

Approval Requirements &

Diamond Rating Guidelines

LODGING



AAA Publishing

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I n t r o d u c t i o n

Dear Hospitality Professional,

On behalf of AAA, I am pleased to introduce to you the latest edition of the *Lodging Approval Requirements & Diamond Rating Guidelines*. This year marks the 30th anniversary of the AAA Diamond Ratings, as well as the 20th anniversary of the *Diamond Rating Guidelines*.

Since its inception in 1902 as a federation of independent motor clubs, AAA has existed to provide information, safety, security, and peace of mind to its now more than 50 million members. AAA's services have evolved to encompass roadside assistance, insurance and financial services, safety education, and public affairs. AAA is also an undisputed leader in travel information and services.

In 1937, the first AAA field representatives were hired to inspect lodgings and restaurants, and in 1963, AAA began assigning lodging ratings from 'good' to 'outstanding'. In 1977 — AAA's 75th (diamond) anniversary — the Diamond Rating system was introduced for lodgings, with restaurants included in 1989.

In 1987, the first **AAA Lodging Diamond Rating Guidelines** booklet was introduced for industry review. Prior to this date, only minimum approval requirements were printed and distributed upon request.

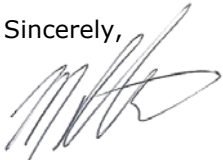
The new edition of the **AAA Approval Requirements and Diamond Rating Guidelines** was designed with two objectives in mind:

- To ensure that our ratings program is accurate and consistent when compared to meeting the travel needs of over 50 million AAA members.
- To provide hospitality professionals a valuable reference so they may be successful in achieving their goal as it relates to AAA Approval and our proprietary **Diamond Rating Process**.

To that end, we feel that it is important to partner with the hospitality industry by gathering input, discussing the meaning of our ratings, and openly sharing how the Diamond Rating Process is applied at the property level. We strongly urge property representatives to take full advantage of the information provided by AAA inspectors during an evaluation, since our experts are exposed to a wide range of properties throughout the United States, Canada, Mexico and the Caribbean. AAA evaluates more than 32,000 accommodations, 28,000 restaurants and nearly 11,000 campgrounds as key content for over 168 million copies of travel-related materials annually. AAA travel products are wide-ranging and include 26 regional TourBook[®] guides, 11 regional CampBook[®] guides, AAA.com— including the well-known TripTik[®] Travel Planner—as well as, numerous retail guidebooks, atlases and maps.

We look forward to your continued service on behalf of AAA members at large and appreciate your participation in AAA programs.

Sincerely,



Michael Petrone, CEC
Director/AAA Tourism Information Development

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Section One

The Diamond Rating Process

Defining AAA Approval Requirements and AAA Diamond Rating Guidelines

It is important to note the difference between AAA Approval Requirements and Diamond Rating Guidelines as this concept is often misunderstood. The evaluation process is made up of three parts: Approval Requirements, objective Diamond Rating Guidelines, and subjective elements based on the professional experience and training of AAA inspectors — who visit over 32,000 lodgings each year.

The essential AAA Approval Requirements are common-sense qualifications that AAA 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.**

The Diamond Rating Guidelines are not rating requirements, but are components used to determine the appropriate Diamond Rating level. Diamond Rating guidelines are simply a reflection of what is typically seen throughout the various market segments of the lodging industry. Therefore, failure to meet some of the components listed for the ratings categories does not necessarily preclude the achievement of that rating. During our evaluation, inspectors will assess the strengths and weaknesses of the property and assign the most appropriate rating that will provide the best match in meeting AAA member expectations.

Furthermore, not all of the Diamond Rating Guidelines will apply to all property types. For example: meeting rooms would not be expected at a Bed & Breakfast property, but would be essential at a convention-oriented hotel. Also, the availability and type of swimming pool will be dictated by climatic influences and/or the property classification. AAA inspectors will only use the sections of the Diamond Rating Guidelines that are appropriate for the property classification in assessing the overall Diamond Rating.

Applying for a AAA Diamond Rating

AAA CONSIDERS ALL VALID APPLICATIONS FOR EVALUATION. To be considered a valid applicant for AAA evaluation, lodging properties must meet all of the **Approval Requirements** for their property category. These minimum requirements reflect members' basic expectations.

Prior to completing an *Application For Evaluation* (provided at: www.AAA.biz/Approved), please review the requirements to verify your property's eligibility to apply.

Currently listed establishments need not reapply, as our inspectors will routinely conduct an evaluation of your property on a continual basis.

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 then.

As of January 1, 2011, lodging properties that request evaluation by AAA are charged a nonrefundable application fee: \$200 for first-time applicants and \$400 for repeat applicants that previously failed an evaluation or were disassociated from AAA for any reason. The fee does not apply to currently **Approved** and listed establishments that remain in good standing.

Please do not send a payment with the initial application. On receipt of your *Application For Evaluation*, AAA will provide written notice regarding the status of your application and, if accepted for further consideration, an invoice for your application fee. On receipt of payment, AAA will schedule your property for an unannounced evaluation within one year.

All application fees should be made in U.S. funds and are nonrefundable and will have no bearing on the outcome of evaluations. AAA conducts property evaluations as a service to members, and does not guarantee that all applicants will be **Approved** and listed in member publications.

Basic listings are provided without charge to **Approved** properties.

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 your property is approved, it will be evaluated at least once per evaluation cycle by a AAA inspector. All evaluations are unannounced to ensure that our inspectors 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 our 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 member value, a letter will be sent advising that the property has been released from any further consideration.



AAA Approval Requirements

AAA APPROVAL REQUIREMENTS REFLECT THE MINIMUM ACCEPTABLE CONDITIONS AS ESTABLISHED THROUGH MEMBER SURVEYS AND CONTINUOUS FEEDBACK.

To be AAA Approved and Diamond Rated, an establishment must meet the following requirements:



Cleanliness and Condition

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

Management Style of Operation

4. A property may not use AAA trademarks—including but not limited to the AAA logo and Diamond Rating, without AAA's prior written consent.
5. The property must be appropriately located for business or leisure travel.
6. The establishment must be a primarily transient operation with four or more units available for AAA members.
7. The establishment must provide AAA room rates for travel publications as requested.
8. The establishment must assist AAA in the resolution of member complaints.
9. The establishment must accommodate unannounced AAA property evaluations within 20 minutes of notice.
10. All property staff must conduct business in a professional and ethical manner providing attentive, conscientious service to guests.
11. A property must only place AAA members in AAA inspected and approved guest units—overflow buildings or guest units (associated with the property but not approved by AAA) are unacceptable.
12. Property management, or their representative, must be readily accessible at all times for guest needs or requests.
13. Guests must have easy access to 24-hour incoming and outgoing phone service, ensuring prompt guest unit message delivery. *Emergency messages must be delivered to the guest immediately upon receipt.*
14. Management will readily provide property information as requested by AAA on a continual basis for the purpose of maintaining the most accurate travel information for AAA publications.
15. The establishment must be in compliance with all local, state, and federal codes.

Exterior and Public Areas

16. Properties must have accurate, legible signage in appropriate areas.
17. All facilities directly associated with a property (such as a restaurant, health club, gift shops, recreation facilities, etc.) provided for guest's use must meet all appropriate AAA Approval Requirements.
18. Adequate illumination is required in all public areas. This includes sufficient lighting in all corridors, walkways, stairways, landings, parking areas, etc.

Guest Rooms

19. Each guest unit must contain a comfortable bed with a mattress pad, two sheets, two pillows with pillowcases, and an appropriate bed covering.
20. Each guest unit must have a nightstand or equivalent by each bed, a chair, a writing surface, a waste container, clothes-storage space, and clothes-hanging facilities with hangers for two guests.
21. Each guest unit must have adequate shades, drapes, or blinds to cover all windows or other transparent areas to provide the guest with privacy.
22. The level of soundproofing must be adequate to muffle outside noises and normal sounds in adjacent units and public areas.
23. Each guest unit must have an active light switch at the main entry.
24. Each guest unit must have good illumination at a writing surface, a sitting area, and at each bed.
25. 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 into the door frame. 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.

26. Each door to connecting guest units or maintenance corridors must be equipped with a deadbolt lock.
27. Each guest unit entry door must have a viewport or window convenient to the door.
28. Each window overlooking a common walkway or in a ground floor unit must be equipped with a functional lock.
29. Each guest unit must have an operational, single station smoke detector. 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.

Guest Bathrooms

30. Each guest unit must have its own private bathroom.
31. All bathrooms must contain a toilet, a sink with a well-lit mirror and a convenient electrical outlet, adequate shelf space, and a tub or a shower with a non-slip surface.
32. Each bathroom must be equipped with toilet tissue, a cloth bath mat, and two bars of soap or equivalent—furthermore, each guest must be provided a bath towel, hand towel, face cloth, and a drinking tumbler.
33. All toilet area surfaces (floors, walls, baseboards, etc.) must be non-porous to facilitate proper sanitation. (For example, carpeting is not acceptable in the toilet area.)

The AAA Evaluation and Diamond Rating Process

The AAA Evaluation and Diamond Rating Process primarily consists of three parts:

- **INTRODUCTION, INTERVIEW**
- **PROPERTY TOUR AND PRACTICAL APPLICATION OF THE APPROVAL REQUIREMENTS AND DIAMOND RATING GUIDELINES**
- **ASSESSMENT SUMMARY**

First, all establishments must meet **AAA Approval Requirements** and be determined to provide member value. This validation is conducted through a combined process of applications, inspections, referrals, and media research.

If a property is presumed to qualify, one of our inspectors 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 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 of any plans for improvement that may be forthcoming.

Following the interview, the inspector will tour the establishment with the property representative to assess the **AAA Approval Requirements & Diamond Rating Guidelines**. The tour will include an evaluation of all public areas and a cross section of rooms. The inspector will discuss both strengths and weaknesses of the property as it relates to our Guidelines. ***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:

- **CLEANLINESS AND CONDITION**
- **MANAGEMENT AND STAFF**
- **EXTERIOR, GROUNDS, AND PUBLIC AREAS**
- **GUESTROOM DÉCOR, AMBIANCE, AND AMENITIES**
- **BATHROOMS**
- **GUEST SERVICES** (if applicable)

Cleanliness and condition

All establishments must be clean, comfortable, and well-maintained. The inspector will evaluate the overall condition of the property to determine if the property meets above average standards and should be considered for a Diamond Rating.





Management and staff

Properties will receive a mark of 'Pass' or 'Fail' based on the manner of interaction with all property representatives. The inspector will be evaluating the overall level of hospitality, professionalism, and deportment. It is critical to receive a passing mark to be considered for a Diamond Rating.

Exterior, grounds, and public areas

This area is assigned a specific rating overall based on the components listed under the applicable Diamond Rating Guidelines section. 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.



Guestroom décor, ambiance, and amenities

This area is assigned a specific rating overall based on the components listed under the applicable Diamond Rating Guidelines section. 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 components listed under the applicable Diamond Rating Guidelines section. 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. All properties must first match the physical guidelines respective of the Four or Five Diamond levels to qualify for a series of anonymous visits by AAA inspectors. Our overnight hospitality assessment includes a review of twelve critical areas and measures approximately 300 guest interaction points. All properties must achieve at least a Four Diamond Rating in

guest services to be considered for a Four Diamond Rating overall; similarly, 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 a property is approved, the inspector will assign, or recommend, a Diamond Rating or FYI designation as appropriate based on conditions that exist at the time of the evaluation. The inspector 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.

Section Two

The Diamond Rating Guidelines

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

AAA inspectors are responsible for determining a property's Diamond Rating based on established standards that are developed with input from our trained professionals, AAA members, and various lodging industry professionals.

AAA's Diamond Rating Guidelines indicate what is typically found at each rating level. However, the size, age, and overall appeal of an establishment are also considered, as well as regional architectural style and design. Diamonds are assigned based on the average of all property characteristics, with a focus on overall guest impression rather than on individual elements. Therefore, not meeting a guideline (in one area) may not necessarily affect the overall Diamond Rating.

The final factor in determining the Diamond Rating for a property is professional judgment, which is a very important part of the rating assessment. Our inspectors are North America's travel experts based upon ongoing training and experience in conducting more than 32,000 lodging evaluations per 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.

GLOSSARY:

- ▶ **Climate controlled** – Heat, ventilation and/or air conditioning and cooling.
- ▶ **Dated** – Marked by features of the past; showing the effects of long use or wear; unfashionable.
- ▶ **Form** – The essence of design or configuration.
- ▶ **Function** – The action for which something is fundamentally fitted or purposed.
- ▶ **Plus** – When you see this term used (such as **2D, plus**), it means that the rating includes the **bolded** elements of the previous columns in addition to elements of the current column.
- ▶ **Residential** – Of, or relating to, or connected with, residential style; invokes a personal presence of home.

Diamond Rating Guidelines – Exterior

EXTERIOR

	ONE DIAMOND	TWO DIAMOND	THREE DIAMOND	FOUR DIAMOND	FIVE DIAMOND
	Economy	Mid-Scale	Mid-Scale Plus	Upscale	Ultra-Luxury
GENERAL CURB APPEAL	The combination of all exterior elements imparts a basic or dated style; Limited coordination in design; Limited quantity and variety of appointments; Overall, conveys an unadorned curb appeal	The exterior elements are moderately enhanced (as compared to basic) in quantity, function, and/or variety, with an increased coordination in design; Overall, conveys a modestly enhanced curb appeal	The exterior elements are obviously enhanced and are well-coordinated for form, function, and seasonality; Some areas have a residential feel; Overall, conveys a very attractive curb appeal	3D, plus: The combination of all exterior elements is substantial, impressive, well-integrated, and imparts an excellent level of curb appeal which is upscale in style	4D, plus: The combination of all exterior elements imparts an extraordinary and luxurious feel; Appointments are unique and contribute to an elegant level of curb appeal
Landscaping	Limited quantity and variety of landscaping; Basic design	Enhanced quantity, function, and variety of landscaping; Coordinated design	Various landscape features are well-coordinated for form, function, and seasonality; An ample quantity and variety of plants are integrated with buildings, walkways, parking lots, courtyards, gardens, etc.	3D, plus: Excellent variety of mature plants; Obviously professionally planned and manicured	4D, plus: Elegant and extensive variety of landscaping, with meticulous attention to detail in placement and care

EXTERIOR

	ONE DIAMOND	TWO DIAMOND	THREE DIAMOND	FOUR DIAMOND	FIVE DIAMOND
	Economy	Mid-Scale	Mid-Scale Plus	Upscale	Ultra-Luxury
Building Structure; Design	Basic or dated in style	Modest enhancements to form and function via roofing, windows, siding, or some other architectural feature(s)	Significantly enhanced in form and function with some residential appointments, such as: enhanced roofs, intricate moldings, window treatments, balconies, chimneys, etc.	3D, plus: Obviously upscale	4D, plus: Extraordinary with unique architectural features
Main Entrance	No drive-through covered entry	Drive-through covered entry; Limited capacity (one-car width)	2D, plus: Increased capacity (two-car width); Structure is decorative	3D, plus: Oversized capacity (two-car width and depth); Upscale design and appointments	4D, plus: Elegant design and appointments
Parking	Varied surfaces; Illumination is adequate	1D, plus: Paved and marked areas	2D, plus: Lighting is well-positioned, from multiple sources, and provides a good level of overall illumination	3D, plus: Lighting fixtures reflect upscale characteristics with respect to the design of the property Valet parking upon request or some other upgraded feature, such as: covered/indoor parking, shuttle service, or evidence of added security	4D, plus: Valet parking is automatic

GLOSSARY:

- ▶ **Climate controlled** – Heat, ventilation and/or air conditioning and cooling.
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- ▶ **Form** – The essence of design or configuration.
- ▶ **Function** – The action for which something is fundamentally fitted or purposed.
- ▶ **Plus** – When you see this term used (such as **2D, plus**), it means that the rating includes the **bolded** elements of the previous columns in addition to elements of the current column.
- ▶ **Residential** – Of, or relating to, or connected with, residential style; invokes a personal presence of home.

Diamond Rating Guidelines – Public Areas

PUBLIC AREAS					
	ONE DIAMOND	TWO DIAMOND	THREE DIAMOND	FOUR DIAMOND	FIVE DIAMOND
	Economy	Mid-Scale	Mid-Scale Plus	Upscale	Ultra-Luxury
GENERAL DÉCOR STYLE	Predominantly basic or dated style with limited coordination of appointments that provide an adequate level of comfort	Increased coordination of appointments combined with modest enhancements to function, design elements, room size, and/or amenities that provide an enhanced level of comfort	Predominantly residential style with decorative appointments that are attractive, well-coordinated for form and function , and provide an obvious degree of comfort	3D, plus: Predominantly upscale style that provides an exceptional degree of comfort	4D, plus: Predominantly elegant style with luxurious, unique, and artistic appointments
Floor Coverings	Basic material, such as: linoleum, painted concrete, or low density pile carpet with padding that provides little or no comfort underfoot (floor feels hard)	Enhanced material, such as: wood laminates and vinyl, or medium density pile carpet with padding that provides average comfort underfoot	2D, plus: Wood laminates or carpet with enhanced design, such as: patterns, textures, or inlays ; Decorative tile (ceramic, stone, concrete, terra cotta, etc.); Hard surfaced floors have decorative area rugs as appropriate	3D, plus: High grade wood, marble, granite, or other upscale stone floors, or high density pile carpet with padding that provides exceptional comfort underfoot	4D, plus: Custom inlays or textured enhancements that provide an overall design that is obviously elegant and unique; Area rugs are luxurious and unique

PUBLIC AREAS

	ONE DIAMOND	TWO DIAMOND	THREE DIAMOND	FOUR DIAMOND	FIVE DIAMOND
	Economy	Mid-Scale	Mid-Scale Plus	Upscale	Ultra-Luxury
Wall Coverings including Interior Corridors (if applicable)	Walls are of basic material and design, such as: cinder block with a plain paint finish, standard grade wood, prefab modular laminate paneling, or wallpaper	Wall treatments are modestly enhanced, such as: drywall with basic paint finish or plain vinyl coverings; Rubber or vinyl baseboards	Decorative wall treatments, such as: drywall with textured and painted finish, decorative vinyl coverings, or select grade wood/stone; Chair rails and carpeted baseboards	3D, plus: At least one significant upscale design enhancement, such as: accent wall(s), furniture-finish wood paneling, soft wall coverings, ceiling trim, architectural feature, wainscot, etc.; Wood baseboards	4D, plus: Wall finishes are of the highest grade materials; Accented with multiple luxurious design enhancements
Ventilation		Climate controlled	Climate controlled	Climate controlled	Climate controlled
Exterior Corridors (if applicable)	Building structure and design is basic or dated in style	Weather appropriate (Provides protection and comfort with respect to climatic elements); Building structure shows modest enhancements to design and function via roofing, windows, siding, or some other architectural feature(s)	2D, plus: Building structure and design is significantly enhanced in form and function with some residential appointments, such as: enhanced roofs, moldings, window treatments, etc.	3D, plus: Building structure and design is obviously upscale	4D, plus: Extraordinary with unique architectural features
Landscaping (Relating to Exterior Corridors)	Limited quantity and variety of landscaping; Basic design	Enhanced quantity, function, and variety of landscaping; Coordinated design	Various landscape features are well-coordinated for form, function, and seasonality; An ample quantity and variety of plants are integrated with buildings, walkways, parking lots, courtyards, gardens, etc.	3D, plus: Excellent variety of mature plants; Obviously professionally planned and manicured	4D, plus: Elegant and extensive variety of landscaping, with meticulous attention to detail in placement and care

PUBLIC AREAS

	ONE DIAMOND	TWO DIAMOND	THREE DIAMOND	FOUR DIAMOND	FIVE DIAMOND
	Economy	Mid-Scale	Mid-Scale Plus	Upscale	Ultra-Luxury
Wall Hangings/ Decorative Enhancements		Poster(s) or commercial artwork with thin, un-enhanced wood, metal, or plastic frame(s)	Matted artwork (common or commercial) in enhanced frame(s) or other decorative appointments	Variety of matted and framed or unframed canvas artwork (varied sizes and scenes) or other appointments that provide a distinctive or thematic upscale appeal	4D, plus: Variety of styles and accent pieces, such as: limited edition prints, canvas art, tapestries, or lithographs with enhanced matting and preservation frames, assorted artisan pieces or sculptures, floral displays or plants
Ceilings	Basic material and design, such as: drop tile, concrete, or standard grade wood	Modest enhancements to material and design, such as: enhanced drop tile, painted drywall, popcorn finish, sand textured concrete, etc.	Predominant use of decorative elements to painted drywall, such as: an advanced textured finish (knockdown, orange peel, comb, slap brush, etc.) or select grade wood/stone	3D, plus: One architectural or design feature, such as: treys, beams, medallions, vaulted/volume, murals/stencils, tin tiles or skylights, ceiling fans, special effect lighting, etc.	4D, plus: Multiple architectural or design features
Illumination	Basic lighting fixtures that provide an adequate level of overall illumination	Lighting fixtures are modestly enhanced in style, positioning, and function to provide a good level of overall illumination	2D, plus: Lighting fixtures are decorative and well-coordinated for form and function	3D, plus: Lighting fixtures reflect upscale design and provide an excellent level of overall illumination	4D, plus: Custom lighting fixtures of outstanding quality provide a unique illumination effect
Signage	Basic design in limited locations throughout the property	Modestly enhanced design in appropriately placed locations throughout the property	2D, plus: Decorative enhancements in design	3D, plus: Upscale design in ample locations	4D, plus: Custom design creatively placed for a unique effect

PUBLIC AREAS

	ONE DIAMOND	TWO DIAMOND	THREE DIAMOND	FOUR DIAMOND	FIVE DIAMOND
	Economy	Mid-Scale	Mid-Scale Plus	Upscale	Ultra-Luxury
Lobby/ Registration Area	Obviously restricted by size and/or placement of appointments; Basic counter registration with limited or no seating capacity	Modest restrictions due to size and/or placement of appointments; Seating arrangement for one small group, such as: a sofa and two arm chairs	No restrictions, as placement of appointments is well-proportioned to area size; Expanded seating arrangement accommodating two small groups; Placement of appointments is well-proportioned to area size and traffic flow	Area size and placement of appointments provide an obvious degree of spaciousness allowing increased ease of movement for many guests; Multiple conversational groupings, including one or more privacy areas; Identifiable guest service area and bell stand	Area size and placement of appointments provide a free flowing abundance of space that contributes to the ultimate level of comfort and relaxation for many guests; Identifiable concierge area
Furniture	If available, predominantly basic materials, such as: particle board, laminate, or vinyl finishes; Dated styles with limited coordination; Provides an adequate level of comfort	An increased level of coordination; Modest enhancements in materials, design, and function; Provides an enhanced level of comfort	Decorative and well-coordinated for form and function; Overall construction and design reflects current industry trends , such as: Melamine resins, solid wood trim, or upgraded laminate finishes; Provides an obvious degree of comfort	3D, plus: Modern or antique upscale style and materials, such as: solid wood, polished metals, leather, designer fabric, veneer finishes with solid wood accents, laminate insets, etc.; Provides an exceptional degree of comfort	4D, plus: Luxurious, unique, and elegant custom design and workmanship
Ice, Vending, Sundries & Shops	Ice machine(s) available Vending machine(s) available	Multiple sealed ice machines Basic hygiene amenities, such as: toothbrush/paste, razors, mouthwash, shower caps, combs, etc., available at the front desk or in vending machine	2D, plus: Located in a recessed area Dedicated sundry area offering a variety of merchandise, such as: health and beauty needs, food, beverage, and reading materials	3D, plus: Conveniently located and appropriately soundproofed Upscale gift shop	Specialized service, delivery or in-room honor bar Variety of first-class shops

PUBLIC AREAS

	ONE DIAMOND	TWO DIAMOND	THREE DIAMOND	FOUR DIAMOND	FIVE DIAMOND
	Economy	Mid-Scale	Mid-Scale Plus	Upscale	Ultra-Luxury
Business Center		Personal computer, with Internet access, available in lobby for guests' use	Dedicated open area (out of traffic pattern) with desk and chair, to include at least three business-related items, such as: PC, printer, copier, fax machine, supplies, etc.	3D, plus: Well-appointed, enclosed area; Multi-guest capability with comprehensive office supplies	4D, plus: Luxurious surroundings include the latest business technology; Professionally staffed area
Elevator		Elevator is available for guests' use in multi-story buildings	2D, plus: Primarily dedicated to guests' use; Prompt response, quick moving, and spacious; Elevator includes decorative appointments; Landing includes a limited (four) amount of decorative furnishings, such as: tables, lamps, phone, artwork, chair, mirror, flowers, etc., and is recessed from the lobby and guestroom corridors	3D, plus: Multiple elevators include upscale appointments; Landings include a variety of upscale furnishings (five), such as: sofa table, lamps/wall sconce, phone, artwork, chair, coffee table, mirror, flowers/plants, etc.; Additional service elevator is available for staff's use	4D, plus: Elevator cabs have dual call button panels; landings are elegant with luxurious, unique, and artistic appointments
Miscellaneous		Artificial or live plants in limited locations	Good variety of live plants or artificial floral arrangements used as appropriate for decorative accents throughout the property	Abundant variety of live plants, silk, or dried floral arrangements used as appropriate to enhance an upscale theme throughout the property	Garden-fresh condition, outstanding variety of live plants and flowers that are uniquely arranged to provide a luxurious appeal throughout the property

PUBLIC AREAS

	ONE DIAMOND	TWO DIAMOND	THREE DIAMOND	FOUR DIAMOND	FIVE DIAMOND
	Economy	Mid-Scale	Mid-Scale Plus	Upscale	Ultra-Luxury
Miscellaneous (cont'd)		Limited (washer and dryer only) coin-operated laundry facilities	Expanded coin-operated laundry facilities, such as: multiple machines, vending supplies, folding table, etc. –or– valet laundry	Valet laundry and pressing available	4D, plus: Personalized services available, such as: one hour pressing, shoeshine, tailoring or alterations, etc.
		Luggage carts available	2D, plus: Design enhancements, such as: solid construction, larger, smooth tracking wheels, and bumper guards	3D, plus: Upscale design enhancements, such as: brass or metal finish, carpeted base, and multiple hanging capabilities. Luggage assistance available upon request	Luggage assistance upon arrival is automatic
Meeting Rooms		Private meeting room available; Basic audiovisual equipment available, such as: projectors, microphones, television, sound system, etc.	Expanded meeting space with decorative appointments; Increased variety of audiovisual equipment available, such as: dropdown projector and screen, smart lectern, controlling lights and surround sound, multi-casting, wireless communication, etc.; Some conference services available, such as: planning assistance, catering, and most technology needs	A variety of meeting rooms, such as: ballroom, boardroom, theatre, and/or meeting rooms of various sizes, with upscale appointments; All audiovisual equipment is state-of-the-art; Full conference services available including on-site professional conference planner and technical support	4D, plus: Luxuriously appointed, first-class facilities; Custom conference services

PUBLIC AREAS

	ONE DIAMOND	TWO DIAMOND	THREE DIAMOND	FOUR DIAMOND	FIVE DIAMOND
	Economy	Mid-Scale	Mid-Scale Plus	Upscale	Ultra-Luxury
<p>Food & Beverage:</p> <p style="text-align: center;">Restaurant <i>(if applicable)</i></p> <p style="text-align: center;"><u>OR</u> ↓</p> <p style="text-align: center;">Breakfast Area</p> <p>Expanded Continental – At minimum, two items in each of the following categories: juice, coffee, fresh fruits, low sugar breads, sweet breads, and cereals with milk.</p>		<p>One full-service outlet or food court (comparable to a one diamond restaurant) onsite:</p> <p style="text-align: center;"><u>OR</u> ↓</p> <p>Standard continental breakfast (minimum: juice, pastry, and hot beverage) is served in a dedicated area with modest restrictions due to size and/or placement of appointments; Limited seating is available</p>	<p>2D, plus: (comparable to a two diamond restaurant); Lounge or bar area</p> <p style="text-align: center;"><u>OR</u> ↓</p> <p>Expanded continental breakfast, or more, is served in a dedicated area that is distinctly separate from the lobby traffic; Appointments are well-proportioned to area size, with appropriate seating for the size of the establishment; Television</p>	<p>Upscale, full-service restaurant (comparable to a three diamond restaurant); Separate lounge or bar area; Room service available for breakfast, lunch, and dinner</p>	<p>4D, plus: Multiple outlets (at least one is comparable to a four diamond restaurant); Room service available 24/7</p>
<p>Recreational Facilities:</p> <p style="text-align: center;">Swimming Pool</p>		<p>Pool area with a limited amount of furniture of basic or mixed styles; Property location determines seasonal availability</p>	<p>Weather appropriate pool (usable at least nine months annually); Area is well-appointed with a good variety of decorative, comfortable pool furniture; Hot tub or whirlpool spa</p>	<p>3D, plus: Pool area reflects the use of upscale building materials and design, with a variety of pool furniture; Hot tub or whirlpool spa, steam room, or sauna; Food and beverage service is available poolside</p>	<p>4D, plus: Pool area is of elegant design, with unique appointments, such as: sculptures, waterfalls/features, exotic plants and gardens, stone/tile surfaces with designer inlays, etc.; Outstanding variety of luxurious furniture; Cabanas; Full-time professional attendant is on duty</p>

PUBLIC AREAS

	ONE DIAMOND	TWO DIAMOND	THREE DIAMOND	FOUR DIAMOND	FIVE DIAMOND
	Economy	Mid-Scale	Mid-Scale Plus	Upscale	Ultra-Luxury
Spa				Full spa services available	Full spa onsite
Exercise Room		Two pieces of equipment on site in a designated room	2D, plus: Three or more pieces of equipment; Room is enhanced with at least three purposeful appointments, such as: mirrored walls, television, water cooler, bathroom, towels, clock, scales, etc.	3D, plus: Five or more pieces of state-of-the-art equipment, including cardio and weight training capability	4D, plus: Ten or more pieces of equipment; Luxurious health club environment; dressing area includes: lockers, showers, and restrooms; Full-time professional attendant is on duty; In-room exercise equipment available
Additional Facilities/ Programs (Golf, tennis, boating, horseback riding, children's activities, babysitting, etc.)			Multiple facilities/ programs onsite; Some with off-site privileges	3D, plus: Arrangements are made for off-site services	4D, plus: First-class facilities/ programs with custom concierge services provided
Restrooms		One unisex	Separate gender restrooms in a convenient location (If property has expanded meeting facilities, then additional restrooms are available in proportion)	3D, plus: Upscale appointments	4D, plus: First-class with luxurious appointments

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- ▶ **Function** – The action for which something is fundamentally fitted or purposed.
- ▶ **Plus** – When you see this term used (such as **2D, plus**), it means that the rating includes the **bolded** elements of the previous columns in addition to elements of the current column.
- ▶ **Residential** – Of, or relating to, or connected with, residential style; invokes a personal presence of home.

Diamond Rating Guidelines – Guestroom

GUESTROOM					
	ONE DIAMOND	TWO DIAMOND	THREE DIAMOND	FOUR DIAMOND	FIVE DIAMOND
	Economy	Mid-Scale	Mid-Scale Plus	Upscale	Ultra-Luxury
GENERAL DÉCOR STYLE	Predominantly basic or dated style with limited coordination of appointments that provide an adequate level of comfort	Increased coordination of appointments combined with modest enhancements to function, design elements, room size, and/or amenities that provide an enhanced level of comfort	Predominantly residential style with decorative appointments that are attractive, well-coordinated for form and function that provide an obvious degree of comfort	3D, plus: Predominantly upscale style that provides an exceptional degree of comfort	4D, plus: Predominantly elegant style with luxurious, unique, and artistic appointments
Free Floor Space	Obviously restricted by size and/or placement of appointments; however, provides guest an adequate level of comfort	Modest restrictions due to size and/or placement of appointments	No restrictions, as placement of appointments is well-proportioned to room size	Room size and placement of appointments provide an obvious degree of spaciousness, allowing increased ease of movement for multiple guests	Room size and placement of appointments provide a free flowing abundance of space that contributes to the ultimate level of comfort and relaxation for multiple guests

GUESTROOM

	ONE DIAMOND	TWO DIAMOND	THREE DIAMOND	FOUR DIAMOND	FIVE DIAMOND
	Economy	Mid-Scale	Mid-Scale Plus	Upscale	Ultra-Luxury
Floor Coverings	Basic material, such as: linoleum or low density pile carpet with padding that provides little or no comfort underfoot (floor feels hard)	Enhanced material, such as: wood laminates and vinyl, or medium density pile carpet with padding that provides average comfort underfoot	2D, plus: Wood laminates or carpet with enhanced design, such as: patterns, textures, or inlays; Decorative tile (ceramic, stone, concrete, terra cotta, etc.); Hard surfaced floors have decorative area rugs as appropriate	3D, plus: High grade wood, marble, granite, or other upscale stone floors, or high density pile carpet with padding that provides exceptional comfort underfoot	4D, plus: Custom inlays or textured enhancements that provide an overall design that is obviously elegant and unique; Area rugs are luxurious and unique
Wall Coverings	Basic material and design, such as: cinder block with a plain paint finish, standard grade wood, prefab modular laminate paneling, or wallpaper	Wall treatments are modestly enhanced, such as: drywall with basic paint finish or plain vinyl coverings; Rubber or vinyl baseboards	Decorative wall treatments, such as: drywall with textured and painted finish, decorative vinyl coverings, or select grade wood/stone; Carpeted baseboards	3D, plus: At least one significant upscale design enhancement, such as: accent wall(s), furniture-finish wood paneling, soft wall coverings, ceiling trim, architectural feature, wainscot, chair rails, etc.; Wood baseboards	4D, plus: Wall finishes are of the highest grade materials; Accented with multiple luxurious design enhancements
Wall Hangings/ Decorative Enhancements		Poster(s) or commercial artwork with thin, un-enhanced wood, metal, or plastic frame(s)	Matted and framed artwork (common or commercial) in enhanced frame(s) or other decorative appointments	Variety of matted and framed artwork (varied sizes and scenes) or other appointments that provide a distinctive or thematic upscale appeal	4D, plus: Variety of styles and accent pieces, such as: limited edition prints, canvas art, tapestries, or lithographs with enhanced matting and preservation frames, assorted artisan pieces or sculptures, floral displays or plants

GUESTROOM

	ONE DIAMOND	TWO DIAMOND	THREE DIAMOND	FOUR DIAMOND	FIVE DIAMOND
	Economy	Mid-Scale	Mid-Scale Plus	Upscale	Ultra-Luxury
Ceilings	Basic material and design, such as: drop tile, concrete, or standard grade wood	Modest enhancements to material and design, such as: enhanced drop tile, painted drywall, popcorn finish, sand textured concrete, etc.	Predominant use of decorative enhancements to painted drywall, such as: an advanced textured finish (knockdown, orange peel, comb, slap brush, etc.) or select grade wood/stone	3D, plus: One architectural or design feature, such as: treys, beams, medallions, vaulted/volume, murals/stencils, tin tiles or skylights, ceiling fans, special effect lighting, etc.	4D, plus: Multiple architectural or design features
Window Coverings	Basic drapes, blinds, or shades offering limited blackout effect from the sun or outside light sources	1D, plus: Full blackout effect	2D, plus: Two design enhancements, such as: blinds, shutters, sheers, fabric side panels, valance, glass treatment, cornice, etc., provides a professional design effect	3D, plus: Three or more design enhancements	4D, plus: Elaborate, luxurious, and unique visual effect
Bed	No headboard -or- headboard and mattress are of basic materials and plain design (vinyl flat top); Box spring or bed base	Headboard and mattress are of modestly enhanced material and design (quilted, soft top); Box spring or bed base	2D, plus: Decorative headboard	Upscale headboard, bed base and mattress which includes a comfort enhancement, such as: pillow top, memory foam padding, adjustable comfort level, etc.	4D, plus: Elaborate, luxurious, and unique visual appeal
Bedding	Bed coverings are of basic style; Bed linens are of common blends and thread counts (sheer, coarse to touch); Pillows are of a standard grade (thin Polyester batting)	Bed coverings are quilted or modestly enhanced in style; Bed linens are of average (180-250) thread count, closely woven and smooth to touch; Pillows are of an enhanced grade (thick Cluster Fiber)	2D, plus: Two accent features, such as: comforter, duvet, dust ruffles, bed throw/scarf, multiple pillows, accent pillows/shams or triple sheeting	Bed coverings include three or more accent features (see 3D); Bed linens are of increased thread count (>250), tightly woven, crisp, and very soft to the touch; Pillows are of an upscale grade, such as: down or feather	4D, plus: ≥ 300 thread count bed linens (Egyptian cotton, satin, silk or similar) provide a super soft, silk-like feel; Choice of pillow fills, such as: silk, wool, cashmere, premium foams, latex or goose down, etc., is provided

GUESTROOM

	ONE DIAMOND	TWO DIAMOND	THREE DIAMOND	FOUR DIAMOND	FIVE DIAMOND
	Economy	Mid-Scale	Mid-Scale Plus	Upscale	Ultra-Luxury
Clothes Storage Hang Space	Open wall-mounted clothes rack with simple wire or non-detachable hangers	Semi-enclosed area with detachable wood, plastic, or heavy metal hangers	Fully-enclosed with at least six open-hook wood or heavy gauge, sculptured plastic matching hangers; Some with skirt or pant hanging attachments; Closet depth is 22 inches (at minimum) and can enclose full length apparel	3D, plus: At least eight hangers	4D, plus: At least ten hangers (two of which are satin or similar); One or more designer features, such as: drawers, shelves, shoe rack, walk-in capability, etc.; Closet is illuminated
Additional Storage Space	Open clothes storage space	Multiple enclosed drawers; Total storage space can accommodate the needs of two or more guests	2D, plus: Sufficient space for one piece of luggage, such as: folding metal rack, bench, or credenza top	3D, plus: Sufficient space for two pieces of luggage (upgraded wooden racks or designer-style benches); Total storage space can accommodate the needs of three or more guests	4D, plus: Total storage space can accommodate the needs of four or more guests
Illumination	Two or more well-positioned basic lighting fixtures; Provide an adequate level of overall illumination	Three or more lighting fixtures; Modestly enhanced in style, positioning, and function; Provide a good level of overall illumination	Four or more well-positioned lighting fixtures; Decorative and well-coordinated for form and function; Provide a good level of overall illumination at each location	3D, plus: Predominantly freestanding fixtures of upscale design; Provide an excellent level of overall illumination	4D, plus: Custom lighting fixtures of outstanding quality; Custom function(s), such as: dimmers, point lighting, multiple switches, and/or natural light sources; Provide a unique illumination effect
Furniture	Predominantly basic materials, such as: particle board, pressboard, laminate, or vinyl finishes; Dated styles with limited coordination; Provides an adequate level of comfort	1D, plus: An increased level of coordination; Modest enhancements in materials, design, and function; Provides an enhanced level of comfort	Predominantly freestanding; Decorative and well-coordinated for form and function; Overall construction and design reflects current industry trends, such as: Melamine resins, solid wood trim, or upgraded laminate finishes; Provides an obvious degree of comfort	3D, plus: Modern or antique upscale style and materials, such as: solid wood, polished metals, leather, designer fabric, veneer finishes with solid wood accents, laminate insets, etc.; Provides an exceptional degree of comfort	4D, plus: Luxurious, unique, and elegant custom design and workmanship

GUESTROOM

	ONE DIAMOND	TWO DIAMOND	THREE DIAMOND	FOUR DIAMOND	FIVE DIAMOND
	Economy	Mid-Scale	Mid-Scale Plus	Upscale	Ultra-Luxury
Seating	<p>One chair (typically placed as part of a duplex, triplex, or task table)</p>	<p>1D, plus: Additional seating for one guest; Vinyl or fabric upholstery</p>	<p>Comfortable seating for two guests – to include desk chair with arms and partial upholstery, such as: vinyl, leather, or fabric; Plus one additional fully upholstered easy/lounge chair that is positioned for television viewing</p>	<p>3D, plus: Comfortable seating for three guests; Upscale materials and design in an expanded setting, such as: a loveseat, sofa, or oversized chair with ottoman</p>	<p>4D, plus: Luxurious materials and design; Additional furniture pieces, such as: end tables, coffee or occasional tables</p>
<p style="text-align: center;">Work Space/ Writing Surface</p> <p style="text-align: center;"><i>Items stored on a writing surface decrease the available working space. A writing surface is judged, in part, on the basis of available space.</i></p>	<p>Duplex, triplex, or small task table that provides adequate work space (e.g., enough space for a laptop computer and an 8x10 inch reference material item)</p>	<p>Desk or medium task table that provides good work space (e.g., enough space for a laptop computer and two 8x10 inch reference material items)</p>	<p>Desk or large task table that provides very good work space (e.g., enough space for a laptop computer and three 8x10 inch reference material items); One electrical outlet (not in use) conveniently placed at the desk</p>	<p>Large desk that provides ample work space (e.g., enough space for a laptop computer, three 8x10 inch reference material items, and a portable printer); Multiple electrical outlets (not in use) conveniently placed at the desk</p>	<p>4D, plus: Desktop enhancements, such as: desk blotter, pull-out writing surface, stationery, and other office supplies</p>
Ventilation	<p>Heat and/or air conditioning available on a seasonal basis as needed; Window style air-conditioning units</p>	<p>1D, plus: Conveniently located through-wall units</p>	<p>2D, plus: Heat and air conditioning available on demand; Modern, quiet, with easily accessible controls in each guestroom</p>	<p>Heat and air conditioning available on demand; Central system with thermostat control</p>	<p>4D, plus: Digital thermostat control</p>
Telephone	<p>Touch-tone telephone</p>	<p>1D, plus: Message light on telephone</p>	<p>2D, plus: Voice messaging</p>	<p>3D, plus: Multiple telephones; Two-line telephone or separate Internet capability</p>	<p>4D, plus: Cordless telephone; Expanded phone features, such as: pre-programmed dialing keys, speaker capability, personalized display or voicemail</p>

GUESTROOM

	ONE DIAMOND	TWO DIAMOND	THREE DIAMOND	FOUR DIAMOND	FIVE DIAMOND
	Economy	Mid-Scale	Mid-Scale Plus	Upscale	Ultra-Luxury
Internet	Dial-up capability	High-speed access (cable or wireless) available in some rooms	High-speed cable access available in all rooms	High-speed wireless access available in all rooms	4D, plus: Available in some public areas of the property
Television Type and Placement <i>CRT (Cathode Ray Tube)</i> <i>LCD (Liquid Crystal Display)</i> <i>SED (Surface-conductor Electron-emitter Display)</i>	Standard CRT TV (curved screen); Wall-mounted; Limited viewing angles; Basic cable	1D, plus: Standard CRT TV (curved screen) with remote control; Located on credenza, dresser, or other furniture piece without a swivel base; Limited viewing angles; Channel directory	2D, plus: ≥ 25 inch screens with portable full function remote control; With swivel/pull-out base; Multiple viewing angles; Multiple televisions in suites; Expanded Cable channel selection (at least 35 channels); Plus one additional feature, such as: free movie channel, pay-per-view movie channels, video games, etc.	3D, plus: ≥ 25 inch Flat Screen CRT or Flat Panel TV (such as: LCD, Plasma, SED, etc.); Located on credenza, dresser, or on/in other furniture piece with a swivel/pull-out base or wall mounted; Cables and cords are hidden from view	4D, plus: Custom, decorative enhancement (e.g., framing, mantle placement, remote enclosure, mirrored screen, etc.); High-definition channels available
Other Electronics	Clock	Standard clock radio	2D, plus: Decorative design	3D, plus: Digital display DVD player (in lieu of pay-per-view movies)	4D, plus: CD player with at least one CD selection; MP3 docking station; Surround sound audio DVD Player; DVD library available

GUESTROOM

	ONE DIAMOND	TWO DIAMOND	THREE DIAMOND	FOUR DIAMOND	FIVE DIAMOND
	Economy	Mid-Scale	Mid-Scale Plus	Upscale	Ultra-Luxury
Guest Information	<p>Local telephone directory</p>	<p>1D, plus: Local Business flyers (food, attractions, transportation, etc.); Notepad and pencil</p>	<p>2D, plus: Guest-service directory; Complimentary daily newspaper available; Notepad and pen</p>	<p>3D, plus: Enhanced guest-service directory in folder, binder, or digital format; Complimentary daily newspaper delivered to room; Additional reading materials, such as: magazines, books, etc.; Upgraded stationery package (envelopes, postcards, writing paper)</p>	<p>4D, plus: Uniquely appointed guest-service directory in folder, binder or digital format; In-room comfort menu providing exercise, spa, butler, or other personalized services; Assortment of complimentary daily newspapers available for delivery to room</p>
Comfort	<p>Basic ice bucket (polystyrene foam, plastic, cardboard, etc.) with disposable cups</p>	<p>Plastic ice bucket with lid and disposable cups</p> <p>Iron & board available</p> <p>Full-length mirror</p>	<p>Insulated plastic ice bucket with lid and disposable cups</p> <p>Full-size iron and board</p> <p>Refrigerator available</p> <p>Microwave oven available</p> <p>Extra pillows and blankets available</p> <p>In-room safe</p> <p>Coffee maker and supplies, including tea bags</p> <p>Framed or beveled full-length mirror</p>	<p>Ice bucket with lid of upscale design, such as: insulated and padded vinyl, acrylic or metal; Glass tumblers</p> <p>3D, plus: In-room snacks, mini bar, or a refrigerator that can be custom stocked upon request</p> <p>In-room safe that is large enough for a standard 12" laptop computer</p>	<p>Ice bucket of luxurious design, such as: designer glass, silver, brushed or glossy metal finish, rings or handles, etc.; Selection of glassware; Ice tongs</p> <p>4D, plus: Two robes; Two pairs of slippers</p> <p>Umbrella</p> <p>In-room comfort menu providing exercise, spa, butler, or other personalized services</p>

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Diamond Rating Guidelines – Bathroom

BATHROOM					
	ONE DIAMOND	TWO DIAMOND	THREE DIAMOND	FOUR DIAMOND	FIVE DIAMOND
	Economy	Mid-Scale	Mid-Scale Plus	Upscale	Ultra-Luxury
GENERAL DÉCOR STYLE	Predominantly basic or dated style with limited coordination of appointments that provide an adequate level of comfort	Increased coordination of appointments, combined with modest enhancements to function, design elements, room size, and/or amenities that provide an enhanced level of comfort	Predominantly residential style with decorative appointments that are attractive, well-coordinated for form and function that provide an obvious degree of comfort	3D, plus: Predominantly upscale style that provides an excellent degree of comfort	4D, plus: Predominantly elegant style with luxurious, unique, and artistic appointments
Free Floor Space	Obviously restricted by size and/or placement of appointments; however, provides guest an adequate level of comfort	Modest restrictions due to size and/or placement of appointments	No restrictions, as placement of appointments is well-proportioned to room size	Room size and placement of appointments provide an obvious degree of spaciousness, allowing increased ease of movement for multiple guests	Room size and placement of appointments provide a free flowing abundance of space that contributes to the ultimate level of comfort and relaxation for multiple guests
Floor Coverings	Basic material, such as: linoleum, painted concrete, plain resin, or poured composite surface	Vinyl or ceramic tile	Decorative tile (ceramic, stone, concrete, terra cotta, etc.)	Marble, granite, or other upscale stone floors; Area rug(s) as appropriate	4D, plus: Custom inlays or textured enhancements provide an overall design that is obviously elegant and unique

BATHROOM

	ONE DIAMOND	TWO DIAMOND	THREE DIAMOND	FOUR DIAMOND	FIVE DIAMOND
	Economy	Mid-Scale	Mid-Scale Plus	Upscale	Ultra-Luxury
Wall Coverings	Basic material and design, such as: cinder block with a plain paint finish, standard grade wood, prefab modular laminate paneling, dated ceramic tile or wallpaper	Wall treatments are modestly enhanced, such as: drywall with basic paint finish or plain vinyl coverings; Rubber, vinyl, or ceramic tile baseboards	Decorative wall treatments, such as: drywall with textured and painted finish, decorative vinyl coverings, or select grade wood/stone; Wood or decorative ceramic tile baseboards	3D, plus: At least one significant upscale design enhancement, such as: accent wall(s), furniture-finish wood paneling, soft wall coverings, ceiling trim, architectural feature, wainscot, etc.; Wood or high-end stone baseboards	4D, plus: Wall finishes are of the highest grade materials; Accented with multiple luxurious design enhancements
Wall Hangings/ Decorative Enhancements				Matted and framed artwork or other appointments that provide a distinctive or thematic upscale appeal	4D, plus: Variety of styles and accent pieces, such as: limited edition prints, canvas art, tapestries, or lithographs with enhanced matting and preservation frames, assorted artisan pieces or sculptures, floral displays or plants
Ceilings	Basic material and design, such as: drop tile, concrete, or standard grade wood	Modest enhancements to material and design, such as: enhanced drop tile, painted drywall, popcorn finish, sand textured concrete, etc.	Predominant use of decorative enhancements to painted drywall, such as: an advanced textured finish (knockdown, orange peel, comb, slap brush, etc.) or select grade wood/stone	3D, plus: One architectural or design feature, such as: treys, beams, moldings, medallions, raised/vaulted/volume, murals/stencils, tin or skylights, ceiling fans, special effect lighting, etc.	4D, plus: Multiple architectural or design features

BATHROOM

	ONE DIAMOND	TWO DIAMOND	THREE DIAMOND	FOUR DIAMOND	FIVE DIAMOND
	Economy	Mid-Scale	Mid-Scale Plus	Upscale	Ultra-Luxury
Tub	<p>Basic rectangular style, size (4½ ft. length and 14 in. depth) and materials (fiberglass, acrylic, or porcelain on steel); Simple design (straight sided)</p>	<p>1D. plus: Modest design enhancement</p>	<p>2D. plus: Decoratively enhanced in design, or augmented for comfort or function</p>	<p>Enhancements to size (>4½ ft. length and >14 in. depth), design, and/or style, such as: oval, round, or free form</p>	<p>4D. plus: Obvious enhancements in comfort, design, function, and/or material, such as: larger, two person capability, contoured backs, built-in lumbar back support, water jets, enamel-coated cast iron, natural marble, stone, or other designer features</p>
Shower	<p>If separate from tub (or shower only), base is of basic material (metal or fiberglass) and of plain design</p> <p>Basic square size (≤9 sq. ft.)</p>	<p>1D. plus: If separate from tub (or shower only), base is of enhanced material (acrylic or ceramic tile)</p> <p>Modest enhancement to design -or- irregular shape (rectangular, rounded corner or neo angle)</p>	<p>If separate from tub (or shower only), base is decorative ceramic tile, cultured marble/granite, or poured acrylic</p> <p>Very good size (>9 sq. ft.)</p>	<p>If separate from tub (or shower only), base is of upscale material, such as: marble, granite, stone, or porcelain tiles.</p> <p>Oversized (>12 sq. ft.)</p>	<p>4D. plus: Separate shower stall in addition to the tub; base is of outstanding material and artistic design, such as: marble, granite, stone, or porcelain tiles with complementary inlays or treatments</p>
Tub/Shower Surround	Fiberglass or metal	Acrylic or ceramic tile	Acrylic with enhancements for comfort, style, or function -or- decorative ceramic tile or other solid surface, such as: cultured marble/granite, poured acrylic, etc.)	Marble, granite, stone, or porcelain tiles; Enhanced solid surface; Tub and shower height soap dishes	4D. plus: Luxurious material and artistic design, such as: marble, granite, stone, or porcelain tiles with complementary inlays or treatments; Seating is integrated into design
Shower Curtain/Door	Lightweight vinyl curtain	Heavyweight vinyl curtain or plexi-glass door with aluminum frame	Decorative vinyl, polyester, or nylon curtains with curved shower rod; -or- lightweight glass door with aluminum frame; -or- effective door-less design	3D. plus: Double curtains -or- heavyweight glass door with/without metal frame	4D. plus: Fixed door enclosure (framed or frameless); Enhanced (etched, frosted, embossed, tinted, etc.) glass

BATHROOM

	ONE DIAMOND	TWO DIAMOND	THREE DIAMOND	FOUR DIAMOND	FIVE DIAMOND
	Economy	Mid-Scale	Mid-Scale Plus	Upscale	Ultra-Luxury
Shower Fixtures	Traditional, single function shower head	Multiple setting shower head	Multiple setting shower head with metal finish	Enhanced style, of modern design, fixed shower head	Custom water features, such as: body jets, hand-held sprayers, multiple shower heads, rain showers, or gentle flow environmentally friendly features
Toilet	Two-piece, round; Basic style	1D, plus: Enhanced style	Two-piece, elongated; Basic style	3D, plus: Enhanced style or function	4D, plus: Distinct toilet-only area; Enclosed or semi-enclosed
Vanity Area Size and Location (includes: Sink, Counter/Shelf Space, Mirror, Cabinetry and Fixtures)	Combined with toilet area within an enclosed space that is restricted by size and/or placement of appointments	1D, plus: Modest restrictions due to size and/or placement of appointments OR If vanity area is separate from the toilet area, it is positioned in plain view of the guestroom	2D, plus: No restrictions, as placement of appointments are well-proportioned to room size OR If vanity area is separate from the toilet area, it is positioned in restricted view from the rest of the guestroom	3D, plus: Vanity is well-integrated into the overall scheme of the bathroom for convenience and comfort; Room size and placement of appointments provide an obvious degree of spaciousness, allowing increased ease of movement for multiple guests	4D, plus: Room size and placement of appointments provide a free flowing abundance of space that contributes to the ultimate level of comfort and relaxation for multiple guests
Sink	Wall-mounted, basic style, porcelain	Standard self-rimming porcelain or porcelain on steel	Seamless (Poured acrylic or cultured marble/granite/quartz) -or- Under-mounted porcelain or porcelain on steel	Porcelain or porcelain on steel, with an upscale counter enhancement, such as: wall faucets or upscale counter-mounted faucets	4D, plus: Multiple sinks of ornate design, such as: above counter vessel or pedestal -or- of designer materials, such as: glass, stainless steel, vitreous china, enameled cast iron, fireclay, brass, nickel, copper, marble, or either real/synthetic stone

BATHROOM

	ONE DIAMOND	TWO DIAMOND	THREE DIAMOND	FOUR DIAMOND	FIVE DIAMOND
	Economy	Mid-Scale	Mid-Scale Plus	Upscale	Ultra-Luxury
Available Counter/Shelf Space	Small size (<2 sq. ft.) shelf of basic material, such as: glass, metal, or sheet laminate	Moderate size (≥ 2 sq. ft.) laminate counter	Very good size (≥4 sq. ft.) counter space of solid surface, such as: poured acrylic, cultured marble/granite/quartz, or ceramic tile	Oversized (≥ 6 sq. ft.) counter space of excellent quality, such as: marble, granite, or other solid stone	4D, plus: Multiple counters and/or shelves; Artistic design, such as: marble, granite, solid stone, or porcelain tiles with complementary inlays or treatments
Mirror	Small (1½ ft. x 2 ft.) mirror	Medium-sized (>3 sq. ft.) mirror	2D, plus: Beveled or decoratively framed mirror	Large (3 ft. x 5 ft.) mirror with an upscale frame	4D, plus: Artistic design enhancement
Cabinetry		Skirting partially conceals plumbing	Enhanced skirting conceals plumbing	Upscale, furniture-finished skirting	4D, plus: Elaborate design features, cabinetry, multiple shelving, and/or drawers
Illumination	Basic design and function, such as: bulb and cover; Provide an adequate level of overall illumination	Modest design enhancements, such as: box/egg crate style or enhanced glass cover; Provide a good level of overall illumination	Decorative, well-coordinated for form and function; Multiple bulbs and covers provide a good level of overall illumination	3D, plus: Upscale design; Multiple locations; Illuminated shower; Provide an excellent level of overall illumination at each location	4D, plus: Designer fixtures; Custom function(s), such as: dimmers, point lighting, multiple switches, and/or natural light sources; Provide a unique illumination effect
Other Fixtures	Standard function; Basic materials of plain design	1D, plus: Modest design enhancements	2D, plus: Metal with decorative finishes, such as: chrome, pewter, brass, nickel, gold, etc.	Upscale design enhancements, such as: satin or enamel finishes, two or more metal combinations, embossing, etc.	4D, plus: Designer materials and style; Unique appointments
Towels	Basic, lightweight; Rough to touch; Limp feel; Low absorbency; Displayed on caddies	1D, plus: Modest enhancements in design; Displayed on bars and/or shelves	Medium weight; Soft to touch; Medium absorbency	Heavyweight; Plush to touch; Firm, self-supporting feel; Premium cotton with high absorbency	4D, plus: Generous sized towels or bath sheets; Luxurious appearance, with intricate and detailed enhancements to design

BATHROOM

	ONE DIAMOND	TWO DIAMOND	THREE DIAMOND	FOUR DIAMOND	FIVE DIAMOND
	Economy	Mid-Scale	Mid-Scale Plus	Upscale	Ultra-Luxury
Personal Care	Two small (< ¾ oz.) bars of soap (or equivalent)	Two medium (≥ ¾ oz.) bars of soap (or equivalent); one packet or bottled item; modest presentation	Four-piece personal care package, includes: one large (≥ 1¼ oz.) and one medium (≥ ¾ oz.) bars of soap (or equivalent); two (≥ ¾ oz.) bottled items; Decorative presentation; Additional amenities (such as: toothpaste/brush, comb, sewing kit, mouthwash, etc.) are available onsite	3D, plus: Seven-piece personal care package; Toiletries are enhanced by fragrance, natural supplement, packaging, etc.; Includes: two large (≥ 1¼ oz.) bars of soap (or equivalent), three (≥ 1 oz.) bottled items, and two additional items; Upscale presentation; Freestanding soap dish at sink	4D, plus: Ten-piece personal care package of designer/spa toiletries; Ample sized (≥ 1½ oz.) bars of soap and bottled items (≥ 1¼ oz.); Unique presentation
	Facial tissues	1D, plus: Wall-mounted with chrome covers	Facial tissues inset in vanity (no chrome)	Facial tissues freestanding in decorative container	4D, plus: Custom designed container
			Wall-mounted hair dryer	Freestanding hair dryer; Makeup mirror	4D, plus: Illuminated makeup mirror; Scale; vanity seating
Other			Night-light	3D, plus: Landline or cordless telephone available	4D, plus: Television

The AAA Four and Five Diamond Rating

These prestigious ratings are achieved by less than four percent of all Approved properties—typically the most luxurious and pampering properties throughout North America. Less than one third of one percent of lodgings receives the Five Diamond® Rating while approximately three and one half percent receives the Four Diamond® Rating. Establishments must consistently reflect upscale and extraordinary characteristics (respectively) in both physical attributes and level of guest services.

If the AAA inspector determines that your establishment meets our Four or Five Diamond Guidelines, the property will next be scheduled for an anonymous hospitality evaluation. Only the Four and Five Diamond evaluations incorporate a review of twelve critical service areas and measure over 300 guest interaction points into the overall rating. In addition, all Five Diamond Rating recommendations are forwarded to AAA’s Five Diamond Committee for further review. Once the committee’s assessment is concluded, the establishment will be advised in writing of the outcome.

Four and Five Diamond Service Expectations

IN ADDITION TO THE FOLLOWING GUEST SERVICE INTERACTION POINTS, each section is assessed a subjective point value based on the overall levels of competency, refinement, and hospitality.

1. Reservation Services			
	Service Level		
	5D	4D	
Reservation Services	X	X	Accepted 24 hours, either at property or through a central reservation system
	X	X	Operator answers phone promptly within three rings
	X	X	Operator provides a warm and sincere greeting
	X	X	Reservationist thanks caller for contacting the property
	X	X	Reservationist provides an introduction
	X	X	Reservationist asks for caller's name
	X		Reservationist addresses caller by name prior to closing
	X		Reservationist anticipates caller's needs or offers a personalized recommendation
	X	X	Reservationist provides rate structure and room availability
	X	X	Reservationist provides an overview of facilities and services
	X		Reservationist exhibits competent knowledge of all associated facilities and hours of operation
	X	X	Reservationist collects registration information
	X	X	Reservationist explains deposit and cancellation policies
	X	X	Reservationist explains unusual payment options
	X	X	Reservationist reviews reservation request
	X		Reservationist exhibits a sincere desire and compliance to all guest requests
	X	X	Reservationist provides confirmation number or contact's name
	X		Reservationist is efficient yet unhurried and sensitive to the manner of the guest
	X	X	Reservationist provides a warm and sincere thank you to guest for calling
	X		Operator addresses guest by name during closing
X	X	The guest feels well served	
X		Property offers follow-up reservation confirmation to guest in advance of arrival	

2. Arrival Services			
Arrival Services	Service Level		
	5D	4D	
	X		Cars in queue are acknowledged and directed as appropriate upon arrival
	X	X	Uniformed attendant promptly opens the car door
	X	X	Attendant provides a warm and sincere welcome greeting
	X	X	Attendant makes a proper introduction
	X	X	Attendant inquires about the guest's name
	X		Attendant uses guest's name at least once prior to closing
	X	X	Attendant explains parking procedure
	X		Valet parking is automatic
	X	X	Attendant promptly unloads luggage
	X	X	Attendant explains luggage handling procedure
	X	X	Attendant provides direction to registration area
	X		Attendant anticipates guest's needs or offers a personalized recommendation
	X		Attendant is efficient yet unhurried and sensitive to the manner of the guest
	X		Attendant exhibits a sincere desire and compliance to all guest requests
	X		Attendant escorts guest to appropriate area
	X	X	Attendant provides a warm and sincere closing
	X		Attendant addresses guest by name during closing
	X	X	The guest feels well served
X		Lobby greeters are available to escort guest to appropriate area	
3. Check In Services			
Check In Services	Service Level		
	5D	4D	
	X	X	Attendant provides a warm and sincere greeting; recognizes guest appropriately
	X	X	Attendant inquires about guest's name
	X		Attendant addresses guest by name during initial greeting without inquiry
	X		Attendant uses guest's name at least once prior to closing
	X		Staff associate acknowledges (with a warm and welcoming greeting) guests waiting in line
	X	X	Registered guests are not asked for duplicate information
	X	X	Attendant confirms rate and type of room
	X	X	Attendant provides room number discreetly
	X		Attendant places all registration materials into the guest's hand
	X		Attendant exhibits a sincere desire and compliance to all guest requests
	X		Attendant anticipates guest's needs or offers a personalized recommendation
	X		Attendant is efficient yet unhurried and sensitive to the manner of the guest
	X	X	Attendant arranges escort of guest and belongings to room
	X		Attendant provides introduction to escort
	X	X	Attendant provides a warm and sincere closing
	X		Attendant addresses guest by name during closing
	X	X	The guest feels well served

4.

Bell Services (Check In)

Bell Services (Check In)	Service Level		
	5D	4D	
	X	X	Escort provides a warm and sincere greeting
	X		Escort uses guest's name at least once prior to closing
	X	X	Escort is able to provide information about facilities when asked
	X		Escort takes the initiative in providing information about all facilities
	X		Escort anticipates guest's needs or offers a personal recommendation
	X		Escort exhibits a sincere desire and compliance to all guest requests
	X	X	Escort places luggage on luggage stand or in appropriate area
	X	X	Escort explains features and functions of room
	X	X	Escort offers to fill ice bucket
	X	X	Escort is efficient yet unhurried and sensitive to the manner of the guest
	X	X	Escort provides a warm and sincere closing
	X		Escort addresses guest by name during closing
	X	X	The guest feels well served

5.

Evening Housekeeping Services

Evening Housekeeping Services	Service Level		
	5D	4D	
	X		Evening housekeeping service is automatic
	X		Attendant folds back or removes bedspread
	X		Attendant turns up pillows
	X		Attendant straightens bathroom
	X		Attendant re-points tissues
	X		Attendant cleans soiled surfaces
	X		Attendant replaces or straightens (Green Program) used towels
	X		Attendant replenishes used amenities
	X		Attendant empties wastebasket
	X		Attendant adjusts drapes
	X		Attendant adjusts room lighting
	X		Attendant delivers gift amenity, such as: goodnight wish, chocolates, etc.
	X		Attendant refreshes ice
X		Attendant replaces used glasses	
X		Attendant displays evening services, such as: robe on bed, laundry, shoeshine, etc.	
X		Attendant leaves personalized message for guest	
X		There is additional evidence of personalized services	

6.

Wake-Up Call Services

Wake-Up Call Services	Service Level		
	5D	4D	
X	X		Some type of service is available 24/7; Alarm clock or alternative method is used if there are no phones in room
X	X		Service number is answered within three rings
X	X		Operator provides a warm and sincere greeting
X			Operator uses guest's name at least once prior to closing
X	X		Operator asks appropriate questions and replies in a professional manner
X			Operator anticipates guest's needs or offers a personalized recommendation
X			Operator is efficient yet unhurried and sensitive to the manner of the guest
X	X		Operator provides a warm and sincere closing
X			Operator addresses guest by name during closing
X	X		Call is received within five minutes of requested time
	X		Call is an automated message
X			Call is a live message
X	X		Message includes a warm and sincere greeting
X			Message includes the use of guest's name
X			Message includes time of call
X			Message includes other pertinent information, such as weather
X			Operator anticipates guest's needs or offers a personalized recommendation
X			Operator is efficient yet unhurried and sensitive to the manner of the guest
X			Operator provides a warm and sincere closing
X			Operator addresses guest by name during closing
X	X		The guest feels well served
X			There is additional evidence of personalized services

7A.

Room Service (Order Services)

Room Service (Order Services)	Service Level		
	5D	4D	
X	X		Service is available at limited hours
X			Service is available 24/7
X	X		Service number is answered within three rings
X	X		Operator provides a warm and sincere greeting
X			Operator uses guest's name at least once prior to closing
X			Operator exhibits a sincere desire and compliance to all guest requests
X			Operator anticipates guest's needs or offers a personalized recommendation
X	X		Operator asks appropriate questions and replies in a professional manner
X	X		Operator repeats order to guest
X			Operator is efficient yet unhurried and sensitive to the manner of the guest
X	X		Operator provides time estimate for delivery (within 30 minutes)
X	X		Operator provides a warm and sincere closing
X			Operator addresses guest by name during closing
X	X		Operator calls to advise guest if order will be late or if items ordered are not available

	X	X	The guest feels well served
	X	X	Special express services are available for breakfast orders
	X		Evidence of personalized services exists

7B. Room Service (Delivery Services)

	Service Level		
	5D	4D	
Room Service (Delivery Services)	X	X	Delivered within five minutes of time promised
	X	X	Morning newspaper is presented with breakfast
	X	X	Attendant provides a warm and sincere greeting
	X		Attendant uses guest's name at least once prior to closing
	X		Attendant exhibits a sincere desire and compliance to all guest requests
	X		Attendant anticipates guest's needs or provides a personalized recommendation
	X	X	Attendant provides a suggestion as to tray/table placement
	X		Attendant is conversant during set-up and delivery
	X	X	Attendant reviews guest order
	X	X	Attendant prepares table set up and removes food covers, with guest permission
	X	X	Food presentation and quality of ingredients reflects an upscale experience
	X	X	All appropriate dishware and linens are of an upscale quality
	X	X	All food is served at the proper temperature (hot food hot and cold food cold)
	X	X	All food is prepared as ordered
	X		There is additional evidence of personalized services
	X	X	Attendant offers to pour beverage
	X	X	Attendant provides written or verbal direction for table/tray removal
	X		Attendant is efficient yet unhurried and sensitive to the manner of the guest
	X	X	Attendant provides a warm and sincere closing
	X		Attendant addresses guest by name during closing
X	X	The guest feels well served	
X	X	Prompt (within 15 minutes) removal of trays/tables, upon request	

8. Bell Services (Check Out)

	Service Level		
	5D	4D	
Bell Services (Check Out)	X	X	Service number is answered within three rings
	X	X	Operator provides a warm and sincere greeting
	X		Operator uses guest's name at least once prior to closing
	X		Operator exhibits a sincere desire and compliance to all guest requests
	X		Operator anticipates guest's needs or offers a personalized recommendation
	X	X	Operator offers to retrieve car or arrange other transportation
	X		Operator is efficient yet unhurried and sensitive to the manner of the guest
	X	X	Operator provides a warm and sincere closing
	X		Operator addresses guest by name during closing
	X	X	The guest feels well served
	X	X	Bell staff arrives promptly; If not within five minutes, guest is notified of delay at time of request
	X	X	Bell staff provides a warm and sincere greeting

	X		Bell staff uses guest's name at least once prior to closing
	X		Bell staff exhibits a sincere desire and compliance to all guest requests
	X		Bell staff anticipates guest's needs or offers a personalized recommendation
	X	X	Bell staff inquires about guest's stay
	X		Bell staff is appropriately conversant with guest while providing assistance
	X		Bell staff is efficient yet unhurried and sensitive to the manner of the guest
	X	X	Bell staff provides a warm and sincere closing
	X		Bell staff addresses guest by name during closing
	X	X	The guest feels well served

9. Check Out Services

Check Out Services	Service Level		
	5D	4D	
	X	X	Express check out services are available 24/7
	X	X	Attendant provides a warm and sincere greeting; recognizes guest appropriately
	X		Attendant addresses guest by name during initial greeting, and as appropriate thereafter
	X		Staff associate acknowledges guests (with a warm and welcoming greeting) guests waiting in line
	X	X	Attendant inquires about guest stay
	X		Attendant exhibits a sincere desire and compliance to all guest requests
	X		Attendant provides a copy of bill for review in guest's hand
	X	X	Attendant confirms payment method
	X		Attendant places check out folio into the guest's hand
	X		Attendant expresses a warm and sincere thank you for staying at the property
	X		Attendant sincerely encourages guest to return
	X		Attendant anticipates guest's needs or offers a personalized recommendation
	X		Attendant is efficient yet unhurried and sensitive to the manner of the guest
	X	X	Attendant provides a warm and sincere closing
X		Attendant addresses guest by name during closing	
X	X	The guest feels well served	

10. Departure Services

Departure Services	Service Level		
	5D	4D	
	X		Guest's vehicle is waiting or comfortable accommodations are provided
	X	X	Guest does not wait more than five minutes for pre-arranged transportation
	X	X	Attendant provides a warm and sincere greeting
	X		Attendant uses guest's name at least once prior to closing
	X		Attendant anticipates guest's needs or offers a personalized recommendation
	X		Attendant is conversant pertaining to the guest's stay
	X		Attendant reviews all of guest's belongings and their placement in vehicle
	X	X	Attendant opens and closes door for guest(s)
	X		Attendant is efficient yet unhurried and sensitive to the manner of the guest
	X	X	Attendant provides a warm and sincere closing
	X		Attendant addresses guest by name during closing
X	X	The guest feels well served	

11. Concierge Services			
Concierge Services	Service Level		
	5D	4D	
	X	X	Concierge is on duty with limited hours of availability
	X		Concierge is on duty, or a "special services" number is available for guests, 24/7
	X	X	Attendant provides a warm and sincere greeting
	X		Attendant uses guest's name at least once prior to closing
	X		Attendant exhibits a sincere desire and compliance to all guest requests
	X		Attendant anticipates guest's needs or offers a personalized recommendation
	X	X	Attendant demonstrates a general knowledge of area attractions and services
	X		Attendant demonstrates an extensive knowledge of area attractions and services
	X		Attendant fulfills guest's special request(s)
	X		Attendant is efficient yet unhurried and sensitive to the manner of the guest
	X	X	Attendant provides a warm and sincere closing
	X		Attendant addresses guest by name during closing
	X	X	The guest feels well served
12. Miscellaneous Staff Services			
Misc. Staff Services	Service Level		
	5D	4D	
	X		All associates exhibit a professional vocabulary that is devoid of common slang
	X		Guests are graciously escorted to areas when directions are requested
	X		All associates consistently maintain eye contact with guests
	X		There is evidence that all associates are empowered by management to resolve guest issues immediately
	X	X	All staff associates fulfill guest's special request(s)
	X		All phone calls are answered promptly within three rings
	X	X	All associates are appropriately attired; name tags are clearly visible
	X	X	All associates demonstrate appropriate behavior
	X	X	All associates demonstrate appropriate hygiene
	X		Short-notice pressing is available
	X		Shoe shine service is available
	X	X	Accurate pre-programmed phones
	X	X	Miscellaneous charges are billed directly to the guest room
	X		Butler services are available for all rooms
	X	X	At least one food and beverage outlet is comparable to a Three Diamond rating
	X		At least one food and beverage outlet is comparable to a Four Diamond rating
X		At least one food and beverage outlet is comparable to a Five Diamond rating	

Section Three

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 listing is provided at no cost to the establishment** and does not contain advertising or promotional verbiage provided 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 may result in the deletion of your establishment from our publications.

Additionally, AAA's professionally trained inspectors 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 AAA 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 in Canada) 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.

FYI Designation

This designation means that a property has not been Diamond Rated by a AAA inspector, 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 all Diamond Rating requirements*.

Lodging Classifications

ALL DIAMOND RATED LODGINGS ARE CLASSIFIED USING KEY DESCRIPTIVE ELEMENTS.

1. FIRST, ALL LODGINGS ARE CLASSIFIED BY STYLE OF OPERATION:

Bed and Breakfast: Typically smaller 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.

Cabin: Vacation-oriented, typically smaller scale, freestanding units of simple construction—roughly finished logs or stone—and basic design or décor. Often located in wooded, rural, or waterfront locations. As a rule, basic cleaning supplies, kitchen utensils, and complete bed and bath linens are supplied. The guest registration area may be located off site.

Condominium: Vacation-oriented—commonly for extended-stay purposes—apartment-style accommodations of varying design or décor. Routinely available for rent through a management company, units often contain one or more bedrooms, a living room, full kitchen, and an eating area. Studio-type models combine the sleeping and living areas into one room. As a rule, basic cleaning supplies, kitchen utensils, and complete bed and bath linens are supplied. The guest registration area may be located off site.

Cottage: Vacation-oriented, typically smaller scale, freestanding units with home style enhancements in architectural design and interior décor. Often located in wooded, rural, or waterfront locations. Units may vary in design and décor. As a rule, 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 a minimum—breakfast and dinner.

Hotel: Commonly, a multistory establishment with interior room entrances offering a variety of guest unit styles. The magnitude of the public areas is determined by the overall theme, location and service level, but may include a variety of facilities such as a restaurant, shops, fitness center, spa, business center, and/or meeting rooms.

Motel: Commonly, a one- or two-story establishment with exterior room entrances and drive up parking. Typically, guest units have one bedroom with a bathroom of similar décor and design. Public areas and facilities are often limited in size and/or availability.

Ranch: Typically a working ranch with an obvious rustic, Western theme featuring equestrian-related activities and a variety of guest unit styles.

Vacation Rental House: Vacation-oriented—commonly for extended-stay purposes—typically larger scale, freestanding, and of varying design or décor. Routinely available for rent through a management company, houses often contain two or more bedrooms, a living room, full kitchen, dining room, and multiple bathrooms. As a rule, basic cleaning supplies, kitchen utensils, and complete bed and bath linens are supplied. The guest registration area may be located off site.

2. SECOND, A DETERMINATION IS MADE PERTAINING TO OVERALL CONCEPT – AND (IF APPLICABLE), A LODGING MAY BE FURTHER DEFINED AS:

Boutique: Feeling small and intimate, offering a highly individualized experience; may have a luxurious or quirky style which is fashionable or unique.

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.

Contemporary: Overall design and theme reflects characteristics of the present era’s mainstream tastes and style. Trendy, modern, and typically equipped with all current technology.

Extended Stay: Offers a predominance of long-term accommodations with a designated full-service kitchen area or efficiency within each unit.

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 or located in a National Register Historic District*

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. Larger resorts may offer a variety of guest accommodations.

Retro: Overall design and theme reflects a contemporary design reinterpreting styles from a bygone era.

Vacation Rental: Typically houses, condos, cottages or cabins; these properties are a “home away from home” offering more room and greater value for the money. In general, they provide the conveniences of home, such as full kitchens and washers/dryers. Located in resort or popular destination areas within close proximity to major points of interests, attractions, or recreation areas, these properties may require a pre-arranged reservation and check-in at an off-site location. Housekeeping services may be limited or not included during stay.

Vintage: Offers a window to the past and provides an experience reflecting a predominance of traits associated with the era of their origin.

Accessibility



Accessible Features: This property has some accessible features. It may be fully accessible, semi-accessible, or meet some of the needs of hearing-impaired individuals.

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 Comment Procedures

AAA CLOSELY MONITORS THE NUMBER AND TYPE OF COMMENTS WE RECEIVE FROM MEMBERS REGARDING ALL APPROVED PROPERTIES. 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. Even though a complaint may be satisfactorily resolved, the complaint becomes a permanent part of the establishment’s record.

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 one year has passed from the date of disapproval. 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 AAA.

What can I appeal?

We value our relationship with all properties; therefore, properties can appeal any aspect of their status with AAA. Each situation is kept confidential and is handled on an individual basis.

How do I file an appeal?

First, contact the AAA Customer Service Center, Monday through Friday, from 8:30am to 5:15pm (Eastern Time) at 407-444-8370. In many cases, our analysts will be able to answer your concern immediately.

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

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**. In order to expedite this process, appeals should outline the specific concerns in a succinct manner. Each appeal is thoroughly researched and given thoughtful consideration and a substantive reply.

All appeals should be sent to the attention of:

**AAA Appeals Committee
1000 AAA Drive
Mail Stop 51
Heathrow, FL 32746-5063**

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 AND SUSTAINABILITY THROUGHOUT THE HOSPITALITY 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.

Addresses and Phone Numbers

If you have additional questions...

- ▶ Please call AAA at:

(407) 444-8370
Evaluation Applications, Operations, Rating and Listing Information

(407) 444-8280
Display Advertising & Official Appointments

- ▶ Visit us at www.AAA.biz/Approved

- ▶ Or, write to us at:

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

Establishments located in Southern California should contact the following AAA club:

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