

Marriott Shoals Hotel & Spa Awarded Prestigious Four Diamond Rating by AAA

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[Florence, AL – July, 2007] – Where is the number one guest room out of every Marriott and J.W. Marriott Hotel in North America? New York, Los Angeles, Chicago? Nope. Florence, Alabama.

Accolades are pouring in for the Marriott Shoals Hotel & Spa. The resort has officially been rated an AAA Four Diamond hotel, one of only four in Alabama. A representative from AAA visited the resort secretly on June 20 and 21 and reviewed the hotel's service, amenities and overall quality. The Alabama hotel received a very strong Four Diamond ranking.

"We are thrilled with this prestigious honor," said Larry Bowser, general manager of the Marriott Shoals Hotel & Spa. "It speaks highly of our associates and the hospitality they offer our guests every day." According to Bowser, hotels must earn 92 points or higher during the AAA review to receive the Four Diamond rating. "We scored over 150 points in the review and even received five diamond marks in several areas of service," said Bowser.

Three of the four properties in Alabama ranked by AAA as Four Diamond are part of the Resort Collection on the Robert Trent Jones Golf Trail (Marriott Shoals Hotel & Spa, Renaissance Ross Bridge Golf Resort & Spa, and the Grand Hotel Marriott Resort, Golf Club & Spa). These hotels are owned by the Retirement Systems of Alabama.

According to Bowser, the Florence, Alabama hotel has been a favorite with Marriott guests and the resort consistently ranks high for guest satisfaction. Marriott International uses an independent company to survey recent guests on their stays and compiles data in several different areas. The Marriott Shoals tops many of these lists when compared with all 344 full-service Marriott and J W Marriott hotels surveyed in North America.

Examples of these outstanding rankings are below:

- Overall guest satisfaction – ranked #6
- Overall room – ranked #1
- Comfortable bed – ranked #1
- Golf experience – ranked #1
- Pool experience – ranked #1
- Spa experience – ranked #2
- Fitness center – ranked #2
- Feeling of security – ranked #2
- Maintenance and upkeep – ranked #2
- Room smelled fresh – ranked #1
- Everything in the room was in working order – ranked #1
- Room enabled me to get a good night's rest – ranked #1
- Room and bathroom quality – ranked #1

According to AAA, to receive the Four Diamond rating properties must be upscale in all areas. Accommodations are refined and stylish, and the physical attributes reflect enhanced quality throughout. The fundamental hallmarks at this level include an extensive array of amenities combined with a high degree of hospitality, service and attention to detail.

About Marriott Shoals Hotel and Spa

Inspired by Southern hospitality, discover a Florence, Alabama, hotel where conservative elegance and the beauty of nature combine for a memorable experience. Set in the heart of the Tennessee River Valley, this Alabama golf resort invites you to experience a new level of refinement and charm among hotels in Florence, Alabama. Plush guest rooms feature comfortable luxury and modern conveniences, as well as private balconies providing stunning views of the river. Just minutes away are two championship Robert Trent Jones Golf Trail courses that offer a challenge, yet attract players of all skill levels, from amateur to pro. This Alabama spa resort allows you to refresh your body, mind, and spirit at the 6,000 square foot European spa, delivering the pinnacle of rejuvenation. Versatile meeting space, elegant banquet facilities, and a delicious selection of restaurants enhance the cultured ambiance found at the Marriott Shoals Hotel & Spa. For more information, or to make a reservation, call (800) 593-6450 or visit www.marriott.com/hotels/travel/mslmc-marriott-shoals-hote...

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