



News Release

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AAA Announces 2012 Diamond Award Winners

Just 2,424 establishments across the U.S., Canada, Mexico and the Caribbean attained the travel authority's highest property ratings.

VIRGINIA BEACH, VA (Friday, January 20, 2012) – AAA Tidewater Virginia has announced the four lodgings and four restaurants that earned the Four Diamond Award® or Five Diamond Award® in Southeastern Virginia. The AAA/CAA Five and Four Diamond Ratings are the travel authority's highest designations for hotels and restaurants.

Five and Four Diamond lodgings are refined and stylish with upscale physical attributes. They offer guests extensive amenities and a wide range of services. Area lodgings and restaurants receiving the prestigious AAA/CAA Four Diamond Rating, and the year they were first recognized, include the following:

Lodgings:	Page House Bed & Breakfast (1995)	Norfolk
	Kingsmill Resort & Spa (1990)	Williamsburg
	Liberty Rose Bed & Breakfast (1994)	Williamsburg
	Williamsburg Inn (2002)	Williamsburg

Restaurants:	Salacia (2006)	Virginia Beach
	Terrapin (2008)	Virginia Beach
	Fat Canary (2004)	Williamsburg
	The Regency Dining Room (2002)	Williamsburg

“Five and Four Diamond hotels and restaurants are committed to providing every guest with a high level of personalized service in comfortable, luxurious surroundings,” said Georjeane Blumling, Vice President of Public Relations for AAA Tidewater Virginia. “To achieve and maintain this level of hospitality is a significant accomplishment. We are proud to recognize these dedicated local establishments with the Four Diamond Rating.”

Representing the upper echelon of the hospitality industry, the 2,245 AAA/CAA Four Diamond and 179 Five Diamond establishments make up just 3.8 percent and 0.3 percent, respectively, of the total 59,000 AAA/CAA Approved and Diamond Rated lodgings and restaurants throughout the U.S., Canada, Mexico and the Caribbean.

AAA's professional inspectors, ideally positioned to observe emerging hospitality trends, noted changes in store for 2012. For hotels, a prevalent trend is creating a home-away-from-home environment, according to AAA inspectors. Another growth area is “smarter” hotel rooms that learn guests' habits as they use a central remote to control everything from heating and air conditioning to lights, curtains, music and wakeup calls. In the restaurant industry, prevailing themes include more natural ingredients, locally sourced foods and healthier meal options.

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These include rustic fare — simple dishes with fresh ingredients — made in-house and new twists on comfort foods such as a “dusting” of dried, powdered fruits or vegetables to add texture and flavor, rather than heavy sauces.

AAA Approved and Diamond Rated hotel and restaurant listings can be found in the AAA TourBook® guides available at AAA and CAA offices across the continent. They can be accessed online at AAA.com/Travel and through downloadable eTourBookSM guides at AAA.com/ebooks. Smartphone users can locate Diamond Rated establishments using the free AAA TripTik® Mobile app or AAA Mobile Web at AAA.com/mobile.

Continuing a 75-year tradition, AAA’s professionally trained inspectors use published guidelines to conduct unannounced property evaluations. AAA rates more properties than any other rating entity and is the only rating system that covers the U.S., Canada, Mexico and the Caribbean. It is one of only two that conduct physical, on-site evaluations, assigning AAA/CAA Approved lodgings and restaurants One to Five AAA Diamonds.

As part of North America’s largest motoring and leisure travel organization, AAA Tidewater Virginia provides its more than 325,000 members with travel, insurance, financial and automotive-related services. Since its founding AAA Tidewater Virginia has been a leader and advocate for the safety and security of all travelers. For more information, visit AAA.com and follow us on Twitter at [Twitter.com/AAATWnews](https://twitter.com/AAATWnews).

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