



FOR IMMEDIATE RELEASE

**THE GUEST HOUSE AT GRACELAND
SCHEDULED TO OPEN OCTOBER 2016
ANNOUNCES GUEST SUITE OFFERINGS AT
NEW 450-ROOM MEMPHIS RESORT**

***RESERVATIONS NOW BEING ACCEPTED FOR UNPRECEDENTED
ELVIS BIRTHDAY CELEBRATION, JANUARY 5-8, 2017***

MEMPHIS, Tenn. – March 3, 2016 – [The Guest House at Graceland®](#), recently named one of the most important hotel openings in 2016 by *Business Insider*, has released details of its specialty suites in the new 450-room, full-service, world-class resort. The Guest House is currently under construction in Memphis just steps away from the iconic Graceland mansion, adding an entirely new and unprecedented dimension to the Graceland visitor experience, when it opens to public in October 2016.

The Guest House is now taking reservations for its debut months, including the 2016 holiday season and the 2017 Elvis Birthday Celebration on January 5-8. The 2017 Elvis Birthday Celebration weekend will be the biggest in Graceland history. For the first time, many celebratory events will be held indoors at Graceland, plus an array of special guests and music performances will be featured, as Graceland kicks off a milestone year honoring Elvis' life and career.

Visitors can now book accommodations at The Guest House through February 2017, including the Birthday Celebration weekend, at [Graceland.com/GuestHouse](#).

Travelers to Memphis, whether on business or pleasure, will enjoy the gracious service, warmth and friendliness of the staff, luxurious accommodations, and the celebrated southern hospitality for which Elvis was known and loved.

Inspired by Elvis' iconic home, every aspect of The Guest House will reflect Elvis' personal style and the unique character of his famous Memphis mansion, from the southern colonial exterior to 19 specialty suites with designs supervised by Priscilla Presley.

Most of these suites will be located on the exclusive top floor of the resort, known as **"The Upstairs,"** reminiscent of the upstairs at the Graceland mansion, which was the private living quarters for Elvis and his family, and is not part of the mansion tour.

The centerpiece of the suite offerings are **The King's Suites** – two luxurious, one-of-a-kind two-bedroom suites located Upstairs, providing guests with an unparalleled opportunity to live like The King™.

The first King's Suite draws inspiration from Elvis' master bedroom at Graceland and features rich red and black tones with metallic gold and silver finishes and a custom draped canopy bed, with TVs overhead.

The second King's Suite is inspired by Las Vegas décor and features a royal blue and purple color palette with plush fabrics and furnishings, vintage touches and contemporary twists. The two bedrooms are separated by the living and dining rooms and a kitchen and bar area. A rendering of The King's Suite is available [here](#).

Named after Elvis' beloved parents, the two exclusive one-bedroom **Vernon & Gladys' Suites**, also located Upstairs, are inspired by Elvis' Palm Springs home and feature natural hues of terra cotta and gold and a custom, serpentine sofa, showcasing a mid-century flair. A rendering of Vernon & Gladys' Suite is available [here](#).

A striking turquoise and gold color palette accentuates the sleek decor found in the seven **TCB™ Suites Upstairs**, which draw from Elvis' personal motto of "Taking Care of Business." Anchored by a dining space and living room, each elegant, southern-style, one-bedroom suite creates a warm and inviting atmosphere for guests. An additional four **TCB Suites**, with variations on décor, will be located on other floors of the resort. A rendering of the TCB Suite is available [here](#).

Channeling Elvis' TV room at Graceland, the four **Living Room Suites** feature a colorful navy and deep yellow tone with brilliant white and silver metallic accents. These one-bedroom, open-plan suites Upstairs offer custom-designed headboards featuring the iconic lightning bolt found in Elvis' signature TCB logo, often seen in his custom-made jewelry and the tail of his plane, The Lisa Marie.

The Guest House will also feature 430 spacious guest rooms with king and double-queen size beds, and a host of distinctive room amenities, including:

- The proprietary DreamCatcher Simmons Beautyrest Bed, featuring 300 thread-count linens with an innovative blend of cotton and eucalyptus fiber for the coolest and most comfortable sleep experience;
- A spa-like Kohler overhead rain shower and wall-mounted body spray that features 120 jets of water
- Nature-inspired custom toiletries contained in a collection of Elvis-inspired bottles;
- Dimmable, color-correct LED lighting in the bathroom;
- A 50-inch high-definition flat-screen TV;
- A state-of-the-art, Bluetooth-enabled media hub;
- A mini-fridge;
- A one-of-a-kind clock radio with wireless charging capabilities that displays the time on every side;
- A Keurig coffee brewing system; and
- The unique ability to personally set the mood and atmosphere of the guest room by having direct control over changing light levels of 15 different LED light sources.

Room rates start at \$159 but vary by availability and seasonality. The Guest House will also feature a range of elegant and contemporary facilities, including two full-service restaurants, expansive meeting and special events space for conventions, meetings, weddings and gatherings for up to 1,000 people, a 464-seat theater for live performances and movies, a large outdoor resort pool and green space with capabilities for a 400-person tent for special outdoor events.

[DreamCatcher Hotels](#), a Memphis-based hotel brand known for its innovative approach to the hotel experience, has overseen development of The Guest House and managed the design and construction of the Graceland-inspired architecture and interiors, including the themed suites, guest rooms, restaurants and meeting spaces.

The Guest House 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. It was recently named by the *Sydney Morning Herald* in Australia, *Travel Weekly* and *The Points Guy* travel blog as one of the most exciting hotel openings worldwide in 2016.

Graceland's exclusive "Founders" program will provide its members with VIP privileges at the new resort, including early, exclusive access to room reservations, special room rates, room upgrades, priority admission and VIP invitations to special events and priority reservations for restaurants, live events and concerts. Founders have an exclusive period to book rooms at The Guest House prior to the general public. Membership details are available at Graceland.com/TheFounders.

For more information about The Guest House at Graceland and to book reservations, visit Graceland.com/GuestHouse, call Graceland Reservations at 800-238-2000 or 901-332-3322 or email reservations@graceland.com.

About Elvis Presley Enterprises, Inc.

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, opening in October 2016, 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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