INTRODUCTION: The Hotel Incentive Program (HIP) is to provide incentives to develop quality hotels and the rehabilitation of existing hotels to help enhance the tourist and travel experience and hospitality services for businesses and residents in the area, provide attractive and desirable visitor serving facilities and experiences, and assist the city in achieving its tourism goals.

POLICY

1. It is the policy of the City of Hollister to support the expansion and inventory of quality hotels, rehabilitation of existing hotels and foster the development of hotels with facilities for special events to promote and enhance the economic vitality of the city to support tourism and travel opportunities, hospitality accommodations for special gatherings for residents and employment opportunities for residents of the city.

2. It is in the best interest of the City of Hollister to induce and encourage the, operation, and maintenance of hotel facilities and associated conference, restaurant and special event spaces that would not otherwise exist, thereby creating new sources of tax revenues for the City’s general fund which supports the public services that the city provides to its residents and businesses.

3. The authority granted and purpose to be accomplished by this policy are appropriate for local governmental and public purposes for which public funds can be expended and that the operation, maintenance and expansion of the inventory of quality hotels and associated event facility is of paramount importance to the City of Hollister, its residents, and businesses.

OVERVIEW: The City of Hollister desires to induce the development of high quality hotels in Hollister, the rehabilitation of existing hotels and the establishment of hotels with the capacity to serve special events. The HIP offers an economic incentive to close the funding gap in a proposed high quality hotel development or rehabilitation.
project. The HIP is to be evaluated annually and the program will sunset in three years unless continued by an action of the City Council.

The developer will be required to fund a financial feasibility analysis to determine the funding gap based on a projection of operating performance and the project development costs. The City of Hollister would pay for the funding gap with tiered incentive payments based on the type of new hotel or rehabilitation project developed and linked to the Transient Occupancy Tax generated by the development. No upfront expenditures from the City would be required.

DEFINITIONS:

The following definitions shall apply to this policy:

“Existing hotel” means a property that was constructed, occupied, and used as a hotel as defined in §3.32.020 of the Hollister Municipal Code on or before January 1, 2015.

“Fully entitled” means a hotel that has received and/or been issued all discretionary permits and entitlements from the City required for the construction of a new hotel.

“Hotel” means the following definition from section 3.32.020 of the Hollister Municipal Code any structure, or any portion of any structure, which is occupied, or intended or designed for occupancy, by transients for dwelling, lodging, or sleeping purposes, and shall include any hotel, inn, tourist home or house, motel, studio hotel, bachelor hotel, lodging house, rooming house, apartment house, dormitory, public or private club, mobile home, or house trailer at a fixed location, or other similar structure, or portion thereof.

“New hotel” means a Quality Service or an Enhanced Quality Service that will meet the minimum quality standard of facilities and service equal to the general requirements of an American Automobile Association of three diamond rating or higher that is or was fully entitled as a hotel after May 1, 2017 but before December 31, 2022.

“Operating covenants” means the covenants described herein.

“Operator” means as defined in §3.32.020 of the Hollister Municipal Code and subsequent amendments the person who is the proprietor of the hotel, whether in the capacity of owner, lessee, sub lessee, mortgagee in possession, licensee or any other capacity. Where the operator performs his or her functions through a managing agent shall also be deemed an operator for the purposes of this chapter and shall have the same duties and liabilities as his or her principal. Compliance with Chapter 3 of the
HMC by either principal or the managing agent, however, shall be considered to be compliance by both.

“Qualified renovation program” means a property improvement program undertaken by an the Operator of an existing hotel which proposes to covert a hotel to meet the minimum quality standard of facilities and service equal to the general requirements of an American Automobile Association two diamonds included in Exhibit 2.

“Enhanced qualified renovation program” means a property improvement program undertaken by an the Operator of an existing hotel which proposes to covert a hotel to meet the minimum quality standard of facilities and service equal to the general requirements of an American Automobile Association of three diamond rating or higher and/or the addition of amenities for meeting/conference and/or a protected outdoor gathering area(s) with facilities for special events (e.g. weddings, reunions, special events) included in Exhibit 2..

“Quality service hotel” means a hotel with the following:

- A hotel that would substantially meet the lodging requirements for an American Automobile Association rating of three diamonds or better included in Exhibit 2.
- Enhanced curb appeal with a, landscaping and lighting in the parking lot.
- Internet access, elevator, valet laundry, telephone, vending, ice machines
- Food court or an expanded continental breakfast and a lounge.
- Small gift shop
- Carpet, wood or tile floors with accent rugs; more seating in the registration area; luggage carts.
- Internet access in the room and public areas, systemic complaint management system, reception opened 14 hours, accessible by phone 24 hours from inside and outside.
- Exercise room and a swimming pool or hot tub.
- Larger guest rooms with coordinated furniture and décor, blackout drapes or shades, closet with hangers, TV on a credenza with remote and move channels, coffee maker, two-line phone, video games, wall-mounted hair dryer, shampoo.
- Porte-cochere entry

“Enhanced Quality service hotel” means a quality service hotel with the following added features:
A hotel that would substantially meet the lodging requirements for an American Automobile Association rating of three diamonds or better included in Exhibit 2.

- Impressive distinct architectural features.
- Added security.
- Full service restaurant and a lounge.
- Amenities for meeting/conference and/or a protected outdoor gathering area(s) with facilities for special events for up to 200 guests (e.g. weddings, reunions, special events).
- Internet access, elevator, valet laundry, telephone, vending, ice machines.
- Food court or an expanded continental breakfast and a lounge.
- Small gift shop.
- Carpet, wood or tile floors with accent rugs; more seating the registration area; luggage carts.
- High speed internet access.

“Transient occupancy” means an uninterrupted stay of no more than thirty (30) consecutive calendar days.

“Transient occupancy tax base” means the average of the last thirty-six months of annualized transient occupancy tax owed to the City by an existing hotel prior to the commencement of a qualified renovation program.

“Transient occupancy tax increment” means the difference between the transient occupancy tax base and the mount of transient occupancy tax owed to the City by an existing hotel after the recordation of the operating covenants by the City.

“Under construction” means that all necessary discretionary entitlements have been approved by the City of Hollister, grading and building permits have been issued, and that inspection approvals by the City of Hollister of grading and foundations to grade level have been obtained, vertical construction of hotel rooms has begun, and the operating covenants have been recorded.

ELIGIBILITY FOR INCENTIVE PROGRAMS

To qualify for the hotel operations incentive program for new or renovated hotels, operator shall provide the following to the City Manager:

1. Complete and submit to the City Manager, the City’s application for the hotel operations incentive program.
2. Provide business plan outlining, at a minimum, the estimated revenues and expenditures for operation of the hotel through year 15 to document the feasibility of the project.
3. For subsidies in excess of $100,000, provide a detailed report as required by Government Code Section 53083 included as Exhibit 1 which will be provided to the City Council at a public hearing.

4. Description of the development team, including the development entity, the architect(s), interior designer, landscape architect and other professional disciplines related to the construction and operation of the hotel. Provide documentation showing the brand level of hotel to qualify for one of the following categories:

   a. Quality Service Hotel
   b. Enhanced Quality Service Hotel
   c. Qualified Renovation Program
   d. Enhanced Qualified Renovation Program

5. Execute the Operating Covenants Agreement (the “Agreement”) which shall include provisions regarding continuing use, maintenance, non-discrimination, and such other provisions as the City Council in its sole discretion, may reasonably determine are necessary or appropriate to preserve the goals and intent of this policy.

6. Compliance with the California Environmental Quality Act (CEQA).

7. Minimum living and all-industry wage requirements for new and existing employees at the project site.

8. Minimum levels of full

INCENTIVE PROGRAM

The City shall pay to an operator of a hotel with an executed operating covenants agreement a percentage of the annual transient occupancy tax as specified in Table 1 for the Qualifying Hotel Type paid to the City of Hollister for a period of (10) ten years or until the operator has received the Subsidy Cap outlined in Table 1. If the Subsidy Cap has not been received by the end of ten (10) years, the incentive program may be extended at the discretion of the City Council for an additional five (5) years. During the five (5) year extension, the City shall pay to the operator thirty-three percent (33%) of the transient occupancy tax until the Subsidy Cap is reached.

Table 1 Incentive Program

<table>
<thead>
<tr>
<th>Qualifying Hotel Type</th>
<th>Percentage of Annual TOT</th>
<th>Subsidy Cap</th>
<th>Term (1)</th>
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<tr>
<td>Quality Service Hotel</td>
<td>50%</td>
<td>$2,000,000</td>
<td>10 years</td>
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<tr>
<td>Enhanced Quality Service Hotel</td>
<td>70%</td>
<td>$2,000,000</td>
<td>10 years</td>
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City of Hollister Hotel Incentive Program (HIP)
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<th>Program</th>
<th>Percentage</th>
<th>Amount</th>
<th>Years</th>
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<tr>
<td>Qualified Renovation Program</td>
<td>50%</td>
<td>$500,000</td>
<td>10</td>
</tr>
<tr>
<td>Enhanced Qualified Renovation Program</td>
<td>50%</td>
<td>$1,000,000</td>
<td>10</td>
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(1) Subsidy cap may be extended for five years by a resolution of the City Council with a subsidy of 33% of the annual TOT.

Without regard to any preceding conditions of this Section the program shall terminate at any point the hotel is not operated at a level equal to qualifying hotel type for the Operating Covenants.

OPERATING COVENANTS

Each operator an existing or future hotel eligible to participate in the city’s hotel operations incentive program shall execute operating covenants negotiated with the operator, approved by the City Council, and recorded with the County of San Benito Recorder’s Office.

GENERAL FUND REVENUES

Notwithstanding the provisions this policy, all transient occupancy tax revenues or transient occupancy tax increment remitted to the city by an operator of a hotel covered by operating covenants as provided in this chapter shall be deemed General Fund revenues of the city and shall be deposited in the city’s General Fund.

ADMINISTRATIVE RULES

Consistent with the intent and goals of this chapter, the City Manager may adopt administrative rules and regulations for implementation and furtherance of the requirements of this chapter.

ADDITIONAL INCENTIVE

A hotel operator may be eligible for additional TOT credits based on demonstration of extenuating circumstances that require additional improvements or mitigation to improve the site. The additional incentive shall be at the discretion of the City Council as adopted in a separate agreement.
BILL NUMBER: AB 562 ENROLLED
BILL TEXT

PASSED THE SENATE AUGUST 26, 2013
PASSED THE ASSEMBLY AUGUST 30, 2013
AMENDED IN SENATE AUGUST 15, 2013
AMENDED IN SENATE JULY 2, 2013
AMENDED IN ASSEMBLY MAY 20, 2013

INTRODUCED BY Assembly Member Williams

FEBRUARY 20, 2013

An act to add Section 53083 to the Government Code, relating to economic development.

LEGISLATIVE COUNSEL’S DIGEST

AB 562, Williams. Economic development subsidies: review by local agencies.
Existing law provides for various programs for economic development activities by state and local agencies.
This bill would, beginning January 1, 2014, require each local agency, as defined, to provide specified information to the public before approving an economic development subsidy, as defined, within its jurisdiction, and to review, hold hearings, and report on those subsidies at specified intervals.

THE PEOPLE OF THE STATE OF CALIFORNIA DO ENACT AS FOLLOWS:

SECTION 1. Section 53083 is added to the Government Code, to read:

53083. (a) On and after January 1, 2014, each local agency shall, before approving any economic development subsidy within its jurisdiction, provide all of the following information in written form available to the public, and through its Internet Web site, if applicable:
(1) The name and address of all corporations or any other business entities, except for sole proprietorships, that are the beneficiary of the economic development subsidy, if applicable.

City of Hollister Hotel Incentive Program (HIP)
(2) The start and end dates and schedule, if applicable, for the economic development subsidy.
(3) A description of the economic development subsidy, including the estimated total amount of the expenditure of public funds by, or of revenue lost to, the local agency as a result of the economic development subsidy.
(4) A statement of the public purposes for the economic development subsidy.
(5) Projected tax revenue to the local agency as a result of the economic development subsidy.
(6) Estimated number of jobs created by the economic development subsidy, broken down by full-time, part-time, and temporary positions.

(b) Before granting an economic development subsidy, each local agency shall provide public notice and a hearing regarding the economic development subsidy. A public hearing and notice under this subdivision is not required if a hearing and notice regarding the economic development subsidy is otherwise required by law.

(c) The information required to be provided in subdivision (a) shall remain available to the public under existing state and federal law and be posted on the local agency’s Internet Web site, if applicable, for the entire term of the economic development subsidy.

(d) The local agency, within the term of the economic development subsidy but not later than five years after the action granting an economic development subsidy, as defined in paragraph (1) of subdivision (g), shall issue a report for each economic development subsidy. The report shall contain the information described in subdivision (a). The local agency shall make the report available to the public and through its Internet Web site, if applicable. The report shall also contain the following information, if applicable:

1. The name and address of all corporations or any other business entities, except for sole proprietorships, that are the beneficiary of the economic development subsidy, if applicable.
2. The start and end dates and schedule for the economic development subsidy.
3. A description of the economic development subsidy, including the estimated total amount of the expenditure of public funds by, or of revenue lost to, the local agency as a result of the economic development subsidy.
4. The net tax revenue accruing to the local agency as a result of the economic development subsidy.
5. The net number of jobs created by the economic development subsidy, broken down by full-time, part-time, and temporary positions.

(e) (1) The local agency, within the term of the economic development subsidy but no later than five years after the action
granting an economic development subsidy, as defined in paragraph (1) of subdivision (g), shall hold a public hearing to consider any written or oral comments on the information contained in the report prepared pursuant to subdivision (d).

(2) For an economic development subsidy, as defined in paragraph (1) of subdivision (g), with a term of 10 years or more, the local agency shall hold a public hearing at the conclusion of each economic development subsidy that shall contain the information described in subdivision (d), in written form available to the public, and through its Internet Web site, if applicable.

(f) Each public hearing required by this section shall be consolidated with a local agency's regularly scheduled hearing.

(g) As used in this section, the following terms have the following meanings:

(1) "Economic development subsidy" means any expenditure of public funds or loss of revenue to a local agency in the amount of one hundred thousand dollars ($100,000) or more, for the purpose of stimulating economic development within the jurisdiction of a local agency, including, but not limited to, bonds, grants, loans, loan guarantees, enterprise zone or empowerment zone incentives, fee waivers, land price subsidies, matching funds, tax abatements, tax exemptions, and tax credits. "Economic development subsidy" shall not include expenditures of public funds by, or loss of revenue to, the local agency for the purpose of providing housing affordable to persons and families of low or moderate income, as defined in Section 50093 of the Health and Safety Code.

(2) "Local agency" means a city, including a charter city, county, or city and county.

SEC. 2. The Legislature finds and declares that the right of the public to be informed of economic development subsidies approved by their local agencies, as described in Section 53083 of the Government Code, as added by Section 1 of this act, is a matter of statewide concern, and not a municipal affair, as that term is used in Section 5 of Article XI of the California Constitution.
Overview

AAA

AAA IS A NOT-FOR-PROFIT ORGANIZATION OF SOME 90 MOTOR CLUBS, WITH OVER 1,100 BRANCH OFFICES SERVING MORE THAN 45 MILLION MEMBERS IN THE UNITED STATES AND CANADA. When traveling in Canada, the AAA logo in requirements with AAA.

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

• In 1922, only 24,000 motor vehicles were registered in the United States. Roads were unpaved and driving was treacherous. Meeting in Chicago, delegates from nine independent state clubs, representing fewer than 3,000 members, united to combat unsafe traffic laws and to campaign for better roads and more reliable vehicles. AAA was born in a federation with more than 1,000 service offices throughout the United States and Canada. The AAA National Office is located in Heathsea, Fla.

• In 1923, AAA published its first road map, and two years later, established the service of touring information, supplying national information on roads, hotel, service stations, and vehicle regulations.

• In 1932, AAA began the first emergency road service program.

• In 1937, the first field representatives were hired to inspect lodging and restaurants.

• In 1963, AAA began rating accommodations at hotel, very good, excellent, and outstanding.

• In 1977, the diamond rating system for restaurant evaluations was introduced.

• In 1980, with the acquisition of Campbell Harrison, the diamond rating system for restaurants was developed.

• In 1990, the AAA Diamond Ratings System was introduced. A second system, the AAA Diamond Ratings System was introduced.

AAA Publishing

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

Member-only products include: 14 travel guides, seven foreign travel guides, and 15 campground guides, plus 14 regional maps. The combined circulation of these products exceeds 1.5 million copies annually. In addition, AAA publishes dozens of maps used at a variety of member clubs and in the retail market's vacation clubs.

AAA Publishing, in cooperation with AAA clubs, states and many of the product sources used in AAA publications, including the diamond ratings, all of the editorial content, the AAA Approved Lodging and Dining, Advertising.
AAA Tourism Information Development
AAA TOURISM INFORMATION DEVELOPMENT IS THE DIVISION OF AAA PUBLISHING RESPONSIBLE FOR THE DIRECT MANAGEMENT OF THE AAA DIAMOND RATING PROCESS.

The department exists to provide pertinent travel information that effectively meets AAA/CRA member needs and expectations. Our full-time, professionally trained representatives evaluate all diamond rated establishments appearing in AAA rated publications. They collect data, assign ratings, and create valuable intellectual property for AAA publications. Although AAA Publishing provides a variety of travel information, only the exclusive diamond rating means that the establishment has passed a stringent evaluation conducted by our carefully trained professionals.

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

AAA Tourism Information Development
Mission Statement
WE WILL ENHANCE
THE VALUE OF A AAA MEMBERSHIP
BY PROVIDING AAA/CRA CLUBS
UNIQUE TRAVEL INFORMATION OF SUPERIOR QUALITY
THAT MEETS THE NEEDS
OF OUR MEMBERS...

Approved

The Diamond Rating Process

Applying for a AAA Diamond Rating
AAA CONSIDERS ALL VALID APPLICATIONS FOR EVALUATION. The application for an evaluation can be found in the inside back cover of the guide or on the website. You can request an application form by contacting AAA at 800-511-3700.

All applications should include, but not be limited to,

- A detailed description of the business or property
- A completed AAA application form
- A complete set of the previous year's financial statements
- A copy of the current AAA membership certificate
- A detailed description of the business or property

Applications are reviewed for accuracy and completeness. If the application is complete, it is sent to a panel of experts for evaluation. The panel of experts evaluates the application and assigns a rating based on the information provided. The rating is based on the meeting of the following criteria:

- LOCATION
- AMENITIES AND FACILITIES
- HIGH DEGREE OF CLEANLINESS AND COMFORT
- VIBRANT LIVING AND DINING CONDITIONS
- PRICE (discounts or best rate available)

Once an AAA Diamond Rating has been awarded, the rating is subject to review every year. The rating is reviewed to ensure that the establishment meets the criteria for maintaining the rating. If the establishment does not meet the criteria, the rating may be withdrawn. The review process is conducted by a panel of experts who evaluate the establishment based on the criteria.

AAA Publishing reserves the right to change the approval process at any time. The process is subject to change at any time without notice.

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

SECTION TWO
Diamond Rating Requirements

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

1. The establishment must be properly licensed and insured.
2. The establishment must be in compliance with all local, state, and federal laws.
3. The establishment must be properly maintained.
4. The establishment must be properly staffed.
5. The establishment must be properly managed.
6. The establishment must have proper safety and security measures in place.
7. The establishment must have proper guest services.
8. The establishment must have proper guest facilities.
9. The establishment must have proper guest amenities.
10. The establishment must have proper guest accommodations.
11. The establishment must have proper guest entertainment.
12. The establishment must have proper guest dining.
13. The establishment must have proper guest transportation.
14. The establishment must have proper guest activities.
15. The establishment must have proper guest shopping.
16. The establishment must have proper guest fitness.
17. The establishment must have proper guest spa and wellness.
18. The establishment must have proper guest wellness.
19. The establishment must have proper guest education.
20. The establishment must have proper guest conventions.
21. The establishment must have proper guest conferences.
22. The establishment must have proper guest events.
23. The establishment must have proper guest meetings.
24. The establishment must have proper guest tours.
25. The establishment must have proper guest romantic.
26. The establishment must have proper guest leisure.
27. The establishment must have proper guest business.
28. The establishment must have proper guest sports.
29. The establishment must have proper guest travel.
30. The establishment must have proper guest cycling.
31. The establishment must have proper guest golf.
32. The establishment must have proper guest tennis.
33. The establishment must have proper guest skiing.
34. The establishment must have proper guest hiking.
35. The establishment must have proper guest fishing.
36. The establishment must have proper guest boating.
37. The establishment must have proper guest hunting.
38. The establishment must have proper guest wildlife.
39. The establishment must have proper guest ballooning.
40. The establishment must have proper guest hot air ballooning.
41. The establishment must have proper guest parasailing.
42. The establishment must have proper guest scuba diving.
43. The establishment must have proper guest snorkeling.
44. The establishment must have proper guest whale watching.
45. The establishment must have proper guest bird watching.
46. The establishment must have proper guest astronomy.
47. The establishment must have proper guest photography.
48. The establishment must have proper guest painting.
49. The establishment must have proper guest sculpture.
50. The establishment must have proper guest music.
51. The establishment must have proper guest dance.
52. The establishment must have proper guest theater.
53. The establishment must have proper guest cinema.
54. The establishment must have proper guest opera.
55. The establishment must have proper guest symphony.
56. The establishment must have proper guest ballet.
57. The establishment must have proper guest variety.
58. The establishment must have proper guest comedy.
59. The establishment must have proper guest jazz.
60. The establishment must have proper guest blues.
61. The establishment must have proper guest classical.
62. The establishment must have proper guest rock.
63. The establishment must have proper guest country.
64. The establishment must have proper guest folk.
65. The establishment must have proper guest world.
66. The establishment must have proper guest electronic.
67. The establishment must have proper guest experimental.
68. The establishment must have proper guest new age.
69. The establishment must have proper guest ambient.
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Fire Protection

1. All guest rooms must be equipped with smoke detectors.
2. All guest rooms must be equipped with fire extinguishers.
3. All guest rooms must be equipped with fire blankets.
4. All guest rooms must be equipped with fire hoses.
5. All guest rooms must be equipped with fire alarms.
6. All guest rooms must be equipped with fire emergency lighting.
7. All guest rooms must be equipped with fire emergency exits.
8. All guest rooms must be equipped with fire emergency instructions.
9. All guest rooms must be equipped with fire emergency drills.
10. All guest rooms must be equipped with fire emergency procedures.
11. All guest rooms must be equipped with fire emergency equipment.
12. All guest rooms must be equipped with fire emergency personnel.
13. All guest rooms must be equipped with fire emergency training.
14. All guest rooms must be equipped with fire emergency drills.
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89. All guest rooms must be equipped with fire emergency drills.
90. All guest rooms must be equipped with fire emergency exercises.
91. All guest rooms must be equipped with fire emergency simulations.
92. All guest rooms must be equipped with fire emergency drills.
93. All guest rooms must be equipped with fire emergency exercises.
94. All guest rooms must be equipped with fire emergency simulations.
95. All guest rooms must be equipped with fire emergency drills.
96. All guest rooms must be equipped with fire emergency exercises.
97. All guest rooms must be equipped with fire emergency simulations.
98. All guest rooms must be equipped with fire emergency drills.
99. All guest rooms must be equipped with fire emergency exercises.
100. All guest rooms must be equipped with fire emergency simulations.
Illumination
21. Each guest room must have an area light source at the main entry. In addition, each guest room must have good illumination at a reading surface, a writing area, and a closet. Bed illumination is a very important guest need. Overall and brightness is considered. Dark shades or dark walls may impact unit brightness.

Bathrooms
25. Each guest unit must have a private bathroom. All bathrooms must be accessible from the unit. A separate entrance is not acceptable in the community area.

Fixtures
24. All bathrooms must contain a combination sink with a wall-hung mirror and an accessible electrical outlet. Adequate counter space and a chair or a shower stool are also desirable.

Supplies
27. Each bathroom must be equipped with a toilet paper, a bath mat, and two towels. Each guest must be provided a large bath towel, hand towel, face cloth, and a dressing table.

The Evaluation and Rating Process
THE EVALUATION PROCESS IS MADE UP OF THREE PARTS: AAA/CAI DIAMOND RATING REQUIREMENTS, OBJECTIVE RATING GUIDELINES FOR BOTH PHYSICAL ATTRIBUTES AND SERVICE LEVELS (WHERE APPLICABLE), AND SUBJECTIVE ELEMENTS BASED ON PROFESSIONAL EXPERIENCE AND TRAINING. Each establishment must meet all established rating requirements, and be determined by a panel of experts. The evaluation is conducted through a combined process of applications, written and media reviews.

The process is performed to identify one or more diamond levels that are consistent with the overall concept of the establishment. The entire process will ensure that the property is evaluated against established standards. The final determination will result in the overall concept of the property's overall rating for the industry. This involves an extensive review of the establishment's features and services, as well as an evaluation of the quality and professionalism of the staff. The evaluation process will also consider the impact of the property's location, amenities, and services in relation to the overall concept of the establishment. The final determination will result in a diamond rating for the property, based on the overall concept of the establishment and the quality of the services provided.

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

MANAGEMENT AND STAFF
- MANAGEMENT AND STAFF
- EXTERIOR, GROUNDS, AND PUBLIC AREAS
- ROOM DECOR, ILLUMINATION, AND AMENITIES
- BATHROOMS
- GUEST SERVICES (if applicable)

Management and staff

All establishments are rated on the basis of the level of service provided by all employees. The evaluation process will consider the level of hospitality, professionalism, and attention to detail. This rating is based on a point system that considers various factors, including the quality of the staff, the level of service provided, and the overall impression of the establishment.

Housekeeping and maintenance

All establishments must be clean, comfortable, and well maintained. The housekeeping and maintenance department is critical to creating a positive impression. The cleanliness and appearance of the property reflect the overall concept of the establishment. The evaluation process will consider the condition of the property, the cleanliness and appearance of the rooms, and the overall impression of the establishment.

Lighting

Lighting is an important aspect of the overall concept of the establishment. The evaluation process will consider the adequacy and quality of lighting in all areas, including the guest rooms, public areas, and common areas. The evaluation process will also consider the adequacy of lighting for reading and writing surfaces.
The Diamond Rating Criteria

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

AAA Diamond ratings are arrived at by determining a property’s diamond rating based on established standards. These criteria are established with input from our oriented professionals. These professionals, as well as various guest industry professionals, agree upon the applicable standards of the establishment.

AAA Diamond rating scales are broad guidelines for the designation of a hotel typically found at each rating level. The size, age, and overall appeal of an establishment are considered, as well as regional, architectural style and design. Diamonds are assigned based on the overall guest improvements rather than on individual criteria. Therefore, scoring all of the criteria in certain categories falling to meet a few criteria will not necessarily affect the diamond rating.

The final factor is determining the diamond rating for a property in professional judgment. This is an important part of the rating assessment. Aom_HI Hydrook expertise is based upon ongoing training and experience in conducting more than 350 evaluations a year.

What the Diamond Ratings Mean

One Diamond

These establishments typically appeal to the budget-oriented traveler, providing essential accommodations and facilities. 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. They are moderate in amenities and offer physical facilities, design elements, and services that are generally satisfactory. They are located in most parts of the country and offer a wide range of amenities and services.

Three Diamond

These establishments appeal to the traveler seeking more comprehensive facilities, amenities, and services. They offer more extensive accommodations and facilities, with a full range of services and amenities offering a more comfortable and luxurious experience.

Four Diamond

These establishments are unique in their appeal and amenities. They offer a wide variety of services and amenities, including top-of-the-line facilities, amenities, and services that offer a superior level of comfort and relaxation.

Five Diamond

These establishments offer the highest level of accommodations and facilities. They are located in the most prestigious locations, offering an unparalleled level of luxury and service, with an emphasis on personalized attention and impeccable service.
## Diamond Rating Guidelines

### Exterior

<table>
<thead>
<tr>
<th>Feature</th>
<th>One Diamond</th>
<th>Two Diamond</th>
<th>Three Diamond</th>
<th>Four Diamond</th>
<th>Five Diamond</th>
</tr>
</thead>
<tbody>
<tr>
<td>Curb Appeal</td>
<td>The combination of all exterior elements provides basic, unattractive curb appeal</td>
<td>The combination of all exterior elements provides a moderately enhanced, good curb appeal</td>
<td>The combination of all exterior elements provides a very good level of curb appeal</td>
<td>The combination of all exterior elements provides a stunning, unique, and outstanding level of curb appeal</td>
<td>The combination of all exterior elements provides a stunning, unique, and outstanding level of curb appeal</td>
</tr>
<tr>
<td>Basic building structure and design</td>
<td>Good building structure and design</td>
<td>Good building structure and design</td>
<td>Contemporary or historic building design</td>
<td>Contemporary or historic building design</td>
<td>Contemporary or historic building design</td>
</tr>
<tr>
<td>Parking</td>
<td>Well-maintained parking areas, lighting is adequate</td>
<td>Paved, marked parking areas, lighting is adequate; access from several directions providing good illumination; drive-through covered entry</td>
<td>Paved, marked parking areas, lighting is adequate; access from several directions providing good illumination; drive-through covered entry</td>
<td>2+ Plus: Lighting is well-positioned and provides very good overall illumination, porte-cochere</td>
<td>2+ Plus: Lighting fixtures reflect characteristics of the design of the property, evidence of added security, excellent overall illumination</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2+ Plus: Lighting fixtures reflect characteristics of the design of the property, evidence of added security, excellent overall illumination</td>
</tr>
</tbody>
</table>

Note: Excellent parking is expected.
<table>
<thead>
<tr>
<th>Public Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ONE DIAMOND</strong></td>
</tr>
<tr>
<td><strong>Furnishings and Décor</strong></td>
</tr>
<tr>
<td><strong>Floor Coverings</strong></td>
</tr>
<tr>
<td><strong>Illumination</strong></td>
</tr>
<tr>
<td><strong>Corridors</strong></td>
</tr>
<tr>
<td><strong>Signage</strong></td>
</tr>
<tr>
<td><strong>Lobby/Registration Area</strong></td>
</tr>
<tr>
<td><strong>Miscellaneous</strong></td>
</tr>
<tr>
<td>ONE DIAMOND</td>
</tr>
<tr>
<td>-------------</td>
</tr>
<tr>
<td>Breakfast Area</td>
</tr>
<tr>
<td>Restaurant and Dining Facilities</td>
</tr>
<tr>
<td>Recreational Facilities</td>
</tr>
<tr>
<td>Additional Recreational Facilities, e.g., playground, lawn games, tennis, golf, horseback riding, etc.</td>
</tr>
<tr>
<td>Meeting Rooms</td>
</tr>
<tr>
<td>Restrooms</td>
</tr>
<tr>
<td>Sundries and Other Shops</td>
</tr>
</tbody>
</table>

SECTION THREE
<table>
<thead>
<tr>
<th>ONE DIAMOND</th>
<th>TWO DIAMOND</th>
<th>THREE DIAMOND</th>
<th>FOUR DIAMOND</th>
<th>FIVE DIAMOND</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Furnishings and Decor</strong></td>
<td>Basic functional decor with limited customization of furniture, fixtures, and equipment</td>
<td>Basic decorator style with limited customization of furniture, fixtures, and equipment that reflects current industry trends</td>
<td>Furniture, finish, equipment, and decor are well-coordinated, well-fitted, attractive, and offer an enriched degree of comfort</td>
<td>Furniture, finish, equipment, and decor are well-coordinated, well-fitted, attractive, and offer an enriched degree of comfort. Inclusive decorative, well-appointed, living in the theme of the property, high degree of comfort, including professionally fitted furnishings.</td>
</tr>
<tr>
<td><strong>Free Floor Space</strong></td>
<td>Sufficient space to allow guests to move freely throughout the guestroom without obstruction</td>
<td>Good space for movement and flexibility</td>
<td>Very good size, well-proportioned rooms with comfortable space for movement</td>
<td>Very good size, well-proportioned rooms with comfortable space for movement for guests</td>
</tr>
<tr>
<td><strong>Wall Coverings</strong></td>
<td>Basic quality or simple design</td>
<td>Walls are painted or wallpapered in matching colors or patterned for interest.</td>
<td>Walls are painted, striped, or have any wall coverings with consistent or new wallpaper or fabric covering.</td>
<td>Walls have excellent quality, wall coverings or treatments with cloth or decorative border and wood background covering.</td>
</tr>
<tr>
<td><strong>Wall Hangings</strong></td>
<td>Basic quality or simple design</td>
<td>Quality flirting artwork</td>
<td>Very good quality framed artwork</td>
<td>Very good quality framed artwork</td>
</tr>
<tr>
<td><strong>Floor Coverings</strong></td>
<td>Basic quality or simple design</td>
<td>Good quality from rugs coordinated with the overall decor</td>
<td>Very good quality from rugs coordinated with the overall decor</td>
<td>Excellent quality carpet, wood, marble, granite, or other high-quality floor coverings with unique and size.</td>
</tr>
<tr>
<td><strong>Window Coverings</strong></td>
<td>Basic quality or simple design</td>
<td>Basic drapes, shades, or blinds</td>
<td>Very good quality from curtains, blinds, or shades with side drapes</td>
<td>Very good quality from curtains, blinds, or shades with side drapes</td>
</tr>
<tr>
<td><strong>Bedding</strong></td>
<td>Adequate quality mattresses and box springs</td>
<td>Adequate quality mattresses and box springs with basic linens</td>
<td>Excellent quality mattresses, including comforter, sheets, and bedspreads</td>
<td>Excellent quality with a variety of comforter options and bedspreads</td>
</tr>
<tr>
<td><strong>Closet Hanging Space</strong></td>
<td>Open or covered closet space with ample hanging space</td>
<td>Semi-enclosed closet space with hanging clothes on hangers</td>
<td>Full-enclosed closet space with hanging clothes on adjustable closet rods</td>
<td>Full-enclosed closet space with hanging clothes on adjustable closet rods</td>
</tr>
<tr>
<td><strong>Closet Storage Space</strong></td>
<td>Open or covered closet space with ample storage space</td>
<td>Enclosed closet with storage space</td>
<td>Enclosed closet with storage space</td>
<td>Excellent closet space with ample storage space</td>
</tr>
<tr>
<td><strong>Illumination</strong></td>
<td>Adequate overall illumination</td>
<td>Good overall illumination provided by three wall sconces and task light</td>
<td>Very good overall illumination provided by floor or table lamp.</td>
<td>Very good overall illumination provided by floor or table lamp.</td>
</tr>
<tr>
<td><strong>Furniture</strong></td>
<td>Basic functional furniture of mass style and construction</td>
<td>Mass-functional furniture of mass style and construction with laminate finish</td>
<td>High-quality construction with laminate finish, wood or metal trim, and laminate finishes.</td>
<td>High-quality construction with laminate finish, wood or metal trim, and laminate finishes.</td>
</tr>
<tr>
<td><strong>Seating</strong></td>
<td>One chair</td>
<td>One additional comfortable chair, chair, or fabric upholstery</td>
<td>Two additional comfortable chairs, chair, or fabric upholstery with fabric upholstery or wood frame.</td>
<td>Two additional comfortable chairs, chair, or fabric upholstery with fabric upholstery or wood frame.</td>
</tr>
<tr>
<td><strong>Writing Surface</strong></td>
<td>Desk, table, or small table</td>
<td>Desk, table, or small table</td>
<td>Desk or counter table with ample surface area.</td>
<td>Desk or counter table with ample surface area.</td>
</tr>
<tr>
<td><strong>Television Placement</strong></td>
<td>Wall-mounted, pedestal, or stand-alone</td>
<td>Pedestal or stand-alone television</td>
<td>Television located on credenza or in space above</td>
<td>Television located on credenza or in space above</td>
</tr>
<tr>
<td><strong>Ventilation</strong></td>
<td>Heat and air conditioning available</td>
<td>Window-type air-conditioning units</td>
<td>Central air conditioning and heat</td>
<td>Central air conditioning and heat</td>
</tr>
<tr>
<td><strong>Control Systems</strong></td>
<td>Complete control of heat and comfort</td>
<td>Complete control of heat and comfort</td>
<td>Complete control of heat and comfort</td>
<td>Complete control of heat and comfort</td>
</tr>
</tbody>
</table>
### Guestroom Amenities

<table>
<thead>
<tr>
<th>ONE DIAMOND</th>
<th>TWO DIAMOND</th>
<th>THREE DIAMOND</th>
<th>FOUR DIAMOND</th>
<th>FIVE DIAMOND</th>
</tr>
</thead>
<tbody>
<tr>
<td>Touch-tone telephone</td>
<td>1 TV</td>
<td>Television remote control</td>
<td>2 TV plus</td>
<td>Multiple w/cordless telephone,</td>
</tr>
<tr>
<td>Basic dysphasia on hooks with plastic hangers</td>
<td>Channel directory</td>
<td>Della and pay-per-view movie channels</td>
<td>Video games</td>
<td>Backline telephones</td>
</tr>
<tr>
<td>Data ports available</td>
<td>Massage light</td>
<td>Video tape</td>
<td>Video tape</td>
<td>High-speed Internet access</td>
</tr>
<tr>
<td>Plastic ice bucket</td>
<td>Clock</td>
<td>Ice bucket</td>
<td>Insulated and padded vinyl ice bucket with lid</td>
<td>Insulated and padded vinyl ice bucket with lid</td>
</tr>
<tr>
<td>Note pads and pencils</td>
<td></td>
<td>Clock radios</td>
<td>Clock radios</td>
<td>Clock radios</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Note pads and pencils</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Guest service directory</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Utility bags</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Full-length mirror</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Iron and ironing board</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Coffee maker and supplies, including tea bags</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Complimentary newspaper</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Bathrooms

<table>
<thead>
<tr>
<th>General</th>
<th>ONE DIAMOND</th>
<th>TWO DIAMOND</th>
<th>THREE DIAMOND</th>
<th>FOUR DIAMOND</th>
<th>FIVE DIAMOND</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic functional decor with limited coordination of fixtures</td>
<td>Great decor with evidence of innovation and coordination of fixtures that reflect current industry trends</td>
<td>Fixtures and decor are well-coordinated, aesthetically appealing, and in keeping with the theme of the property, high degree of style, some of which is wall enhancements</td>
<td>Upscale, decorative, well-appointed, and in keeping with the theme of the property; high degree of style, some of which is wall enhancements; outstanding signature and appeal with unique style, displaying luxury, cachet, and artistic elements</td>
<td>Outstanding signature and appeal with unique style, displaying luxury, cachet, and artistic elements; spacious bathrooms allowing generous space for movement, comfort, and relaxation</td>
<td></td>
</tr>
</tbody>
</table>

| Free Floor Space | Good-size bathrooms, suitable space for unobstructed movement | Very good-size bathrooms; excellent space for unobstructed movement | Excellent-size bathrooms; allowing generous space for movement, comfort, and relaxation |

| Wall and Floor Coverings | Good quality wall and floor covering, including painted or vinyl walls with vinyl, ceramic, or mosaic tile floor | Very good quality, including vinyl or textured walls and ceramic tile flooring, selecting industry trends | Decoring quality and design |

| Fixtures | Modern or better quality fixtures; some use of art glass, marble, or wood | Excellent quality, including ceramic tile, stainless or granite flooring, selecting industry trends | Outstanding quality and design |

| Amenities | Adequate quality towels on axis of or near sink | Good quality towels on axis | Excellent quality towels, including plush towels, or standard towel warmer |

| Two small bars of soap or equivalent | Two medium-size bars of soap, or equivalent, new towel warmer, attractive presentation, additional amenities are available at the front desk | Additional amenities are available at the front desk | Excellent quality towels, including plush towels, or standard towel warmer |

| Facial tissues | Facial tissues in choice, well-mounted covers | Facial tissues in burm, well-mounted covers | Excellent quality towels, including plush towels, or standard towel warmer |

| Hair dryers and extra amenities, available at the front desk | Hair dryers and extra amenities, available | Excellent quality towels, including plush towels, or standard towel warmer |

<table>
<thead>
<tr>
<th>1+</th>
<th><strong>1+ Plus</strong></th>
<th><strong>1+ Plus</strong></th>
<th><strong>1+ Plus</strong></th>
<th><strong>1+ Plus</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1+ Plus</strong></td>
<td>Excellent quality, including ceramic tile, stainless or granite flooring, selecting industry trends</td>
<td>Excellent quality, including ceramic tile, stainless or granite flooring, selecting industry trends</td>
<td>Excellent quality, including ceramic tile, stainless or granite flooring, selecting industry trends</td>
<td>Excellent quality, including ceramic tile, stainless or granite flooring, selecting industry trends</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2+</th>
<th><strong>2+ Plus</strong></th>
<th><strong>2+ Plus</strong></th>
<th><strong>2+ Plus</strong></th>
<th><strong>2+ Plus</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2+ Plus</strong></td>
<td>Excellent quality, including ceramic tile, stainless or granite flooring, selecting industry trends</td>
<td>Excellent quality, including ceramic tile, stainless or granite flooring, selecting industry trends</td>
<td>Excellent quality, including ceramic tile, stainless or granite flooring, selecting industry trends</td>
<td>Excellent quality, including ceramic tile, stainless or granite flooring, selecting industry trends</td>
</tr>
</tbody>
</table>

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**SECTION THREE**

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24 | The Diamond Rating Criteria | The Diamond Rating Criteria | 25
## Four and Five Diamond Service Expectations

### Guest Services

#### Reservations
- **Four Diamond**
  - Accepted 24 hours, either at property or through a reservation system.
  - Hero property answered within three rings.
  - Warm and sincere greeting offered.
  - Reservations often made in advance, include taxes, facilities, and services.
  - Reservations given on smoking or nonsmoking rooms, explain if property is a smoke-free property.
  - Reservations collect registration information.
  - Reservations maintain deposit and cancellation policies.
- **Five Diamond**
  - Reservations ensure unusual payment options.
  - Reservations review reservation request.
  - Reservations grants confirmation number or contact name.
  - Reservations warmth, and sincerity thanks paid for calling.
  - Reservations address guests by name during calling.

#### Arrival
- **Four Diamond**
  - Uniformed attendant promptly opens the car door and provides a warm and sincere welcome greeting.
  - Attendant explains parking procedure.
  - Attendant promptly unfolds luggage, directs handling procedure, and gives direction to registration area.
  - Attendant offers a warm and sincere closing.
- **Five Diamond**
  - Attendant makes a proper introduction Inquiry about the guest's name.
  - Attendant uses guest's name.
  - Valet parking is automatic.
  - Attendant arranges guest's needs.
  - Attendant assists guest's entry in dining to guest's request.
  - Attendant awards guest to appropriate area.
  - Attendant addresses guest by name during closing.
  - Attendant guests are available to escort guest to appropriate area.

#### Check-In
- **Four Diamond**
  - Attendant provides a warm and sincere greeting.
  - Attendant acknowledges guest's waiting in line with a warm and welcoming greeting.
  - Baggage guests are not asked for duplicate information.
  - Attendant confirms rate and type of room.
  - Attendant delivers message accurately.
  - Attendant provides all registration materials into the guest's hand.
  - Attendant arranges escort of guest and belongings to room.
  - Attendant offers a warm and sincere closing.
- **Five Diamond**
  - Attendant provides introduction to escort.

#### Check-Out Bell Services
- **Four Diamond**
  - Escort provides a warm and sincere greeting using guest's name.
  - Escort is able to provide information about facilities when asked.
  - Escort offers a range of guest storage and procedures.
  - Escort displays inventory on appropriate area.
  - Escort expounds features and functions of room.
  - Escort offers a bell to ice bucket.
  - Escort asks if there are any other ways to be of service.
  - Escort offers a warm and sincere closing.
- **Five Diamond**
  - Escort makes a proper introduction Inquiry about the guest's name.
  - Escort uses guest's name.
  - Escort displays a range of services for the guest's convenience.
  - Escort arranges guest's needs.
  - Escort asks if there are any other ways to be of service.
  - Escort offers a warm and sincere closing.

#### Housekeeping Services
- **Four Diamond**
  - Turntable service available on request (service may be requested with 4 days' notice).
  - Operator informs guests promptly within three rings.
  - Operator provides a warm and sincere greeting, using guest's name.
  - Operator offers a warm and sincere closing.
  - Operator arranges guest's needs.
  - Operator asks if there are any other ways to be of service.
  - Operator addresses guest by name during closing.
  - Operator deploys amenities.
  - Operator guests are available to escort guests.
  - Operator offers personalized welcome message for guest.
  - Operator offers personalized concierge services.
- **Five Diamond**
  - Full-service housekeeping service is automatic.
  - Operator offers a warm and sincere closing.
  - Operator deploys amenities.
  - Operator offers personalized welcome message for guest.
  - Operator offers personalized concierge services.

#### Wake-Up Calls
- **Four Diamond**
  - Service is available 24 hours a day, seven days a week.
  - Service number is answered within three rings.
  - Operator provides a warm and sincere greeting, using guest's name when called.
  - Operator asks appropriate questions and replies if professional situation.
  - Operator offers a warm and sincere closing.
  - Operator arranges guest's needs.
  - Operator offers a warm and sincere closing.
- **Five Diamond**
  - Operator offers personalized welcome message for guest.
  - Operator offers personalized concierge services.
### Guest Services (Continued)

#### Room Service Order Taking
- Services are never answered with less than one ring.
- Operator provides a warm and sincere greeting, using guest’s name.
- Operator asks appropriate questions and repeats in a professional manner.
- Operator repeats order in full.
- Operator provides estimated time for delivery (within 20 minutes).
- Operator offers a warm and sincere closing.
- Operator asks in there are any other ways to be of service.
- Operator addresses guest by name during closing.
- Evidence of personalized services exists.

#### Room Service Delivery
- Delivered within five minutes of time promised.
- Fresh newspaper delivered to door or with breakfast if delivered to guest’s room.
- Paper is presented with breakfast.
- Butler offers a suggestion on a table setting.
- Butler places the tableware.
- Butler places the chair, seat covers, table linens, and serveware.
- Butler footed with guest permission.
- Food presentation and quality of ingredients reflect an upscale experience.
- All appropriate actions and items are at an appropriate quality.
- All food is served at the proper temperature (hot, cold or warm foods change)
- All food is prepared as ordered.
- Butler offers the beverage.
- Butler serves the appropriate written or verbal instructions for the tableware removal.
- Butler action is removed immediately.
- Butler offers a warm and sincere closing.
- Evidence of personalized services exists.

#### Ball Service
- Service number is answered with three rings.
- Operator provides a warm and sincere greeting, using guest’s name.
- Operator offers to retrieve car or arrange other transportation.
- Operator offers a warm and sincere closing.
- Butler arrives promptly (food within five minutes, guest is located at desired location).
- Butler provides a warm and sincere greeting, using guest’s name.
- Butler requires about guest’s stay.
- Butler is accompanied with guest while providing assistance.
- Butler offers a warm and sincere closing.

#### Check-Out
- Services available 24 hours a day, seven days a week.
- Operator provides a warm and sincere greeting, using guest’s name.
- Operator anticipates guest’s needs.
- Operator asks if there are any other ways to be of service.
- Operator addresses guest by name during closing.
- Butler anticipates guest’s needs.
- Butler asks if there are any other ways to be of service.
- Butler offers a warm and sincere closing.

#### Departure
- Guest leaves hotel within one hour of departure.
- Butler provides a warm and sincere greeting, using guest’s name.
- Butler acknowledges guest’s service and extends a warm and sincere closing.
- Butler anticipates guest’s needs.
- Butler offers to retrieve car or arrange other transportation.
- Butler offers a warm and sincere closing.

#### Concierge & Miscellaneous Services
- Accurate pre-programmed phones.
- Concierge service number is answered within three rings.
- By phone, operator provides a warm and sincere greeting, using guest’s name.
- Operator anticipates guest’s needs.
- Operator asks if there are any other ways to be of service.
- Butler anticipates guest’s needs.
- Butler offers to retrieve car or arrange other transportation.
- Butler offers a warm and sincere closing.
- Butler offers a warm and sincere closing.

#### Staff
- All associates utilize a professional vocabulary.
- All associates stimulate maintain eye contact with guest.
- All associates are appropriately dressed, name tags.
- Staff are highly trained and knowledgeable.
- Staff are highly trained and knowledgeable.

### Four Diamond

### Five Diamond
Additional Information

The Listing

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- Food and beverage: Small-scale properties emphasizing a high degree of personal service that provide guests an "at home" feeling. Guest units tend to be individually decorated. Rooms may include branch plants, art, and a variety of personal amenities such as a refrigerator, telephone, and Internet access. Typically, these properties offer a combination of services, such as a common area or a bar, separate from the innkeeper's living quarters, where guests can enjoy meals and beverages. Some properties have a private garden or patio for guests to enjoy.

- Accommodation: Vacation-oriented or extended stay, accommodation style accommodations that are currently available in one or more hotel, motel, or similar type of establishment. Rooms, suites, or villas are available in one or more hotel, motel, or similar type of establishment. Typically, these properties offer a combination of services, such as a common area or a bar, separate from the innkeeper's living quarters, where guests can enjoy meals and beverages. Some properties have a private garden or patio for guests to enjoy.

- Companion: Although similar in definition to a bed and breakfast, a companion property is usually larger in scale with spacious public areas and offers a full-service facility. This type of property offers a combination of services, such as a common area or a bar, separate from the innkeeper's living quarters, where guests can enjoy meals and beverages. Some properties have a private garden or patio for guests to enjoy.

- Event: Typically consisting of an event center or conference room, in general, event-oriented activities are featured, but guests may include other amenities and activities as well. A variety of event packages or rates are offered to a family-oriented atmosphere.

- Small-scale Hotel: A small-scale hotel is an establishment typically with fewer guest rooms and a family-oriented atmosphere. Typically, some rooms or suites are offered, public areas are limited, and the capacity varies depending on the type of hotel.

- Large-scale Hotel: A large-scale hotel is an establishment typically with more guest rooms and a family-oriented atmosphere. Typically, some rooms or suites are offered, public areas are limited, and the capacity varies depending on the type of hotel.