



Defining The Guest Experience

Media Release

For Immediate Release

New Solitaire Diamond Rating™ to put hotels under the microscope.



Sydney, NSW - June 29, 2011 - Hotel Evaluations is pleased to announce the launch, in Australia, of its Solitaire Diamond Rating™, Hotel Accommodation Classification System. Under the new Solitaire Diamond Rating™ hotels will be eligible for a three, four, five or six Solitaire Diamond Award.

Properties will be assessed on their Facilities and Inclusions, Services and Amenities, Room and Room Satisfaction, Cleanliness and Maintenance, Food and Beverage, Safety and Security and most importantly, Staff Customer Service.

To be awarded a Solitaire Diamond Rating™, hotels will need to submit to a rigorous process of assessment and evaluation, which includes an undercover stay by Hotel Evaluation's appraisers.

The Solitaire Diamond Rating™ classification is an extension of Hotel Evaluation's Praise® Rating Assessments.

Australia is a unique and coveted destination for tourists around the world but for too long we have let down International and Domestic travellers with disappointing and inconsistent service. Hotels have struggled to improve service but have been let down by rating methods that fail to assess them on customer service. If service is to improve then change has to occur.

Consumers also have difficulty in determining a hotel's service standards, under existing rating methods. This has led to a reliance on hotel review sites, in order to find the information they seek. This can have mixed results as reviews are only opinions, often influenced by emotion not fact and can be very confusing and contradictory.

Now hotels in Australia have something to aspire to. They have something to challenge them. They have something to strive for - a Solitaire Diamond Rating™ and consumers will enjoy the benefits of a rating system that *Defines The Guest Experience*.

For more information about the Solitaire Diamond Rating™ please contact Hotel Evaluations.

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