



GAYLORD HOTELS®

A Gaylord Entertainment Company

GAYLORD HOTELS FACT SHEET

About Gaylord Hotels

- Gaylord Hotels is a pioneer in the hotel and convention industry with a collection of four upscale, meetings-focused resorts found near Nashville, Tenn.; Orlando, Fla.; Dallas, Texas; and Washington, D.C.
- Each of our Gaylord properties celebrates the geographical heritage of the destination in which it is located with regional themes and attractions designed exclusively for that resort. Our hallmark – “everything in one place” – provides meeting attendees and leisure travelers with convenient onsite access to award-winning dining options, quality spa and fitness facilities, top-notch entertainment, on-site shopping and resort activities, and much more. Gaylord Hotels is owned and operated by Gaylord Entertainment (NYSE: GET), a leading hospitality and entertainment company based in Nashville, Tenn.

Gaylord Opryland Resort & Convention Center

- Gaylord Opryland, located in Nashville, Tenn., is recognized around the world for its extraordinary service, luxurious accommodations and first-class entertainment. With nine acres, it is the largest combined resort and convention center under one roof outside Las Vegas.
- Gaylord Opryland has 2,881 guest rooms and 600,000 square feet of meeting, convention and exhibit space with three massive indoor gardens surrounded by balconied guestrooms and crowned by sparkling glass roofs.
- Gaylord Opryland awards:
 - Gold Key Elite Award, *Meetings & Conventions Magazine* (2002 – 2007)
 - Gold Platter Elite, *Meetings & Conventions Magazine* (2004 – 2006)
 - Best Employer, *Nashville Business Journal* and *Tennessean* (2007, 2008)

Gaylord National Resort & Convention Center

- Gaylord National is the cornerstone of the new National Harbor project in Prince George’s County, Md. on the banks of the Potomac River and is the newest resort to join the Gaylord Hotels family.
- Gaylord National has 2,000 guest rooms and 470,000 square feet of meeting, convention and exhibit space; including an 18-story glass atrium.
- One million room nights were pre-sold before its opening day: April 25, 2008.
- Gaylord National awards:
 - AAA Four-Diamond Award (2008)

Gaylord Palms Resort & Convention Center

- Located in Kissimmee, Fla., Gaylord Palms is set in the style and grandeur of a turn-of-the-century Florida mansion that offers four acres of themed experiences under glass.
- Gaylord Palms has 1,406 guest rooms and 400,000 square feet of meeting, convention and exhibit space including the resort's signature glass dome atrium.
- Gaylord Palms awards:
 - AAA Four-Diamond Award (2003 - 2008)
 - Gold Key Award, *Meetings & Conventions Magazine* (2003 – 2007)
 - Best Hotel for Large Meetings, *Orlando Business Journal* (2005 - 2006)

Gaylord Texan Resort & Convention Center

- Gaylord Texan is centrally located between Dallas and Fort Worth, Texas brimming with authentic Texas style across four and a half acres under atriums of sparkling glass.
- Gaylord Texan has 1,511 guest rooms and 400,000 square feet of meeting, convention and exhibit space.
- Gaylord Texan awards:
 - AAA Four-Diamond Award (2003 – 2008)
 - Best Place to Work, *Dallas Business Journal* (2005)
 - Best Hotel, *Fort Worth Star-Telegram* (2007 – 2008)

Attractions

- Signature fine and casual dining experiences
- World-class spas and fitness centers
- Exciting nightlife featuring: Fuse Nightclub at Gaylord Opryland, Pose Nightclub at Gaylord National and Glass Cactus Nightclub at Gaylord Texan
- "ICE!" Gaylord's one-of-a-kind ice sculpture Christmas display, telling stories with amazing ice-artistry

Gaylord's Unique Business Model

- Gaylord Hotels are specifically designed to meet the needs of target customers: Meeting planners and groups ranging from 600 room nights to 2,000 room nights.
- Gaylord's customers prefer an "everything in one place" model with exceptional customer service, flexible and state-of-the-art meeting space, and world-class restaurants and entertainment.
- Gaylord's network of convention hotels allows them to book customers into multi-year, multi-location, rotational contracts.
- Nearly half of all advance bookings come from repeat, rotational customers. This rotational strategy allows Gaylord to induce demand into the specific markets where it is located.

Community Involvement

- The Gaylord Entertainment Foundation manages charitable giving at the corporate level and focuses on making a difference in communities that are directly impacted by its hotels.
- Gaylord Entertainment gives generously, both financially and with volunteer hours, to a number of national charities and organizations, including the United Way and Junior Achievement.
- Each individual hotel property also supports a variety of local projects that focus on youth, arts, education, and employment initiatives.