

## **The French Room Earns AAA Five Diamond Award for 21 Consecutive Years**

AAA recently announced the 2010 winners of the Five Diamond Award, and The French Room at The Adolphus is the only restaurant in Texas to make the list. The AAA Five Diamond Award is AAA's highest rating for hotels and restaurants. The French Room has received this prestigious honor for 21 consecutive years.

“The French Room at The Adolphus represents the finest in food, service and décor,” said Craig Scott, managing director of The Adolphus. “Only three restaurants in North America have earned this award for two decades. It is an outstanding achievement, by any measure.”

The Five Diamond Award is one of the most coveted symbols of excellence in the hospitality industry. Only 0.28 percent of the AAA's 58,000 Diamond rated lodgings and restaurants in North America received this honor for 2010.

To conduct their annual reviews, AAA employs 65 full-time, professionally trained evaluators who administer physical, on-site evaluations. Based on these meticulous evaluations, AAA granted 113 hotels and 52 restaurants the Five Diamond Award.

According to AAA's ratings guidelines, to achieve Five Diamond status, establishments must “reflect the characteristics of the ultimate in luxury and sophistication. Accommodations are first class. The physical attributes are extraordinary in every manner.” Furthermore, hotels who are bestowed the trophy “exceed all guest expectations while maintaining an impeccable standard of excellence.”

Michael Petrone, AAA tourism information development director, said in a statement: “To achieve and maintain the highest level of hospitality during these difficult economic times is a significant accomplishment.”

For more on the AAA Five Diamond Award, please visit AAA online <http://www.aaanewsroom.net/Main/Default.asp?CategoryID=9&SubCategoryID=22&ContentID=88>.