



Hotel Requirements & Diamond Guidelines



Professional On-Site Inspections Since 1937

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Section One

AAA DIAMOND PROGRAM

For more than 80 years, our AAA Diamond program has provided independent and trusted travel guidance for our members and B2B travel groups.

AAA's 62 million members book more than 31% of all paid room nights in North America, and they rely on our assurance that every Diamond-designated property has met our standards for guest safety and housekeeping.

Our team of professionally trained experts perform unannounced inspections that include both physical examination and scientific measurement to ensure cleanliness and conditions that meet member expectations.

54,000 hotels and restaurants are currently Diamond-designated from Approved to Five Diamond based on the quality of the experience, range of amenities and level of hospitality members can expect.

More informative, consistent, and reliable than unverified user ratings, AAA Diamonds help members find the perfect fit for their travel occasion and budget.

Travelers rely on the quick-glance AAA Diamond designation and the full picture descriptive details found in AAA travel information and trip planning tools.

This means exposure for designated properties to AAA members in the resources they use to make travel planning and buying decisions – and eligibility for logo licensing and advertising programs for increased visibility and reach.



**all AAA
inspectors**
are full-time AAA
associates,
independent, &
professionally trained



26,000+
Diamond
Hotels



27,000+
Diamond
Restaurants

Section Two

THE INSPECTION PROCESS

The inspection process includes three parts:

1. **Apply for an inspection** using the form available at AAA.biz/Diamonds.
2. **Fulfill AAA Diamond Program requirements** and receive the AAA Diamond designation.
3. **Achieve your AAA Diamond designation** calculated from objective scores recorded during the inspection and subjective elements based on the inspector's professional experience and training.

PART 1: APPLY FOR AN INSPECTION

By applying for – and/or consenting to – an inspection, you agree to allow AAA to publish your property information and the respective Diamond designation in our digital and printed travel information. Currently listed establishments need not reapply, as our inspectors routinely reassess AAA Diamond properties.

To expedite the application process, we suggest the following approach:

- Verify your property's eligibility by reviewing the AAA Diamond Program requirements. Properties must meet all Diamond Program requirements to be valid applicants.
- Complete and submit the Hotel Inspection Application (pdf).
- Complete and submit the Hotel Application Processing Fee Form (pdf). The nonrefundable application processing fee helps offset the costs of validating property information; it does not guarantee an inspection or influence the outcome.

Important notes:

- If our records indicate past disqualifying issues, you may be asked to provide written documentation and receipts of the corrective action taken since then.
- AAA does not guarantee an immediate inspection of all properties that apply, and we reserve the right to apply priority consideration to those demonstrating the highest degree of AAA member value according to the following criteria:
 - PREFERRED LOCATION
 - NEWLY BUILT / RENOVATED
 - REPUTATION
 - HIGH DEGREE OF CLEANLINESS AND COMFORT
 - APPROPRIATELY MAINTAINED CONDITIONS
- We will provide written notice of your application status as soon as possible after completing our review.
- If your property is selected for inspection, the unannounced visit will occur within one year of the application date as we have an inspector available in your area.
- Basic listings in AAA travel products are provided without charge to AAA Diamond properties and those designated as FYIs.

For more information, review our Applications FAQ.

What to Expect During the AAA On-Site Inspection

Introduction, Interview

On arrival (unannounced), the AAA inspector will speak with a property representative for a brief, but extremely important, interview to:

- Collect factual information for potential use in AAA travel products.
- Be advised by you of any recent changes and/or plans for improvement.
- Answer your questions.



Property Assessment

Following the interview, the inspector will request a tour of all public areas and a cross section of guest rooms.

We strongly encourage owner/management and key personnel to participate during the inspection as our inspector will point out strengths and weaknesses of your property as appropriate*.

***This valuable, no-cost dialogue is unique to the AAA inspection process.**

FIRST: PROPERTIES MUST MEET ALL AAA DIAMOND PROGRAM REQUIREMENTS TO BE DESIGNATED AS A AAA DIAMOND PROPERTY.

Diamond Program requirements are common-sense qualifications AAA/CAA members say are essential to their satisfaction and professional operators routinely seek to achieve.

Second, During evaluations, inspectors assess each attribute of the property against a common set of guidelines and assign the most appropriate designation that will provide the best match in meeting AAA member expectations. **The property will then be assigned a Diamond designation.**

More details on the requirements and designation guidelines are found on the next pages.

Assessment Summary

AAA will provide you an Inspection Summary by email which includes your property's status and the Diamond designation (if applicable)*.

***This valuable information is unique to the AAA inspection process.** Additional inspection detail is available for a small fee by request. Visit AAA.com/Diamonds.

For more information, review our Inspections FAQ.

PART 2: FULFILL AAA DIAMOND PROGRAM REQUIREMENTS

AAA DIAMOND PROGRAM REQUIREMENTS REFLECT THE MINIMUM ACCEPTABLE STANDARDS AS ESTABLISHED THROUGH MEMBER FEEDBACK*. [*This research is unique to the AAA inspection process.](#)

To be designated as a AAA Diamond property, an establishment must pass inspection by meeting the following requirements:

Cleanliness and Condition

1. All facilities associated with a property are clean and well maintained throughout.
2. At a minimum, each guest unit is thoroughly cleaned, with complete bed and bath linens changed between guest stays.
3. Basic housekeeping services and supplies are available on request.
4. All indoor areas are properly heated, air-conditioned and/or ventilated to ensure guest comfort.

Management and Style of Operation

Businesses will:

5. Provide AAA/CAA members value in all aspects of operation.
6. Cater primarily to transient rather than residential guests, with four or more private units available for AAA/CAA members.
7. Maintain compliance with all local, state and federal codes.

Owners/Operators will:

8. Assist AAA in the resolution of AAA/CAA member complaints.
9. Accommodate unannounced AAA property inspections within 20 minutes of notice.
10. Conduct business in a professional and ethical manner — providing attentive, conscientious service to guests.
11. Place AAA/CAA members in AAA inspected guest units only. Overflow buildings or guest units associated with the property, but not inspected by AAA, are not acceptable accommodations.
12. Provide a responsible representative readily accessible at all times to address guest needs or requests.
13. Provide guests 24-hour access to communications for emergency or critical information.

Owners/Operators will not:

14. Use AAA branding (logo, Diamond designations, badges) without AAA's explicit permission.

Exterior and Public Areas

Businesses will have:

15. Accurate, legible signage in appropriate areas (e.g., entry, corridors, walkways, stairways, landings, parking areas).
16. Good illumination in all public areas (e.g., entry, corridors, walkways, stairways, landings, parking areas).
17. Procedures in place to ensure all facilities associated with a property and provided for guest use (e.g., restaurant, health club, gift shop, recreational facilities) meet all appropriate AAA Diamond Program requirements.

Guest Rooms

Each guest unit will have:

18. A clean and comfortable bed with a mattress pad, two sheets, two pillows with pillowcases, and an appropriate bed covering.
19. A nightstand or equivalent by each bed, a chair, a waste container, drawers/shelving and a clothes-hanging area.
20. Adequate shades, drapes, blinds or treatments to cover all windows or other transparent areas to provide guest privacy.
21. An adequate level of soundproofing to muffle exterior sounds.
22. An active light switch at the main entry.
23. Good overall illumination to include direct lighting at a chair, stationary writing surface (if present) and at each bed.

24. Exterior/hallway facing door(s) equipped with a functional primary lock **and** a secondary deadbolt lock.

Primary lock is a keyed mechanism that allows the door to be locked from the outside. Passkeys are strictly controlled and available only to recognized guests and essential associates for routine room access (e.g., management, housekeeping/ maintenance staff, security).

Secondary lock is a mortised, deadbolt-locking mechanism with a one-inch throw extending from the edge of the door into the door frame. This extra device affords guests a certain level of privacy. Unlike the primary lock passkeys, master keys for secondary locks are available only to essential associates and only for emergency purposes (e.g., management or security).

Secondary Lock Variances

In certain instances, the requirement for secondary locks may be modified to allow exceptions or provide increased guest security. The most common are noted below. AAA claims the right of final arbitrator in all decisions related to locks.

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

French Doors – In addition to the deadbolt lock, surface-mounted slide bolts must be installed 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.

25. Working deadbolt lock(s) on each door to connecting guest units or maintenance corridors.
 26. A viewport or window (convenient to the door) for each entry door.
 27. A working lock for each window in a ground floor unit.
 28. A working smoke detector.

Guest Bathrooms

Each guest unit will have:

29. A private bathroom solely dedicated for use by the guest(s).
 30. A toilet, sink with adequate shelf space, mirror, convenient electrical outlet and a tub/shower with a non-slip surface.
 31. Good overall illumination to include direct lighting at the mirror(s).
 32. Two bath towels, two hand towels, two face cloths and two cups/glasses.
 33. Toilet tissue, a cloth bath mat, and two bars of soap or equivalent.
 34. Non-porous surfaces (e.g., floors, walls, baseboards) in all toilet areas.

AAA DIAMOND PROGRAM REQUIREMENTS AND DIAMOND GUIDELINES - WHAT'S THE DIFFERENCE?

AAA's Diamond Program comprises two distinct components. The *Diamond Program requirements* are uncompromising, mandatory standards that result in one of two outcomes: achieving a AAA Diamond designation or not. The *Diamond Guidelines*, applied only to properties that meet the Diamond Program requirements, are somewhat flexible. The overall designation is based on a prevalence of expected attributes and the inspector's professional judgment in the context of thousands of property inspections.

Properties must meet all AAA Diamond Program requirements to be designated as a AAA Diamond property.

Diamond Program requirements are common-sense qualifications AAA/CAA members say are essential to their satisfaction and professional operators routinely seek to achieve.

Properties must meet most AAA Diamond Guidelines for a particular designation to be assigned that Diamond designation.

The Diamond Guidelines reflect attributes typically — but not universally — observed throughout a lodging industry segment. Therefore, the lack of some components listed for a Diamond designation does not necessarily preclude the achievement of that designation. During evaluations, inspectors assess each attribute of the property and assign the most appropriate designation that will provide the best match in meeting AAA member expectations.

Not all guidelines apply to all property types. For example, a swimming pool is not expected at a bed and breakfast, but is essential at a resort hotel. Additionally, downtown hotels may lack extensive landscaping features in comparison to what is typical in more rural locations. AAA inspectors apply only those Diamond Guidelines applicable for the property classification.

PART 3: ACHIEVE YOUR AAA DIAMOND DESIGNATION

AAA DIAMOND PROGRAM

AAA DIAMOND DESIGNATIONS FOR HOTELS REPRESENT A COMBINATION OF THE OVERALL QUALITY, RANGE OF FACILITIES, AND LEVEL OF HOSPITALITY OFFERED BY A PROPERTY. The widely recognized and trusted AAA Diamond designations help members choose hotels that will meet their needs and expectations.

AAA’s Diamond Guidelines indicate what is typically found at each designation level — from simple economy to highly personalized luxury. The Diamond designation is determined based on a compilation of all property characteristics, with a focus on the overall guest experience rather than on individual elements. While properties at the same Diamond designation may have variations in the attributes offered, a predominance of characteristics drives the Diamond designation.

The inspector’s Diamond designation recommendation is based on both the Diamond Guidelines and professional judgment — an essential component of the assessment. Our inspectors are North America’s travel experts, immersed in the hospitality industry on a daily basis as they conduct more than 24,000 hotel inspections per year.

What the Diamond designations mean:



Diamond designations are based on quality of the experience, range of amenities and level of hospitality.



Noteworthy by meeting the industry-leading standards of AAA inspections.



Comprehensive amenities, style and comfort level.



Upscale style and amenities enhanced with the right touch of service.



World-class luxury, amenities and indulgence for a once-in-a-life-time experience.

Glossary

When you see the following terms used in the following Diamond Guidelines pages, please refer back to this page for more information.

- **Connective Technology/Connectivity** – The integration of technology and information systems that allow guests and hotel operators to interact effectively.
- **Decorative** – Obvious ornamental embellishment with attractive results.
- **e.g.** – For example. Items following are only examples of what is typical and should not be interpreted as a required appointment.
- **Leading Edge** – Most advanced in their profession; luxuriant, luxury materials, highly fashionable/grand design and functionality working in sync to provide a sumptuous level of comfort.
- **Luxurious** – Characterized by opulence, sumptuousness, or rich abundance; extremely comfortable, elegant or enjoyable.
- **Modest/Modestly Enhanced** – More than basic; slight enhancement; limited in size or scope.
- **Upscale** – Obviously high grade; upmarket, luxurious feel; cohesive designs; not just the latest trend.

Key Notes:

- **Additional Impressions** – All areas may be subject to point additions/subtractions related to key member experience factors pertaining to comfort, design and layout, or other unique features. Note: AAA/CAA members express significant dissatisfaction with additional non-use fees (e.g., “resort fees”, safes, microwaves, refrigerators, etc.). Free and effective internet bandwidth within the guest room is also a typical guest expectation.
- **Additional Features** – Some features and amenities (recreation facilities, microwaves, coffeemakers, iron, etc.) are not measured on a Diamond scale, but are factored into the overall property designation based on availability and/or general quality according to AAA member expectations for the designation level.
- **Exceptions** – Not all of the Diamond Guidelines will apply to all property types. AAA inspectors will only use the sections of the Diamond Guidelines that are appropriate for the property classification in assessing the overall Diamond designation. If an attribute exists at the property, it will be measured accordingly.



Exterior



GENERAL CURB APPEAL

Increased quantity, variety and/or coordination of materials

Modest design and effect

Decorative materials

Well-coordinated and distinctive design

Significantly enhanced design effect

Upscale materials

Substantial, cohesive and impressive design

Upscale effect

Luxurious materials

Leading-edge design and effect

BUILDING STRUCTURE & DESIGN

Modest enhancements to materials, design and/or function e.g., roof mansard, gable, cupola, window shutters/sashes, siding, columns, railings

Significant decorative enhancements to materials, design and/or function in the most prominent structural areas, such as the façade

Obvious distinctive effect e.g., enhanced roofs, window treatments/moldings, stone/ veneer accents or balconies

Upscale enhancements

Substantial, cohesive and impressive design and effect throughout the property footprint

Grand architectural features

Leading-edge design and effect throughout the property footprint

LANDSCAPING

Modest enhancements to quantity, variety of plants and/or landscape materials

Some surroundings reflect a coordinated design of moderate visual interest

Significant, decorative enhancements to quantity, variety of plants and/or landscape materials

Overall decorative design

Creates an obvious visual interest in most areas

The entire grounds are professionally planned and manicured with an extensive use of appropriate, mature plants and landscape materials

Cohesive, upscale design that withstands seasonal weather conditions

At least one upscale accent feature e.g., statuary, water feature, serenity garden

Luxuriant landscape materials

Leading-edge design and effect that withstands seasonal weather conditions

Multiple upscale accent features are meticulously integrated by design e.g., statuary, water feature, serenity garden

**MAIN
ENTRANCE**



Modest enhancements to materials, design and/or function

Covered entry door

If covered entry has drive-through capability, capacity is limited to one-car width

One additional feature e.g., bench seating, double entry doors, automatic entry doors, revolving doors, entry vestibule, enhanced façade or driving surface



Significant decorative enhancements to materials, design and function

Covered drive-through entry capacity is appropriate for the size of the lodging (minimum two-car width or depth)

At least three additional features e.g., bench seating, double entry doors, automatic entry doors, revolving doors, entry vestibule, enhanced façade or driving surface



Upscale materials, design

Covered drive-through entry with capacity greater than two-car width and depth

At least three additional features e.g., bench seating, double entry doors, automatic entry doors, revolving doors, entry vestibule, enhanced façade or driving surface



Luxurious materials
Leading-edge design and effect

Covered drive-through entry with capacity greater than two-car width and depth

Expanded drive or courtyard

Additional Guest Impressions and Features

The following items are not assigned a Diamond designation, but are factored into the overall assessment of the exterior/public areas.

Location – The impression made by the location of the property, proximity to attractions or natural features.

Parking – The availability of free and convenient parking for guest vehicles.



Public Areas



GENERAL VIBE (DÉCOR STYLE & AMBIENCE)

Modest enhancements to materials and/or design

Increased function and/or coordination

Enhanced level of comfort

Distinctive style

Significant enhancements to materials and/or design

Well-coordinated, with increased functionality; open-concept designs that facilitate social interaction

Obvious degree of comfort

Upscale materials, design and/or function

Well-coordinated, with increased functionality; open-concept designs that facilitate social interaction

Exceptional degree of comfort

Luxurious materials

Leading-edge design and effect

Exceptional degree of comfort

FREE FLOOR SPACE

Obvious restrictions due to size and/or placement of appointments; constricted appearance

Limited restrictions, as 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 guests

Area size and placement of appointments provide an abundance of space that contributes to the ultimate level of comfort and relaxation

FURNITURE QUALITY & DESIGN

Modest enhancements to materials or design

Increased function and/or coordination

Provides an adequate level of comfort

Significant enhancements to materials or design

Well-coordinated with increased functionality

Provides an enhanced degree of comfort

Upscale materials e.g., granite/stone, solid wood, polished metals, high-gloss lacquers, veneer finishes with solid wood accents, high-grade laminate insets

Upscale design and/or function e.g., antiques, leather, plush padding, designer fabric, sculptured shape, crisp line

Exceptional degree of comfort

Luxurious materials

Custom workmanship

Leading-edge design and effect

Exceptional degree of comfort



GUEST SERVICE AREA(S)

Enhanced front desk e.g., size or design
Multiple guest service capability

Enhanced front desk/pods/alternative check-in methods
Multiple guest service capability
Part of a spacious common area
Uniformed staff

Enhanced front desk/pods/alternative check-in methods
Multiple guest service areas e.g., front desk, bell stand, concierge, video kiosk
Part of a spacious common area
Uniformed staff

Enhanced front desk/pods/alternative check-in methods
Multiple guest service areas e.g., front desk, bell stand, concierge, video kiosk
Part of a spacious common area
Uniformed staff
Staffed concierge area (minimum 16 hrs./day and 7 days/week)

ILLUMINATION

Modestly enhanced design, materials, positioning and/or function
Good level of overall illumination

Decorative and well-coordinated design, materials and/or function
Well-positioned
Good level of overall illumination

Fixtures reflect upscale design
Well-positioned
Excellent level of overall illumination enhances the intended use of the space

Custom fixtures of outstanding quality
Well-positioned
Excellent level of overall illumination enhances the intended use of the space
Leading-edge illumination effect that provides day/night transition

SEATING LAYOUT

Expanded overall capacity
Multipurpose hard and soft seating

Expanded overall capacity
Expanded capacity for each function (soft seating, dining, workspaces)

Expanded overall capacity
Expanded capacity for each function (soft seating, dining, workspaces)
Multiple conversational groupings
One semi-private area (away from traffic flow)

Expanded overall capacity
Expanded capacity for each function (soft seating, dining, workspaces)
Multiple conversational groupings
Multiple semi-private areas (away from traffic flow)

DECORATIVE ENHANCEMENTS



Common artwork with enhanced frame(s) -Or- other modest appointments e.g., live plants, floral displays, prints, assorted pieces, sculptures, accent wall, water features, fireplace



Well-coordinated, decorative framed artwork or appointments that provide distinctive appeal e.g., live plants, floral displays, prints, assorted pieces, sculptures, accent wall, water features, fireplace



Well-coordinated, decorative framed artwork or appointments

Varied assortment that provides a thematic upscale appeal e.g., live plants, floral displays, prints, assorted pieces, sculptures, accent wall, water features, fireplace



Well-coordinated, decorative framed artwork or appointments

Varied assortment that provides a thematic upscale appeal

Variety of styles and accent pieces e.g., custom artwork, limited edition prints, canvas art, tapestries, or lithographs with enhanced matting and preservation frames, assorted artisan pieces, sculptures

CONNECTIVE TECHNOLOGY

Wireless internet access available throughout the property e.g., multiple routers, consistent signal strength

Convenient electrical outlets

Wireless internet access available throughout the property e.g., multiple routers, consistent signal strength

Convenient electrical outlets

Workspaces with USB or other alternative charging capability

Additional connectivity options e.g., interactive electronic reader board with local information, boarding pass kiosk, device available for electronic check-in/ check-out, RFID keys, mobile device check in

Superior internet speed and capacity available throughout the property e.g., multiple routers, consistent signal strength

Remote guest service access through mobile device

One additional technology feature e.g., mobile device room key access, wireless charging systems, advanced business computing equipment

Superior internet speed and capacity available throughout the property e.g., multiple routers, consistent signal strength

Advanced guest connectivity capability across all guest interactions (front desk, bell service, concierge, maintenance, food and beverage, housekeeping, recreation)

One additional technology feature e.g., mobile device room key access, wireless charging systems, advanced business computing equipment

Leading-edge technology

ELEVATOR



Elevator is available for guest use in all multi-story buildings

Landing includes at least one accent feature
e.g., chair/sofa, table, lamps/wall sconce, phone, artwork, mirror, flowers/plants



Elevator is available for guest use in all multi-story buildings

Elevator includes decorative appointments

Landing includes multiple accent features
e.g., chair/sofa, table, lamps/wall sconce, phone, artwork, mirror, flowers/plants



Multiple elevators

Upscale appointments

Landings are recessed and include multiple accent features
e.g., chair/sofa, table, lamps/wall sconce, phone, artwork, mirror, flowers/plants

Additional service elevator is available for staff use



Multiple elevators

Elevator cabs have additional features
e.g., high speed, destination dispatch, dual call button panels, television, music, card key access, voice indicators

Landings are recessed and include multiple accent features
e.g., chair/sofa, table, lamps/wall sconce, phone, artwork, mirror, flowers/plants

Additional service elevator is available for staff use

Leading-edge effect





Designated room on site

Three pieces of cardio/strength equipment

At least four amenities:
Mirrors
Television
Water cooler
Towels
Clock
Sanitizer

Designated room on site

Four or more pieces of professional grade equipment

Mirrors
Television
Water cooler
Towels
Clock
Sanitizer

Additional personal training options e.g., free weights, benches, floor mats, physio balls, toning bars/rollers

Specialized, high-impact flooring

Multiple televisions or individual televisions for each piece of cardio equipment

One additional amenity e.g., infused water, bottled water, chilled towels, aromatherapy scents, ear buds, fresh fruit

Upscale facility

Full array of state-of-the-art fitness equipment appropriate with room count

Provides an obvious degree of spaciousness

Additional personal training options e.g., free weights, benches, floor mats, physio balls, toning bars/rollers

Specialized, high-impact flooring

Multiple televisions or individual televisions for each piece of cardio equipment

Three or more additional amenities e.g., infused water, bottled water, chilled towels, aromatherapy scents, ear buds, fresh fruit

Leading-edge facility

Full array of state-of-the-art fitness equipment appropriate with room count

Provides an obvious degree of spaciousness

Luxurious health club environment with attendants

Personal training options / guided programs

In-room exercise programs available

Specialized, high-impact flooring

Multiple televisions or individual televisions for each piece of cardio equipment

Comprehensive array of amenities

Dressing area includes lockers, showers and restrooms

Athletic gear available

EXERCISE FACILITY

FOOD & BEVERAGE OUTLETS

RESTAURANT

OR

BREAKFAST AREA

RESTROOMS



One quick-service outlet on site



One full-service restaurant

Lounge or bar area

Grab-and-go option available



Upscale, full-service restaurant i.e., comparable to a Three Diamond restaurant

Separate lounge or bar area

Room service available for breakfast, lunch and dinner



Multiple outlets including an upscale, full-service restaurant i.e., at least one is comparable to a Four Diamond restaurant

Separate lounge or bar area

Room service available 24/7

OR

Expanded breakfast including at least one hot item e.g., waffles/pancakes, eggs, breakfast meats

Dedicated area with modest restrictions due to size and/or placement of appointments

Limited seating is available

Television

Expanded breakfast includes multiple hot items e.g., waffles/pancakes, eggs, breakfast meats

Appointments are well-proportioned to area size, with appropriate seating for the size of the establishment

Television

Clearly refined menu

Full service

Upscale surroundings

Appointments are well-proportioned to area size, with appropriate seating for the size of the establishment

Television

Not applicable

Restroom available

Decorative appointments

Multiple restrooms in a convenient location (If property has expanded meeting facilities, then additional restrooms are available in proportion)

Upscale appointments

Multiple restrooms in a convenient location (If property has expanded meeting facilities, then additional restrooms are available in proportion)

Multiple locations

First-class with luxurious appointments

Multiple restrooms in a convenient location (If property has expanded meeting facilities, then additional restrooms are available in proportion)

Multiple locations

SIGNAGE THROUGHOUT PROPERTY



Modestly enhanced materials, design
Limited locations



Decorative materials, design enhancements
Ample locations



Intuitive, upscale materials, design and location
Ample locations



Custom materials, intuitive design
Creatively placed for a leading-edge effect
Ample locations

SUNDRIES & SHOPS

Modest selection of amenities available at the front desk

Dedicated sundry area

Upscale gift shop providing a wide variety of merchandise

Upscale gift shop providing a wide variety of merchandise

OR

AND

In vending machine e.g., toothbrush/paste, razors, mouthwash, shower caps, combs

Conventional gift shop offering a moderate variety of merchandise e.g., health and beauty items, food, beverage, basic technology accessories and reading materials

Convenient access to a variety of first-class shops

Convenient access to a variety of first-class shops

SWIMMING POOL



Pool area reflects the use of modest materials and design

Limited amount of furniture in simple or mixed styles



Well-appointed with decorative features and enhanced design

Good variety of comfortable, coordinated pool furniture



Well-appointed with upscale materials and design

Good variety of comfortable, coordinated pool furniture

Includes at least one additional feature e.g., hot tub, whirlpool spa, steam room, sauna, fountain, waterfall, zero-entry, infinity edge, children's splash pad, kiddie pool, water slide

Food and beverage service is available poolside



Luxurious materials

Leading-edge appointments e.g., in-pool seating, sculptures, water feature, exotic plants and gardens, stone/tile surfaces with designer inlays

Good variety of upscale pool furniture

Includes at least one additional feature e.g., hot tub, whirlpool spa, steam room, sauna, fountain, waterfall, zero-entry, infinity edge, children's splash pad, kiddie pool

Additional poolside amenities e.g., cabanas, Bali beds, umbrellas, lotions, food and beverage outlet

Attendants on duty

Food and beverage service is available poolside

Additional Guest Impressions and Features

The following items are not assigned a Diamond designation, but are factored into the overall assessment of the exterior/public areas.

Additional Recreational Facilities/Programs – The availability of substantial on-site recreational facilities.

Spa – The availability of on-site spa facilities.

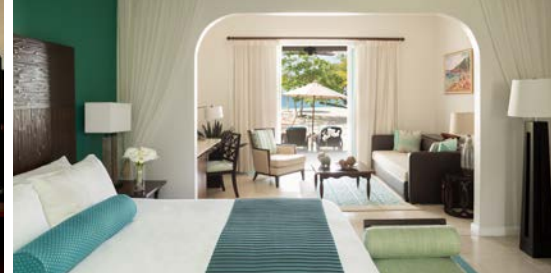
Resort / Non-use Fee(s) – A detraction for the automatic collection of separate fees for facilities, amenities or services regardless of guest use.

Overall Impression – The overall aesthetic impression of the design and functionality.

Comfort – The degree to which design and functionality contributes to physical ease and well-being.

Aesthetic Spaces – Freestanding indoor/outdoor areas (by design) that are pleasing to the senses.

Other – Unique attributes or other standout features or experiences.



Guest Rooms



VIBE (DÉCOR STYLE)

Modest enhancements to materials, design

Increased function and/or coordination

Adequate level of comfort

Significant enhancements to materials, design

Well-coordinated, with increased functionality

Enhanced degree of comfort

Comprehensive design reflecting streamlined, trendy, contemporary or traditional styles

Upscale materials, design and/or function

Well-coordinated, with increased functionality

Exceptional degree of comfort

Luxurious materials
Leading-edge design and effect

Exceptional degree of comfort

BED/BEDDING

Modestly enhanced materials, design (headboard, bed base, mattress and bed covering)
e.g., quilted or soft top mattress, duvet

Bed linens are smooth to touch

Pillows are of an enhanced grade (thick cluster fiber)

Decorative headboard e.g., upholstered, multiple textures, shelving, reading lights, oversize mural

Mattress includes comfort enhancement e.g., pillow top, foam padding

Bed linens are smooth to touch

Pillows are of an enhanced grade (thick cluster fiber)

Three accent features to bed linens e.g., triple sheeting, overstuffed duvet, skirting, wrapped box spring, bed throw/scarf, multiple pillows, embroidered pillow cases/shams

Upscale materials

Oversize or custom made headboard, bed base, mattress

Bed linens are very soft to the touch and tightly woven

Pillows are of an upscale grade e.g., down, natural memory fibers, hypo-allergenic, gel

Three accent features to bed linens e.g., triple sheeting, overstuffed duvet, skirting, wrapped box spring, bed throw/scarf, multiple pillows, embroidered pillow cases/shams

Luxurious materials

Leading-edge effect

Bed linens have a luxuriously soft, silk-like feel

Pillows are of an upscale grade e.g., down, natural memory fibers, hypo-allergenic, gel

Three accent features to bed linens e.g., triple sheeting, overstuffed duvet, skirting, wrapped box spring, bed throw/scarf, multiple pillows, embroidered pillow cases/shams

	 APPROVED	 THREE DIAMOND	 FOUR DIAMOND	 FIVE DIAMOND
FREE FLOOR SPACE	Obvious restrictions due to size and/or placement of appointments; Overall appearance is constricted	Limited restrictions, as placement of appointments is well-proportioned to room size and traffic flow	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 an abundance of space that contributes to the ultimate level of comfort, privacy and relaxation for multiple guests
FURNITURE QUALITY & DESIGN	Modest enhancements to materials, design Adequate function and/or coordination Adequate level of comfort	Significant enhancements to materials, design Well-coordinated, with increased functionality Enhanced degree of comfort	Upscale materials e.g., granite/stone, solid wood, polished metals, high-gloss lacquers, veneer finishes with solid wood accents, high-grade laminate insets Upscale design and/or function e.g., antiques, leather, plush padding, designer fabric, sculptured shape, crisp line Exceptional degree of comfort	Luxurious materials Custom workmanship Leading-edge design and effect Exceptional degree of comfort
ILLUMINATION	≥ Three lighting fixtures reflect modest enhancements to materials, design, functionality and/or placement Good level of overall illumination	≥ Four lighting fixtures reflect decorative materials, design Well-positioned from multiple sources Good level of overall illumination at each key task area	≥ Four lighting fixtures reflect upscale materials, design Well-positioned from multiple sources Superior functionality provides for ambience options e.g., dimmers, point lighting, multiple switches, remote control and/or natural light sources Excellent level of overall illumination	≥ Four custom lighting fixtures of outstanding quality Well-positioned from multiple sources Superior functionality provides for ambience options e.g., dimmers, point lighting, multiple switches, remote control and/or natural light sources Excellent level of overall illumination Leading-edge illumination effect



MIRROR

Full-length mirror

Unframed/beveled

OR

Simple metal/wood frame

Full-length mirror

Decorative frame/design enhancement

Full-length mirror

Upscale frame/design enhancement

Multiple locations, sizes and/or styles

Full-length mirror

Custom frame/design enhancement e.g., luxurious materials, artistic design, oversized, multiple viewing angles

Multiple locations, sizes and/or styles

SEATING LAYOUT

Seating for one guest

Adequate level of comfort

Seating for two guests

Enhanced desk chair (ergonomic or coordinated with décor)

Chair positioned for television viewing

Enhanced degree of comfort

Seating for three guests e.g., loveseat, sofa or two chairs (in addition to desk chair)

Enhanced desk chair (ergonomic or coordinated with décor)

Chair positioned for television viewing

One additional furniture piece

Exceptional degree of comfort

Seating for three guests e.g., loveseat, sofa or two chairs (in addition to desk chair)

Enhanced desk chair (ergonomic or coordinated with décor)

Furniture layout clearly designed for small grouping

Two additional furniture pieces

Exceptional degree of comfort



Modestly enhanced open wall-mounted clothes rack

Detachable wood or heavy metal/plastic hangers



Embellished open, recessed area or enclosed area or freestanding armoire

Drawers/shelving available

Ample space (for two guests)



Upscale quality enclosure

Closet can enclose full-length apparel

Matching, open-hook, wood/sculptured plastic hangers (heavy gauge with metal hook)

Some with skirt or pant hanging attachments

Ample supply (for two guests)

Two or more additional features e.g., illumination, drawers, shoe rack, walk-in capability, two or more shelves, upgraded luggage racks/designer style benches



Upscale quality enclosure

Closet can enclose full-length apparel

Comprehensive selection of hangers for ≥ three guests

At least two satin hangers

Closet is illuminated

Three or more additional features e.g., illumination, drawers, shoe rack, walk-in capability, two or more shelves, upgraded luggage racks/designer style benches

**STORAGE/
SHELVING**

32-inch flat-panel

Channel directory

Two additional features e.g., all-in-one multimedia hub, high-definition channels, free/pay movie channels, digital art/property information, mood effects, multiple viewing angles, acoustic board, smart TV functionality, streaming capability, surround sound

40-inch flat-panel

Channel directory

Cables and cords are hidden from view

Three additional features e.g., all-in-one multimedia hub, high-definition channels, free/pay movie channels, digital art/property information, mood effects, multiple viewing angles, acoustic board, smart TV functionality, streaming capability, surround sound

43-inch flat-panel

Channel directory

Cables and cords are hidden from view

Four additional features e.g., all-in-one multimedia hub, high-definition channels, free/pay movie channels, digital art/property information, mood effects, multiple viewing angles, acoustic board, smart TV functionality, streaming capability, surround sound

> 43-inch flat-panel

Seamlessly integrated with room design

Channel directory

Cables and cords are hidden from view

Five additional features e.g., all-in-one multimedia hub, high-definition channels, free/pay movie channels, digital art/property information, mood effects, multiple viewing angles, acoustic board, smart TV functionality, streaming capability, surround sound

**TELEVISION
TYPE &
PLACEMENT**



FLEXIBLE, USABLE SURFACES

(JUDGED ON THE BASIS OF AVAILABLE SURFACE SPACE)

Small task table or alternative work/writing surface

Medium-size desk, task table or alternative work/writing surface

Large-size desk, task table or alternative work/writing surface

Large-size desk, task table or alternative work/writing surface

Electrical outlet and USB port near surface

Multiple electrical outlets and USB ports near surface

Multiple electrical outlets and USB ports near surface

Work space is appropriately enhanced by unique style/design

Uncluttered, with efficient functionality

VENTILATION

Heat and air conditioning available on demand

Conveniently located through-wall HVAC units

Central system

Central system

Conveniently located through-wall HVAC units

Modern and quiet

Digital thermostat control on wall

Quiet and inconspicuous form and function

Easily accessible controls

Digital thermostat control on wall

Digital thermostat control on wall

DECORATIVE ENHANCEMENTS

Common artwork with enhanced frame(s) -Or- other modest appointments e.g., live plants, floral displays, prints, assorted pieces, sculptures, accent wall, water features, fireplace

Well-coordinated, decorative framed artwork or appointments that provide distinctive appeal

Well-coordinated, upscale framed artwork or appointments

Well-coordinated, luxurious framed artwork or appointments

Varied assortment of styles and accent pieces that provide a thematic upscale appeal

Varied assortment of styles and accent pieces that provide a leading edge or luxurious appeal e.g., custom artwork, limited edition prints, canvas art, tapestries, or lithographs with enhanced matting and preservation frames, assorted artisan pieces, sculptures

Additional Guest Impressions and Features

The following items are not assigned a Diamond designation, but are factored into the overall assessment of the guest room.

Technology – The overall impression of the technology features.

Microwave – A microwave oven is present in each guest room.

Refrigerator – A refrigerator is present in each guest room.

Robes – A robe is present in each guest room (two in doubles).

Slippers – A set of slippers is present in each guest room (two sets in doubles).

Safe – A safe is present in each guest room.

Internet – Wireless internet access in guest rooms is offered free, or at an additional cost.

Overall Impression – The overall aesthetic impression of the design and functionality.

Comfort – The degree to which design and functionality contributes to physical ease and well-being.

Other – Unique attributes or other standout features or experiences.





Bathrooms



VIBE (DÉCOR STYLE)

Modest enhancements to materials, design

Increased function and/or coordination

Adequate level of comfort

Significant enhancements to materials, design

Well-coordinated, with increased functionality

Enhanced degree of comfort

Comprehensive design reflecting streamlined, trendy, contemporary or traditional styles

Upscale materials, design and/or function

Well-coordinated, with increased functionality

Exceptional degree of comfort

Luxurious materials

Well-coordinated, with increased functionality to provide leading-edge design and effect

Exceptional degree of comfort

VANITY AREA

(JUDGED ON THE BASIS OF AVAILABLE SURFACE SPACE)

Modestly-enhanced materials, design; limited free space e.g., poured acrylic, cultured marble/ granite, ceramic tile

Decorative materials, design; adequate free space e.g., quartz, granite

Upscale materials, design; spacious design e.g., marble or other solid stone

Multiple counters and/or shelves

Upscale materials, design; spacious design e.g., marble or other solid stone

Multiple counters and/or shelves; multiple sinks

Leading-edge effect

FREE FLOOR SPACE

Obvious restrictions due to size and/ or placement of appointments; constricted appearance (If vanity area is separate from the toilet area, it is positioned in plain view of the guest room)

Modest restrictions, as placement of appointments is well-proportioned to room size and traffic flow (If vanity area is separate from the toilet area, it is positioned in restricted view from the rest of the guest room)

Room size and placement of appointments provide an obvious degree of spaciousness, allowing increased ease of movement

Room size and placement of appointments provide an abundance of space that contributes to the ultimate level of comfort and relaxation for multiple guests

				
ILLUMINATION	<p>Modestly enhanced lighting fixtures e.g., enhanced plastic cover, tube lighting</p>	<p>Decorative lighting fixtures</p> <p>Multiple locations</p>	<p>Upscale design and materials</p> <p>Multiple locations</p> <p>Illuminated shower</p> <p>Excellent level of overall illumination at each location</p>	<p>Upscale design and materials</p> <p>Multiple locations</p> <p>Illuminated shower</p> <p>Custom function(s) provides for ambience options e.g., dimmers, point lighting, multiple switches, and/or natural light sources</p> <p>Leading-edge illumination effect</p>
MIRROR	<p>Modest design/size enhancement e.g., framed, beveled, etched</p> <p>Proportionately sized</p>	<p>Decoratively framed/ designed e.g., floating, illuminated</p> <p>Proportionately sized</p>	<p>Upscale materials, design</p> <p>Makeup mirror</p>	<p>Upscale materials, design</p> <p>Leading-edge effect e.g., television, defogger</p> <p>Illuminated makeup mirror</p>
PERSONAL CARE <i>(IF ECO-FRIENDLY OPTIONS EXIST, DISPENSERS MUST COORDINATE WITH VIBE/DÉCOR STYLE AS DESCRIBED PREVIOUSLY)</i>	<p>Two medium-size bars of soap (or equivalent)</p> <p>Two bottled items (or equivalent)</p>	<p>Multi-piece personal care package includes:</p> <ul style="list-style-type: none"> • Two large-size bars of soap (or equivalent) • Three bottled items (or equivalent) <p>Decorative presentation</p>	<p>Multi-piece personal care package includes:</p> <ul style="list-style-type: none"> • Two large-size bars of soap (or equivalent) • Four bottled items (or equivalent) • Two additional items <p>Enhanced by fragrance, natural supplement, packaging, etc.</p> <p>Upscale presentation</p>	<p>Comprehensive and luxurious selection of fashionable bath products</p> <p>Ample-size bars of soap and bottled items (or equivalent)</p> <p>Leading-edge effect</p>



SHOWER CURTAIN/ DOOR

Modest materials, design enhancement

Lightweight curtain e.g., vinyl/polyester
-Or- lightweight glass door with aluminum frame

Decorative materials, design

Double curtain
-Or- glass door with aluminum frame
-Or- door-less design

Upscale materials, design e.g., linen texture, hemp, cotton/cotton-poly blend

Double curtain
-Or- heavyweight glass door with/without metal frame
-Or- door-less design

Leading-edge effect

Double curtain
-Or- heavyweight glass door with/without metal frame

Additional luxury enhancement (etched, frosted, embossed, tinted, upscale custom hardware, etc.)

SHOWER FIXTURES

Metal or plastic
Adjustable settings

Decorative materials, design and enhanced function e.g., rain showerhead, oversize wall-mounted showerhead, massage feature

Upscale materials, design

One custom water feature e.g., body jets, hand-held sprayers, multiple showerheads, oversize ceiling rain shower, panel systems, steam shower

Upscale materials, design

Multiple custom water features e.g., body jets, hand-held sprayers, multiple showerheads, oversize ceiling rain shower, panel systems, steam shower

TOILET

Two-piece, elongated (with lid)

Two-piece, elongated (with lid)

Decorative design enhancement

Upscale design
-Or- increased functionality

Recessed area

Upscale design
-Or- increased functionality

Enclosed toilet-only area

TOWELS



Modest enhancements in design, lightweight
 Rough to touch
 Low absorbency
 Displayed on bars and/or shelves



Modest enhancements in design, medium weight
 Soft to touch
 Medium absorbency
 Displayed on bars and/or shelves



Upscale design, heavyweight
 Plush to touch
 Firm, self-supporting feel
 Premium cotton with high absorbency



Luxurious appearance, with intricate and detailed enhancements to design
 Heavyweight
 Plush to touch
 Firm, self-supporting feel
 Premium cotton with high absorbency
 Generous-size towels or bath sheets

TUB/SHOWER SURROUND

Modest enhancement to materials, design e.g., acrylic, ceramic tile, cultured marble/granite

Decorative materials, design
 Ceramic tile/solid surface
 Tub and shower height soap dishes

Upscale materials, design
 Solid surface e.g., marble, granite, stone or glass/porcelain tiles
 Tub and shower height soap dishes

Upscale materials, design
 Solid surface e.g., marble, granite, stone or glass/porcelain tiles
 Leading-edge effect
 Custom treatment
 Integrated seating/shelving

Additional Guest Impressions and Features

The following items are not assigned a Diamond designation, but are factored into the overall assessment of the bathroom.

Overall Impression – The overall aesthetic impression of the design and functionality.

Comfort – The degree to which design and functionality contributes to physical ease and well-being.

Other – Unique attributes or other standout features or experiences.

AAA Four & Five Diamond Designations

These prestigious designations are achieved by a small percentage of all AAA Diamond properties — typically the most luxurious and pampering properties throughout North America. Less than one-half of one percent of AAA Diamond hotels receive the Five Diamond designation, while only six percent receive the Four Diamond designation. Establishments at these Diamond designations must consistently reflect upscale and extraordinary characteristics in their physical attributes and guest services.



Four & Five Diamond Service Expectations

AAA FOUR DIAMOND PROPERTIES

Properties identified by AAA as potential candidates for the Four Diamond designation must employ competent, full-time personnel and systems to provide guests with a comprehensive level of hospitality. Key guest service interaction points are:

- Phone Operations
- Arrival and Departure
- Check In/Out
- Luggage Assistance
- Room Delivery
- Housekeeping
- General / Concierge Services

AAA FIVE DIAMOND PROPERTIES

Properties identified by AAA as potential candidates for the Five Diamond designation undergo multiple unannounced evaluations by a AAA inspector and a final decision by a panel of experts. Properties that receive the Five Diamond designation are subject to rigorous on-site assessments of all guest service areas. Each section is assigned a point value based on the overall levels of competency, refinement and hospitality.



2023 AAA Five Diamond Service Criteria

Pre-Arrival Services

- Website provides rate structure and availability in an easy to use format
- Website provides a comprehensive overview of facilities and services
- Initial call to property is properly received by a live attendant or easy to use automated system
- Attendant thanks caller for contacting the property
- Attendant provides an appropriate introduction to guest
- Attendant addresses caller by name as appropriate for the manner of the guest
- Attendant anticipates caller's needs or offers a personalized recommendation
- Attendant exhibits competent/accurate knowledge of all associated facilities and hours of operation
- Attendant confirms details of reservation and special request
- Attendant exhibits a sincere desire to meet and comply with all guest requests
- Attendant is efficient and sensitive to the manner of the guest
- Attendant extends an appropriate closing
- Property provides an email reservation confirmation within 24 hours of booking

ARRIVAL SERVICES

- Cars in queue are acknowledged and appropriately handled on arrival
- Attendant promptly approaches vehicle and opens door when appropriate
- Attendant extends an appropriate welcome
- Attendant provides an appropriate introduction
- Attendant confirms guest's name
- Attendant uses guest's name as appropriate for the manner of the guest
- Attendant explains parking procedures including any digital request capability (if available)
- Valet parking is offered
- Attendant promptly offers to unload luggage
- Attendant explains luggage handling procedures
- Attendant provides unsolicited direction to registration area
- Attendant anticipates guest's needs or offers a personalized recommendation
- Attendant is efficient and sensitive to the manner of the guest
- Attendant exhibits a sincere desire to meet and comply with all guest requests
- Attendant or lobby greeter escorts guest to the appropriate area
- Attendant extends an appropriate closing

CHECK IN SERVICES

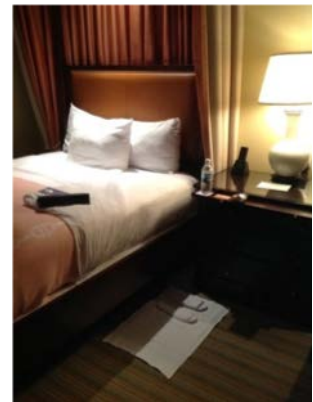
- Attendant extends an appropriate welcome
- Attendant provides an appropriate introduction
- Attendant confirms guest's name during initial greeting
- Attendant graciously acknowledges pre-arrival request
- Attendant discreetly uses guest's name as appropriate for the manner of the guest
- Attendant gathers and provides information in a discreet manner to protect guest security and privacy
- Preregistered guests are not solicited for additional information
- Attendant confirms rate and type of room
- Attendant discreetly provides room number
- Attendant provides all registration materials to the guest in a manner that is convenient for the guest
- Attendant exhibits a sincere desire to meet and comply with all guest requests or inquires
- Attendant anticipates guest needs or offers a personalized recommendation
- Attendant is efficient and sensitive to the manner of the guest
- Guest is escorted to room when appropriate or is provided thorough direction
- Attendant extends an appropriate closing

LUGGAGE SERVICES (CHECK IN)

- Luggage delivered before guest, with guest escort or within five minutes of guest's initial arrival to room
- Attendant extends an appropriate greeting
- Attendant uses guest's name as appropriate for the manner of the guest
- Attendant takes the initiative in providing property information
- Attendant anticipates guest's needs or offers a personalized recommendation
- Attendant exhibits a sincere desire to meet and comply with all guest requests
- Attendant places luggage on luggage stand or in appropriate area
- Attendant explains features and functions of room, including technology and connectivity features
- Attendant offers to fill ice bucket or ice is already provided
- Attendant is efficient and sensitive to the manner of the guest
- Attendant extends an appropriate closing

EVENING HOUSEKEEPING SERVICES

- Attendant folds back or removes bedding as appropriate
- Attendant straightens bathroom
- Attendant refolds toilet tissue point
- Attendant cleans soiled surfaces
- Attendant replaces or straightens (if reuse elected by guest) used towels
- Attendant replenishes depleted amenities as appropriate
- Attendant empties wastebasket
- Attendant adjusts drapes as appropriate
- Attendant adjusts room lighting
- Attendant delivers complimentary amenity
- Attendant refreshes ice
- Attendant replaces used glasses
- Attendant leaves printed nighttime sentiment for guest
- There is additional evidence of personalized services



GUEST REQUESTS

- Service phone extension is answered within three rings or guests have ability to make requests via digital platform (texting or mobile application)
- Guest request is acknowledged
- Guest is offered additional service or recommendation
- Guest is given an appropriate fulfillment time for request
- Guest request is handled with a sense of urgency
- Request is graciously handled by staff on phone or digital system is intuitive and easy to use.
- Item or service is received promptly, or at requested time
- Delivery attendant is easily identifiable/appropriately attired
- Delivery interaction includes the use of guest's name as appropriate for the manner of the guest
- Service is available 24/7

IN-ROOM DINING (ORDER SERVICES)

- Menu includes ingredients and dishes in keeping with other upscale dining option(s) offered at the property
- Service number is answered within three rings, or instant access is available through other device/system
- Operator extends an appropriate greeting
- Operator uses guest's name as appropriate for the manner of the guest
- Operator exhibits a sincere desire to meet and comply with all guest requests
- Operator anticipates guest's needs or offers a personalized recommendation
- Operator repeats order to guest for confirmation
- Operator is efficient and sensitive to the manner of the guest
- Operator provides time estimate for delivery (within 30 minutes)
- Operator extends an appropriate closing

IN-ROOM DINING (DELIVERY SERVICES)

- Delivered within five minutes of operator's commitment
- Attendant extends an appropriate greeting
- Attendant uses guest's name as appropriate for the manner of the guest
- Attendant exhibits a sincere desire to meet and comply with all guest requests
- Attendant confirms tray/table placement
- Attendant is appropriately conversant during set-up and delivery
- Attendant reviews guest order
- Attendant asks guest's permission to prepare table, pour beverage and remove food cover(s); acts accordingly
- Food presentation and quality of ingredients reflect an upscale experience
- All appropriate dishware and linens are of an upscale quality
- All food is served at the proper temperature
- All food is prepared and delivered as ordered
- Attendant provides written or spoken instructions for table/tray removal
- Attendant is efficient and sensitive to the manner of the guest
- Attendant extends an appropriate closing
- Trays/tables are removed within 15 minutes, on request



CONCIERGE SERVICES

- Dedicated concierge is on duty or access is available for guest use 24/7 via phone or digital system
- Attendant extends an appropriate greeting
- Attendant uses guest's name as appropriate for the manner of the guest
- Attendant exhibits a sincere desire to meet and comply with all guest requests
- Attendant anticipates guest's needs or offers a personalized recommendation
- Attendant demonstrates an extensive knowledge of area attractions and services
- Attendant demonstrates first-hand local knowledge beyond common internet search capability
- Attendant graciously fulfills guest's request(s)
- Attendant is efficient and sensitive to the manner of the guest
- Attendant extends an appropriate closing

LUGGAGE SERVICES (CHECK OUT)

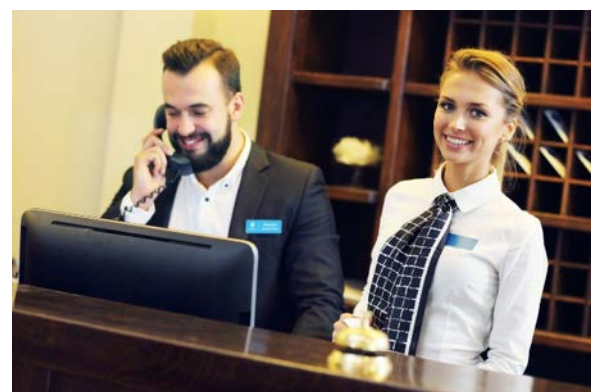
- Phone extension is answered within three rings or guests have ability to request luggage assistance via digital platform (texting or mobile application)
- Guest is offered additional service or recommendation
- Guest is given an appropriate time to expect luggage assistance at guest room
- Request is graciously handled by staff on phone or digital system is intuitive and easy to use.
- Attendant arrives within ten minutes of request
- Attendant extends an appropriate greeting
- Attendant uses guest's name as appropriate for the manner of the guest
- Attendant exhibits a sincere desire to meet guest needs
- Attendant anticipates guest's needs or offers a personalized recommendation
- Attendant is appropriately conversant with guest while providing assistance
- Attendant inquires about, or checks for, guest belongings possibly left behind
- Attendant is efficient and sensitive to the manner of the guest
- Attendant extends an appropriate closing

CHECK OUT SERVICES

- Alternative check out methods are available (mobile/ online/ in-room device)
- Attendant recognizes waiting guests appropriately
- Attendant extends an appropriate greeting
- Attendant confirms guest's name
- Attendant uses guest's name as appropriate for the manner of the guest
- Attendant inquires about guest stay / engages in conversation with guest
- Attendant exhibits a sincere desire to meet and comply with all guest requests
- Attendant offers options for reviewing folio
- Attendant confirms payment method
- Attendant offers to email folio and confirms address
- Attendant expresses a sincere thank you for staying at the property
- Attendant sincerely encourages guest to return
- Attendant anticipates guest's needs or offers a personalized recommendation
- Attendant is efficient and sensitive to the manner of the guest
- Attendant extends an appropriate closing

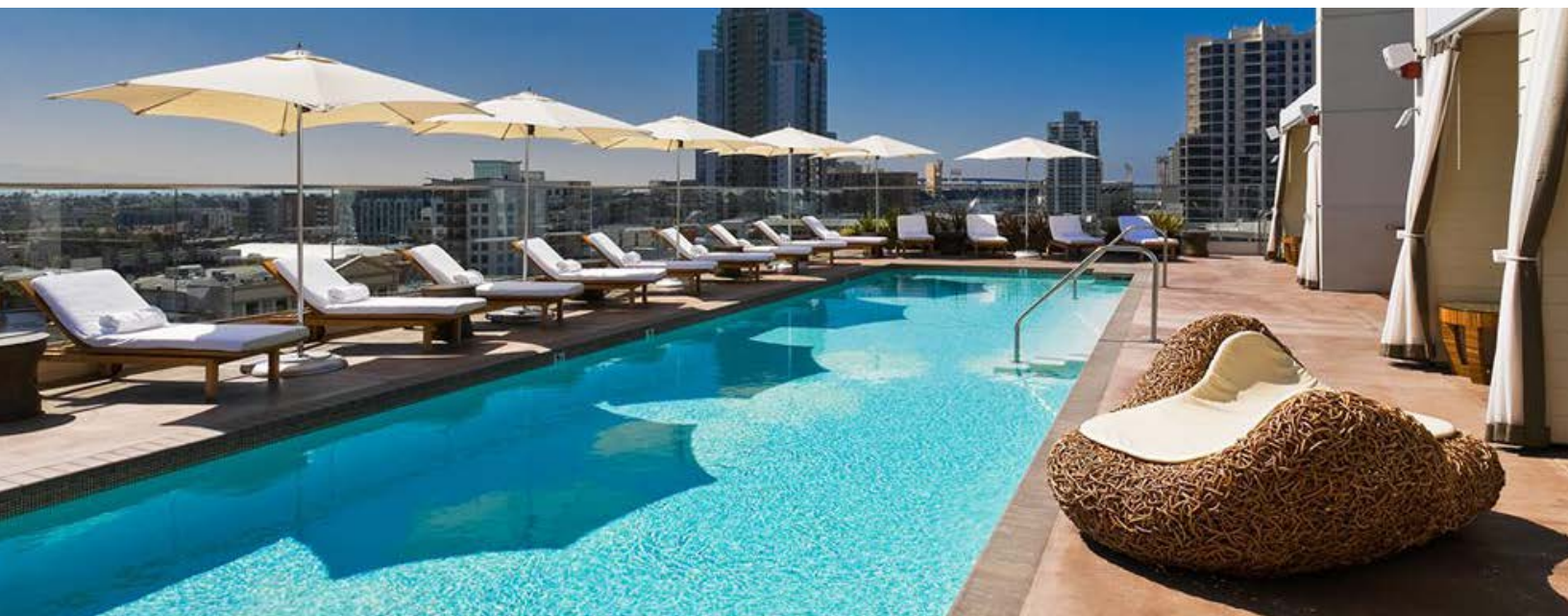
DEPARTURE SERVICES

- Given adequate notice, the guest's vehicle is waiting or alternate transportation is readily available
- Attendant extends an appropriate greeting
- Attendant uses guest's name as appropriate for the manner of the guest
- Attendant anticipates guest's needs or offers a personalized recommendation
- Attendant is appropriately conversant with guest
- Attendant reviews all of guest's belongings and their placement in vehicle
- Attendant opens and closes door for guest(s)
- Attendant is efficient and sensitive to the manner of the guest \
- Attendant exhibits a sincere desire to meet and comply with all guest requests
- Attendant extends an appropriate closing



MISCELLANEOUS STAFF SERVICES

- Guests are provided directions or offered assistance via escort on request
- All associates display a high level of engagement during service interactions
- All associates are focused on guests and offer acknowledgement in public areas
- All staff ask permission as appropriate before entering guest room
- Staff demonstrates effective cross- departmental communication
- All associates fulfill guest's special requests
- All associates are appropriately attired; name tags are clearly visible, or proper introduction is provided
- All associates demonstrate appropriate behavior
- All associates demonstrate appropriate hygiene
- Short-notice pressing is available
- Shoeshine service is available
- On-site Food and Beverage outlets provide an elevated experience consistent with the overall theme of the property
- Staff in food and beverage outlets displays an elevated level of competency and training
- An elevated level of service is evident at on-site recreational facilities



Section Three

THE LISTING

Once a property is included in the AAA Diamond Program, we use factual property information and descriptive details to create hotel listings in AAA travel information products. Basic listings do not contain advertising or promotional verbiage, and are published at no cost to the establishment.

While you provide the objective information contained in hotel listings, the descriptive narrative is composed by AAA experts to convey key property components to guide AAA/CAA members. All listing information is updated annually, and establishments are contacted accordingly. Failure to provide information in a timely manner may result in the removal of your property from our products.

AAA Hotel Listings: Rich in Inspection Details

Foremost in your listings across AAA travel information products is your **AAA Inspector Designation**, which conveys the type of experience you provide.

In the AAA Travel Guides and TripTik Travel Planner on AAA.com, additional inspection details provide deeper insight to guide decision-making.

AAA Inspector Designation Details are your actual overall, room, bath and public areas inspection scores.

AAA Inspector's Best Of Badges recognize exceptional achievements or offerings in areas members consider when choosing hotels.

AAA Inspector Notes provide descriptive details, tips and insight on attributes that distinguish your hotel.

Best Of Badges:

ALIGNING HOTEL STRENGTHS WITH MEMBER PRIORITIES

AAA determines a property's eligibility for one or more badges using the objective and subjective criteria below. Hotels are not notified as badges are added or removed since changes occur any time as a result of ongoing inspections and member feedback. The badges provide real-time information to help meet member priorities.



Hotels that earned cleanliness and condition scores in the top 25% of all AAA Diamond hotels for the last two inspections.



Hotels identified by inspectors for remarkable offerings in one of these areas:



- Family-Friendly
- Inspected Clean
- Personal Favorite
- Pool
- Romantic
- Scenic View
- Social Scene
- Spa



Eligibility Criteria for Separate Hotel Listing (Dual-branded development)

AAA only provides separate listings for areas or sections of a property that provide clearly differentiated member experiences. The distinct sections may be located at the same property, in the surrounding complex or at a contiguous structure. The following criteria are applied to determine if a hotel is eligible for separate listing consideration. If applicable, qualified entities are each assigned their own Diamond designation based on the guidelines outlined on pages 13-38.

ELIGIBILITY CRITERIA FOR SEPARATE HOTEL LISTING	Diamond Designation				
	Approved	3	4	5	
Property is open to the public on a full-time basis	✓	✓	✓	✓	
Property name/brand is distinctly different	✓	✓	✓	✓	
Property contact phone number is exclusive	✓	✓	✓	✓	
Concept/Theme is distinctly different	✓	✓	✓	✓	
Marketing program is distinctly different and exclusive to the property	✓	✓	✓	✓	
Booking capability is exclusive to the property	✓	✓	✓	✓	
All consumer media channels position the property as a separate entity	✓	✓	✓	✓	
Property is clearly distinct by virtue of a separate wing, tower or series of contiguous floors	✓	✓	✓	✓	
Primarily, property access is restricted to registered guests for the brand			✓	✓	
Staff is clearly identifiable with the brand (uniform, manner) and solely dedicated to the property			✓	✓	
Exterior entrances are exclusive to the property					✓
Reception area is solely dedicated to the property					✓
Common areas/facilities are separate and exclusively dedicated to the property					✓
Arrival process is solely dedicated to the property					✓
In-room services are solely dedicated to the property					✓
Concierge services are solely dedicated to the property			✓		

A property must clearly qualify as a distinct and separate entity. The following examples are NOT eligible for separate listings:

- Concierge levels that offer upgraded amenities and sometimes a higher level of service.
- Property sections or buildings that are separate but not clearly differentiated.
- Exclusive sections of a property that require additional guest membership qualifications and, therefore, are not readily available for use by all AAA/CAA members.

FYI Designation



This designation identifies properties that are notable and offer potential member value but have not been inspected or Diamond designated due to one of the following reasons:

- Too new to evaluate.
- Under construction.
- Undergoing extensive renovations.
- Has not been inspected.
- Does not meet all AAA Diamond Program requirements but provides members a highly distinct and valuable experience.

CLASSIFICATIONS

ALL DIAMOND DESIGNATED PROPERTIES ARE CLASSIFIED BASED ON THE STYLE OF OPERATION. CLASSIFICATIONS MAY BE PRECEDED BY ONE OR MORE SUBCLASSIFICATIONS IF APPLICABLE:

Bed and Breakfast: Typically owner-operated with extensive personal touches. Guests are encouraged to interact during evening and breakfast hours. A continental or full, hot breakfast is included in the room rate.

Cabin: Often located in wooded, rural or waterfront locations. Freestanding units are typically rustic and of basic design. Essential cleaning supplies, kitchen utensils and complete bed and bath linens are supplied.

Condominium: Apartment-style accommodations of varying design or décor. Units often contain one or more bedrooms, a living room, a full kitchen and an eating area. Essential cleaning supplies, kitchen utensils and complete bed and bath linens are supplied.

Cottage: Often located in wooded, rural or waterfront locations. Freestanding units are typically home-style in design and décor. Essential cleaning supplies, kitchen utensils and complete bed and bath linens are supplied.

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 breakfast and dinner.

Hotel: Typically a multistory property with interior room entrances and 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, a fitness center, a spa, a business center and meeting rooms.

House: Freestanding units of varying home-style design. Often containing two or more bedrooms, a living room, a full kitchen, a dining room and multiple bathrooms. Essential cleaning supplies, kitchen utensils and complete bed and bath linens are supplied.

Motel: A one- or two-story establishment with exterior room entrances and drive up parking. Public areas and facilities are often limited in size and/or availability.

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

SUBCLASSIFICATIONS (IF APPLICABLE):

Boutique: Often thematic, typically informal yet highly personalized; may have a luxurious or quirky style that is fashionable or unique.

Casino: Offers extensive gambling activities, 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 theme reflects characteristics of minimalist trends with clean, architectural lines and an open-space feel. Black, white and bold, saturated colors are typical.

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

Historic: Over 75 years old with one of the following documented historical features:

- Maintains the integrity of its historical nature
- Listed on the National Register of Historic Places
- Designated a National Historic Landmark or located in a National Register Historic District

Resort: Extensive recreational facilities and programs may include golf, tennis, skiing, fishing, water sports, spa treatments or professionally guided activities.

Vacation Rental: Typically houses, condominiums, cottages or cabins; these properties are “home away from home” self-catering accommodations.

Accessibility



Accessible Features Icon

Denotes a property that 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 AAA Diamond Program requirement and will not affect your Diamond designation. However, we strongly encourage you to make every effort to meet the needs of all your guests – including mature travelers and those with disabilities

MEMBER COMMENT PROCEDURES

AAA MEMBER RELATIONS CLOSELY MONITORS THE NUMBER AND TYPE OF COMMENTS SUBMITTED ABOUT AAA INSPECTED PROPERTIES. All comments are carefully reviewed for validity and included as part of the property record.

If complaints are received, AAA will notify the property and provide an opportunity to resolve the matter in a reasonable period of time. If a member complaint is determined to be of an extreme nature, AAA may act to remove a property’s AAA designation and listing immediately.

If your property no longer meets AAA Diamond Program requirements because of member complaints, you may submit a written request for re-inspection one year from the date of last inspection. The request should include an explanation of actions taken to limit future complaints and be addressed to:

AAA Diamond Program

AAAInspections@national.aaa.com

DISAFFILIATED FOR FAILED HOUSEKEEPING OR CONDITION.

How do I become AAA Diamond designated again?

If your property failed their inspection for housekeeping and/or condition issues, you must wait until 12 months have elapsed from the date of the last inspection before submitting a new application for inspection. This waiting period is to allow time for your property to address all issues and to establish a consistent facilities management program. After this period, you must provide detailed information regarding the corrective action taken to address the issues and provide supporting documentation such as copies of invoices, work orders, photographs, etc.

If your property failed their inspection for other reasons, no waiting period is required, but you must first provide detailed information regarding the corrective action taken since the last AAA inspection, including supporting documentation such as copies of invoices, work orders, photographs, etc. This information can be emailed to AAAInspectionApplication@national.AAA.com

THE AAA APPEALS PROCESS

THE APPEALS PROCESS IS A RESOURCE FOR ALL INSPECTED PROPERTIES.

What can I appeal?

You may appeal your property's AAA Diamond Program status or Diamond designation. Each situation is handled on an individual basis.

What is the process to file an appeal?

Before you file an appeal, please contact AAA Customer Service to discuss your questions or concerns. An analyst may be able to answer your questions immediately or, if additional information or discussion is needed, will direct you to the AAA Diamond Program regional manager of inspections for your area.

AAA Customer Service

AAAListings@national.aaa.com

If an issue remains unresolved after the above steps, you may choose to present relevant information to the AAA Appeals Committee for objective review. All appeals must be submitted by property owners/operators in writing to the address below. You may include pictures, documents or other pertinent materials to support the appeal. To expedite review, please outline the specific concerns in a succinct manner. Each appeal is thoroughly researched and given thoughtful consideration and a substantive reply by the committee. The committee's decision on your appeal is considered as AAA's final response. You will be notified as to the status of your appeal within 45 days of receipt of your written statement.

AAA Appeals Committee

AAAInspections@national.aaa.com

Green Programs



AAA supports environmental management and sustainability throughout the lodging industry to the extent that truly effective programs maintain quality standards of guest comfort. We strongly encourage continued use of programs that offer guests choices without negative consequences for noncompliance. Effective green programs are intended to reduce waste without reducing guest comfort.

In AAA travel information products, lodgings certified by approved green programs are identified with an **ECO** icon in their listing.

AAA is not involved in the evaluation or certification of a property's environmental practices but does regularly review requirements and best practices related to the most reputable sustainable programs.

QUESTIONS?

Establishments in all areas of the U.S., Canada, Mexico and the Caribbean should contact AAA at:

AAA Listings/Customer Service

AAAListings@national.aaa.com

407-444-8370, Option 2

AAA Diamond Program

Inspection Applications:

AAAIInspectionApplication@national.aaa.com

Inspection Customer Service:

AAAInspections@national.aaa.com

Official Appointments and Advertising

salesinfo@national.aaa.com

407-444-8280



A HISTORY OF SERVICE

In 1937 to provide improved travel information for members, AAA employed its first inspectors, called field reporters, to personally visit and report on hotels and restaurants. This information was made available to members in the three regional TourBook guides published at that time. Today, AAA's professionally trained inspectors continue this practice as they inspect and assess more than 24,000 hotels and restaurants to help travelers enjoy a positive experience.

