



FOR IMMEDIATE RELEASE

The Guest House at Graceland Earns AAA Four-Diamond Rating

The Guest House joins the exclusive ranks of prestigious hotels and resorts in the U.S.

MEMPHIS, Tenn. (November 14, 2016) – In the two weeks since opening [The Guest House at Graceland](#), the 450-room luxury hotel has hosted two sold-out weekends and earned a AAA Four Diamond Hotel rating in the process. [Graceland's®](#) already-popular resort hotel joins the exclusive ranks of top hotels and resorts in the country that have earned the coveted Four Diamond distinction.

“The AAA Four Diamond Award ratings are among the most well-known and respected distinctions in the global travel industry,” said Keith Hess, vice president and managing director of The Guest House at Graceland. “We are honored to receive the award as one of the most prestigious hotels in the country so early in our operation.”

AAA Four Diamond lodgings are defined by their refined and stylish design and décor, with upscale physical attributes, and they offer a high degree of hospitality, service and attention to detail. Resorts and hotels undergo rigorous evaluations from AAA’s professional inspectors, and must meet specific criteria to earn the award. The exclusive Four Diamond group represents just six percent of the nearly 28,000 AAA/CAA Approved and Diamond Rated hotels.

Inspired by Elvis’ personal style and the iconic Graceland Mansion, The Guest House at Graceland opened on October 27, 2016 and is the most significant enhancement to Graceland since it opened to the public in 1982. It is the largest hotel project in Memphis in over 90 years. The resort hotel, which is situated just steps from Graceland Mansion, features 430 guest rooms and 20 specialty suites with design and décor supervised by Priscilla Presley. The hotel also features two full-service restaurants, a lobby bar, a 464-seat theater, outdoor pool and conference, event and catering facilities.

The primary design goal for The Guest House at Graceland was to create a resort which would complement and celebrate Graceland Mansion -- almost as if Elvis was adding a guest house to his original home -- without taking away the Mansion’s prominence as the focal point. The warm, welcoming spirit of southern hospitality that Elvis embodied at Graceland was a big inspiration to the design process and a key driver of the design.

[DreamCatcher Hotels™](#), a Memphis-based hotel brand known for its innovative approach to the hotel experience, oversaw the development of the resort and managed the design and construction of the Graceland-inspired architecture and interiors. [HBG](#) (Hnedak Bobo Group), also based in Memphis -- one of the top ten leading hospitality design firms in the United States, designed The Guest House at Graceland, working closely with DreamCatcher Hotels, Priscilla Presley and the team at Graceland.

About The Guest House at Graceland

The Guest House at Graceland is the most significant enhancement to Graceland since it opened to the public in 1982 and the largest hotel project in Memphis in over 90 years. The world-class resort, just steps away from Elvis Presley's iconic mansion, features 430 spacious guest rooms and 20 luxury suites, two full-service restaurants, expansive meeting and special events space for conventions, meetings, weddings and gatherings for 1350 people, a 464-seat theater for live performances and movies, an expansive outdoor pool and a manicured lawn space with capabilities for a 400-person tent for special outdoor events. Reservations for The Guest House at Graceland may be made by calling 800-238-2000 or 901-443-3000, or online at www.GuestHouseGraceland.com.

About AAA Inspections

For 80 years, AAA has used professional inspectors to conduct in-person property evaluations. AAA offers the only rating system using comprehensive, on-site professional hotel and restaurant evaluations guided by member priorities. With a far greater inventory than any other rating entity, AAA's rating system covers the United States, Canada, Mexico and the Caribbean. As North America's largest motoring and leisure travel organization, AAA provides more than 55 million members with travel, insurance, financial and automotive-related services. Since its founding in 1902, the not-for-profit, fully tax-paying AAA has been a leader and advocate for the safety and security of all travelers. AAA clubs can be visited on the Internet at AAA.com.

About Pyramid Hotel Group

Boston-based Pyramid Hotel Group manages The Guest House at Graceland for Elvis Presley Enterprises, Inc. Pyramid Hotel Group is one of the predominant hotel management companies in the U.S., managing and asset managing a diverse portfolio of more than 80 hotels and resorts in destinations throughout the United States, Europe and the Caribbean. For additional information please visit www.pyramidhotelgroup.com.

About Elvis Presley Enterprises, Inc. and Graceland

Elvis Presley's Graceland, in Memphis, is music's most important and beloved landmark, with hundreds of thousands of fans from around the world visiting the historic home each year. Elvis Presley Enterprises, Inc. (EPE) manages the operations of Graceland, its related properties, including The Guest House at Graceland 450-room hotel, as well as the Graceland Archives, featuring thousands of artifacts from Elvis' home and career. EPE also produces and licenses Elvis-themed live events, tours and attractions worldwide. Graceland Holdings LLC, led by managing partner Joel Weinshanker, is the majority owner of EPE. In 2015, Graceland was named the world's "Best Musical Attraction" and "Best Historic Southern Attraction" in the USA Today 10Best Reader's Choice Awards and in 2013, voted the #1 "Iconic American Attraction" in the same poll. For more information on EPE and Graceland, visit www.graceland.com.

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