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LA BELLASERA NAMED AAA FOUR DIAMOND AWARD® HOTEL

PASO ROBLES, CA, 8 1 2011 – LA BELLASERA HOTEL & SUITES in Paso Robles, California has been awarded the esteemed AAA Four Diamond Lodging/Restaurant designation.

The AAA Four Diamond designation requires that lodgings at this level feature upscale accommodations. They typically offer an extensive array of amenities combined with a high degree of hospitality, service, and attention to detail. Restaurants at this level offer a distinctive fine-dining experience. Their offerings are typically distinguished by high-quality ingredients, creative presentation, and attentive service.

The La Bellasera Hotel & Suites is part of a select group within the hospitality industry. For 2011, 1,349 lodgings and 756 restaurants received the Four Diamond Rating. These 2,105 establishments account for just 3.6 percent of the total 59,000 AAA Approved and Diamond Rated lodgings and restaurants across the U.S., Canada, Mexico and the Caribbean.

“We are honored to receive the valued AAA Four Diamond Rating,” said Ken Garvin, President of Ledgestone Hospitality which manages the hotel. We are committed to providing excellent hospitality and a memorable accommodations and dining experience that exceeds guest expectations. The Four Diamond Rating acknowledges the hard work and dedication of our staff.”

“Four Diamond establishments consistently deliver attentive service and notable offerings in high-quality, comfortable surroundings,” said Michael Petrone, AAA director of Tourism Information Development. “To achieve and maintain exceptional standards on a daily basis is a commendable achievement. AAA is pleased to recognize La Bellasera Hotel & Suites as an outstanding member of the hospitality industry.”

La Bellasera Hotel & Suites opened its doors in August 2007, becoming the first full-service luxury boutique hotel in Paso Robles, California. Located in the heart of California's Central Coast wine region, La Bellasera Hotel & Suites (www.LaBellasera.com) offers extraordinary experiences in hospitality and dining. Guests enjoy spacious, luxurious suites, tantalizing restaurant fare, relaxing spa sessions, and state-of-the-art meeting facilities. We pride ourselves on providing the finest in both accommodations and service in the Central Coast area.

ABOUT LABELLASERA HOTEL & SUITES:[Luxury Accommodations](#)

The oversized guest rooms and suites at La Bellasera Hotel & Suites are luxuriously appointed. Our Paso Robles hotel offers 60 deluxe guest rooms & suites with oversized accommodations that include fireplaces, whirlpools, wet bars, kitchenettes, and elegant bathrooms. Choose from 21 Deluxe Rooms, 14 Studio Suites, 24 Premium Suites, and a Grand Master Penthouse Suite, and experience the unparalleled luxury of La Bellasera.

[Fine Dining](#)

For fine dining and the best of Central Coast wine, guests need not leave the hotel. Enoteca Restaurant & Bar® features "globally eclectic" cuisine masterfully paired with wines of the Central Coast. Whether enjoying a cocktail at the onyx backlit bar, dining fireside or on the outdoor heated terrace, Enoteca's dining experience pleases the most discriminating palette.

[Luxury In-Room Spa Services](#)

To relax, renew, and indulge, the Spa at La Bellasera offers the latest in luxury in-room spa therapies or guests can attend the elegantly appointed spa treatment room. "Whether your body aches for an ancient warm stone massage, an invigorating organic grape seed scrub, or a peaceful lavender and patchouli aromassage, the spa has something for everyone," said Sandra Cade, Director of Spa Services. "Each spa indulgence offers a unique and unforgettable La Bellasera experience." La Bellasera also offers luxury spa wellness packages, personalized corporate spa events, a state-of-the art fitness room, and in-room water therapies.

[Meeting & Event Space](#)

The hotel also boasts a 2,100 square foot state-of-the-art meeting facility. The Paso Robles Conference Center seats up to 175 with cutting edge technology, including a 110 inch drop down projector screen capable of Power Point, both wired and wireless internet, and can accommodate classroom, banquet, theater and training style setups. The hotel is also equipped with the latest technology including iPod docking stations, thin client computers, television as computer on plasmas with remote keyboards, and wireless internet connections for business travelers.

ABOUT AAA DIAMOND RATINGS

AAA began field inspections of lodgings and restaurants in 1937 and introduced a formal rating system for accommodations in 1963. The early rating system evolved into the Diamond Rating System for lodgings in 1976 and was rolled out for restaurants between 1986 and 1991. Professionally trained AAA/CAA inspectors use published guidelines to evaluate and rate properties as a service to members.

AAA rates more properties than any other rating entity and is the only rating system that covers the United States, Canada, Mexico and the Caribbean. It is one of only two that conduct physical, on-site evaluations. AAA/CAA Approved lodgings and restaurants are assigned a rating of One to Five Diamonds. For more information about Diamond Ratings and a complete list of Four and Five Diamond Lodging and Restaurants, visit AAA.com/News.

To be eligible for evaluation, lodgings must meet basic requirements for cleanliness, comfort and security. Those that pass inspection during an unannounced evaluation are designated as a AAA Approved hotel. Finally, the inspector assigns a rating of One to Five Diamonds based on the extensiveness of services, facilities and amenities — from basic, no-frills lodgings to luxurious, world-class accommodations. The ratings help travelers choose establishments suited to their needs and expectations.

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