extensive	4 plus: Signage is of outstanding quality and unique design
Lobby/Registration Area	Adequately sized registration area with limited or no seating area	Good-size registration area with a seating arrangement featuring a sofa and armchairs accommodating one small group	Very good-size registration area with an expanded seating arrangement convenient for conversational seating accommodating two small groups; luggage carts available	Spacious registration area located away from main traffic areas with multiple conversational groupings accommodating several small groups; upgraded luggage carts; recognizable guest-service area and bellstand	4 plus: Privacy seating areas are available; recognizable concierge area
Miscellaneous	Telephone on site	Telephones on site in convenient locations	Telephones and house phones are located conveniently inside the building	3 plus: Multiple recessed phones with notepads and pens, located away from traffic areas	4 plus: Chair or bench at the telephone providing extra comfort
		Elevator is available for guests' use in multistory buildings	2 plus: Elevator landings are attractively furnished and in a recessed area away from lobby and corridors	3 plus: Elevator landings are well-appointed with an upscale design keeping in the theme of the property; additional service elevator is available for staff use	4 plus: Elevator landings exhibit design elements of outstanding elegance and appeal
	Vending and ice is available	Vending and sealed ice machines	2 plus: Located in a recessed area	Vending and ice needs are handled in a specialized manner, such as an in-room service bar	4 plus: Specialized delivery service available
		Coin-operated laundry facilities	Valet laundry available at specific times	3 plus: Pressing is available at specific times	4 plus: Specialized service available 24 hours, seven days a week

Public Areas
continued

	ONE DIAMOND	TWO DIAMOND	THREE DIAMOND	FOUR DIAMOND	FIVE DIAMOND
Breakfast Area		If an on-premise restaurant is not available, standard continental breakfast is served in a good-size area in, or adjacent to, the lobby; limited seating is available	If an on-premise restaurant is not available, expanded continental breakfast is served in a large-size breakfast room with appropriate seating for the size of the establishment	N/A	N/A
Restaurant and Dining Facilities <small>(The number and type of food and beverage outlets should be in harmony with the theme of the property. Multiple outlets are expected at resorts)</small>		In lieu of breakfast area: One full-service outlet or food court	In lieu of breakfast area: Full-service outlet or food court; small lounge or bar area	Upscale, full-service restaurant; separate lounge or bar area	Multiple outlets; full-service formal or casually elegant; separate lounge or bar area
Recreational Facilities		Swimming pool with good quality pool furniture, availability is limited Limited variety of exercise equipment on site	Weather-appropriate swimming pool with very good quality and variety of pool furniture; hot tub Exercise room is in a designated room with extra amenities	3 plus: Swimming pool area is well-appointed with upscale design elements and an excellent quality and variety of pool furniture; hot tub and steam room; food and beverage is available poolside On site with state-of-the-art equipment; lockers and dressing area provided	4 plus: Design elements are of outstanding elegance and appeal; pool furniture is of outstanding quality; full-time professional attendant is on-duty Full spa services available 4 plus: Extensive variety of state-of-the-art equipment; customized training programs offered by professionally trained attendants
Additional Recreational Facilities, e.g., playground, lawn games, tennis, golf, horseback riding, etc.		Limited, basic recreational facilities	Very good variety of additional recreational facilities; on- or off-site privileges	Excellent variety of additional recreational facilities are available on site or arrangements are made for off-site services	4 plus: First-class facilities with a unique variety of services offered
Meeting Rooms		One small meeting room with good, comfortable décor elements; basic audiovisual equipment available	Expanded meeting room with enhanced comfort and décor elements; a very good variety of audiovisual equipment available	Variety of well-appointed meeting rooms with upscale design elements; state-of-the-art audiovisual equipment available	4 plus: Design elements are of outstanding elegance and appeal; first-class facilities and a unique variety of services offered
Restrooms		One unisex	Separate ladies and men's restrooms convenient to public areas and adequate for the number of meeting rooms	3 plus: Upscale facilities appropriate for the number of meeting rooms	4 plus: First-class facilities
Sundries and Other Shops		Sundries available at the front desk	Sundry area offering limited variety of merchandise	Upscale gift shop	Variety of first-class shops