



WHAT MAKES GAYLORD DIFFERENT?

Some of our Gaylord Hotels Brand Differentiators:

ONE Customer Focus

Gaylord Hotels® is the only hotel brand that focuses on one customer – the meeting and convention customer. This includes the meeting attendees and the meeting planners who serve them. Here's our promise to meeting professionals: "We do *our* job differently so *your* job is easier."

Purpose-Built Hotels

Gaylord Hotels are designed with the needs of our customer in mind. Conference facilities are in close proximity to exhibit hall space; separate loading docks simplify group move-in and departure. Meeting planners don't have to worry about distractions, and enjoy simplified logistics because everything they need is all in one place.

Ideal Opportunities to Connect

Next to education and information sharing, any meeting professional will tell you that networking is the single-most important objective of any meeting, convention or business function. That's why Gaylord Hotels created our unique atriums and entertaining environments. They offer a convenient and natural way for attendees to gather for continued bonding and networking after the business meetings conclude. With superb dining experiences, 24-hour coffee shops, extraordinary nightlife and sports bars, the pampering of top-notch full-service spas or accessibility of nearby golf outings, not to mention on-going special events designed to bring our properties to life, meeting attendees rarely claim boredom at any Gaylord property. And, meeting planners appreciate the fact that their attendees don't have to "scatter" after the planned functions are over to find quality options. The networking happens naturally here, and it continues long after the meetings are over.

Dedicated Conference Professionals

- From the time they arrive to the time they depart, all meeting planners receive the dedication and support of a group of dedicated specialists at their disposal. This team of event planners, catering and technology experts make pre-planning and hosting any event a breeze.
- Our unique Convention Coordinator program assigns a 'Teal Coat' STAR to be the meeting planner's full-time, go-to person throughout the event. It's another set of eyes and ears for the planner – someone who knows the hotel inside and out, who will anticipate their needs and tap the hotel's full resources to make their job easier. (Smaller functions will share a Conference Coordinator, while larger functions may have several Coordinators at their beck and call.)

'Hotel within a Hotel' for Executive Conferences

Groups of all sizes enjoy the best of both worlds at Gaylord National. While larger groups utilize the function space in the attached convention center, mid-sized and more intimate groups will revel in the attention paid to their needs in our "Hotel within a Hotel" function space. Here, small groups will discover dedicated executive boardrooms, meeting rooms and two ballrooms – the 8,000-square-foot Cherry Blossom Ballroom and the 12,000-square-foot Woodrow Wilson Ballroom – to perfectly suit their needs. It's all conveniently accessible and self-contained, meaning small conference attendees never have to venture into the attached larger convention center for functions. Then, when their meetings conclude, attendees still have access to all the benefits of a larger resort.

STARS-First Culture

Innovative break-the-rules service starts with our STARS. We hire the best, provide training and tools to get the job done, and reward go-the-extra-mile service. Fun, passion and excellence are at the heart of our culture. Meeting groups feel the cultural and service difference, relax and have fun along with our STARS. We are very proud of two telling statistics: *Gaylord enjoys the lowest staff turnover of any hotel company and very high repeat factors among our key customer segment - meeting planners.*

Group-focused Amenities

A nationally branded Business Center serves on-property needs. Other key areas like our Celebrity Services team service VIP's, while our Transportation and Bell Service teams hustle to meet and greet arrivals. Technology team experts make it easy to rely on the latest presentation methods to create meeting presentation excitement and synergy.

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, Tennessee; Orlando, Florida; Dallas, Texas; and Washington, D.C. Every Gaylord property celebrates the geographical heritage of the destination in which it is located with regional themes and attractions designed exclusively for that resort. The company's 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. Gaylord Hotels is owned and operated by Gaylord Entertainment (NYSE: GET), a leading hospitality and entertainment company based in Nashville, Tennessee. For more information, visit www.gaylordhotels.com.

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