

SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

FORM 8-K

CURRENT REPORT
Pursuant to Section 13 or 15(d) of
the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): February 20, 2002

GAYLORD ENTERTAINMENT COMPANY

(Exact name of registrant as specified in its charter)

Delaware

001-10881

730383730

(State or other jurisdiction of incorporation)

(Commission File Number)

(I.R.S. Employer
Identification No.)

One Gaylord Drive
Nashville, Tennessee

37214

(Address of principal executive offices)

(Zip Code)

Registrant's telephone number, including area code: (615) 316-6000

(Former name or former address, if changed since last report)

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Item 7. Financial Statements and Exhibits

(c) Exhibits

99.1 Press Release dated February 20, 2002.

99.2 Slide presentation for analyst conference, dated February 20, 2002.

Item 9. Regulation FD Disclosure

On February 20, 2002, representatives of Gaylord Entertainment Company (the "Company") will host a conference for securities analysts at which they will make presentations using slides containing the information attached to this Form 8-K as Exhibit 99.2, which is incorporated herein by reference. A press release dated February 20, 2002 issued by the Company is attached to this report as Exhibit 99.1 and incorporated herein by reference.

The information contained in this report, including the text of the attached slide presentation, is furnished by the Company pursuant to Regulation FD promulgated by the Securities and Exchange Commission and pursuant to Item 9 of Form 8-K and shall not be deemed to be "filed" for the purposes of Section 18 of the Securities Exchange Act of 1934 or otherwise subject to the liabilities of that Section, unless the Company specifically incorporates it by reference in a document filed under the Securities Act of 1933 or the Securities Exchange Act of 1934. By filing this report on Form 8-K and furnishing this information, the Company makes no admission as to the materiality of any information in this report that is required to be disclosed solely by reason of Regulation FD or that the information includes material investor information that is not otherwise publicly available.

The information contained in this report, including the information contained in the attached slide presentation, is summary information that is intended to be considered in the context of the Company's SEC filings and other public announcements it makes, by press release or otherwise, from time to time. The Company undertakes no duty or obligation to publicly update or revise the information contained in this report, although it may do so from time to time as management believes is warranted. Any such updating may be made through the filing of other reports or documents with the SEC, through press releases or through other public disclosure.

The text of the slides included with this report omits various graphic images in the actual slides. The Company will make copies of the actual slides, including such graphic images, available for viewing at the "Investor Relations" section of its website located at www.gaylordentertainment.com, although it reserves the right to discontinue that availability at any time.

This report contains statements as to the Company's beliefs and expectations of the outcome of future events that are forward-looking statements as defined in the Private Securities Litigation Reform Act of 1995. These forward-looking statements are subject to risks and uncertainties that could cause actual results to differ materially from the statements made.

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These include the risks and uncertainties associated with economic conditions affecting the hospitality business generally, the timing of the opening of new hotel facilities, costs associated with developing new hotel facilities, business levels at the Company's hotels, the ability to successfully complete potential divestitures, and the ability to consummate the financing for new developments. Other factors that could cause operating and financial results to differ are described in the filings made from time to time by the Company with the Securities and Exchange Commission. The Company does not undertake any obligation to release publicly any revisions to forward-looking statements made by it to reflect events or circumstances occurring after the date hereof or the occurrence of unanticipated events.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

GAYLORD ENTERTAINMENT COMPANY

Date: February 20, 2002

By: /s/ Carter R. Todd

Name: Carter R. Todd

Title: Senior Vice President and General Counsel

EXHIBIT INDEX

Exhibit No.	Description
99.1	Press Release dated February 20, 2002.
99.2	Slide presentation for analyst conference, dated February 20, 2002.

(GAYLORD ENTERTAINMENT LOGO)

INFORMATION FOR RELEASE

GAYLORD ENTERTAINMENT TO HOST SECURITY ANALYST MEETING
FEBRUARY 20, 2002

NASHVILLE, Tenn. (February 20, 2002) - Gaylord Entertainment Company (NYSE: GET) will host a security analyst meeting on Wednesday, February 20, 2002 in Kissimmee, Florida. The slide show to be presented at the meeting will be filed with the United States Securities and Exchange Commission on Form 8-K on February 20, 2002, and will be available at the SEC's website (www.sec.gov) or at the "Investor Relations" section of the Gaylord Entertainment website located at www.gaylordentertainment.com.

Gaylord Entertainment, a leading hospitality and entertainment company based in Nashville, Tennessee, owns and operates Gaylord Hotels branded properties, including the Gaylord Opryland Resort and Convention Center in Nashville, Tennessee, and the Gaylord Palms Resort and Convention Center in Kissimmee, Florida. Its entertainment brands include the Grand Ole Opry, Acuff-Rose Music Publishing, the Ryman Auditorium, the General Jackson showboat and WSM Radio. Gaylord Entertainment's stock is traded on the New York Stock Exchange under the symbol GET. For more information about the company visit www.gaylordentertainment.com.

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Gaylord Entertainment Co.

Analyst Conference

February 19-20, 2002

Gaylord Palms Resort & Convention Center

[GAYLORD
ENTERTAINMENT
LOGO]

Slide 1

The information contained in this slide presentation is summary information that is intended to be considered in the context of Gaylord Entertainment's SEC filings and other public announcements it makes, by press release or otherwise, from time to time. The Company undertakes no duty or obligation to publicly update or revise the information contained in this slide presentation, although it may do so from time to time as management believes is warranted. Any such updating may be made through the filing of reports or documents with the SEC, through press releases or through other public disclosure.

This slide presentation contains statements as to the Company's beliefs and expectations of the outcome of future events that are forward-looking statements as defined in the Private Securities Litigation Reform Act of 1995. These forward-looking statements are subject to risks and uncertainties that could cause actual results to differ materially from the statements made. These include the risks and uncertainties associated with economic conditions affecting the hospitality business generally, the timing of the opening of new hotel facilities, costs associated with developing new hotel facilities, business levels at the Company's hotels, the ability to successfully complete potential divestitures, and the ability to consummate the financing for new developments. Other factors that could cause operating and financial results to differ are described in the filings made from time to time by the Company with the Securities and Exchange Commission. The Company does not undertake any obligation to release publicly any revisions to forward-looking statements made by it to reflect events or circumstances occurring after the date hereof or the occurrence of unanticipated events.

[GAYLORD
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LOGO]

Slide 2

Collapsed Divisional Overhead

- Divisional structure was removed
- Reorganized Hotels, Attractions and MM&E units to create one strategy group
- Initial annual cost savings of approximately \$8 M

July 2001	August 2001	September 2001	October 2001	November 2001	December 2001	January 2002	February 2002
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Slide 3

New Corporate HR Policies

- Conducted market research leading to:
 - Health & welfare improvements
 - 401k improvements
- Implemented consistent grading and titles
- Tied bonus to Company profitability
- Developed long term compensation program

July 2001	August 2001	September 2001	October 2001	November 2001	December 2001	January 2002	February 2002
--------------	----------------	-------------------	-----------------	------------------	------------------	-----------------	------------------

Slide 4

Compensation Philosophy

- Externally competitive and internally equitable
- Short-term incentive compensation will be tied to individual and organizational performance with increased rewards for outstanding individual performance
- Long-term compensation will provide substantial earnings opportunities for achieving long-term goals
- The combination of long-term and annual compensation should result in total compensation that is above average for the industry provided superior long-term performance is achieved

Slide 5

New Corporate Finance Policies

- Signature authorization
- Capital policy
 - 12% return target on all new investments

July 2001	August 2001	September 2001	October 2001	November 2001	December 2001	January 2002	February 2002
--------------	----------------	-------------------	-----------------	------------------	------------------	-----------------	------------------

[GAYLORD
ENTERTAINMENT
LOGO]

Slide 6

Non-core Assets Identified

[NASHVILLE PREDATORS LOGO]

[OPRY MILLS LOGO]

[GET MANAGEMENT LOGO]

[BASS PRO SHOPS LOGO]

[COUNTRY MUSIC TELEVISION INTERNATIONAL LOGO]

[WORLD ENTERTAINMENT LOGO]

[GAYLORD
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LOGO]

Slide 7

Non-Core Assets

DISPOSED

- Gaylord Digital
- Word
- CMTI
- Pandora Films
- Z Music
- Gaylord Studios
- GET Event TV
- Sports Group
- GET Productions
- GET Management
- MM&E Admin

TO BE DISPOSED

- | | |
|-----------------------------------|----------------|
| - Minority interest in Predators | |
| - Minority interest in Opry Mills | Collectively, |
| - OKC Redhawks | these four are |
| - Real Estate | \$300 - \$400M |
| | in Value |

TO BE DETERMINED

- Acuff-Rose
- Minority interest in Bass Pro Shops

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LOGO]

Slide 8

Remaining Non-Core Assets

- Acuff-Rose
 - Music publishing business
 - Catalogue of 55,000 songs
 - Including Hank Williams Sr., Roy Orbison, and Patsy Cline
 - Staff of 22 writers

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LOGO]

Slide 9

Remaining Non-Core Assets

- Bass Pro Shops
 - Category killer in sporting goods and outdoor recreation
 - Strong growth trajectory
 - Solid same store sales

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Slide 10

Re-branding of Hotels

- Extensive research told us ...
 - Opryland has great recognition with customers that have experienced it
 - Non-users are not compelled to visit
 - Gaylord name better aligned with hotel's image
 - Upscale
 - High quality
 - Destination within a destination

July 2001	August 2001	September 2001	October 2001	November 2001	December 2001	January 2002	February 2002
--------------	----------------	-------------------	-----------------	------------------	------------------	-----------------	------------------

[GAYLORD
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LOGO]

Slide 11

Re-branding of Hotels

[GAYLORD OPRYLAND (TM) LOGO]

RESORT & CONVENTION CENTER
NASHVILLE

[GAYLORD PALMS (TM) LOGO]

RESORT & CONVENTION CENTER
Florida

[GAYLORD OPRYLAND (TM) LOGO]

RESORT & CONVENTION CENTER
Texas

Slide 12

Gaylord Texas

- Project slowed post 9/11
- Slowdown gave us opportunity to
 - Review design
 - Re-bid contracts
 - Evaluate financing opportunities
- \$55M spend in 2002
- \$240M spend in 2003
- Open by June 2004

July 2001	August 2001	September 2001	October 2001	November 2001	December 2001	January 2002	February 2002
--------------	----------------	-------------------	-----------------	------------------	------------------	-----------------	------------------

Slide 13

The Future Gaylord

- Hospitality
 - Be the premier brand in the resort convention center sector
- Opry/WSM Enterprises
 - Extend Opry brand and WSM distribution to provide premier country music content and entertainment

Slide 14

Core of Hospitality Strategy

- Loyalty
 - Build loyalty among meeting planners
- Service
 - Provide exceptional service
 - Offer value added services such as CorporateMagic
- Distribution and Product
 - Create convention & exhibition oriented chain

Slide 15

Hospitality Strategy

Segment	Convention & Exhibition			
	Meeting Planners		Loyalty	
	Their Customers		Service	
	Transient Leisure			
Gaylord Nashville	Gaylord Palms Florida	Gaylord Texas	Other Development	Distribution
Attractions				

Slide 16

Loyalty

- Strategy is to build Meeting Planner relationships through ...
 - Events: PCMA
 - Understanding Needs
 - Focus Groups
 - Database Tracking
 - VIP Marketing Strategy

Slide 17

Product

- "Under One Roof"
- Unsurpassed meeting, convention & exhibition space
- Innovative regional dining options
- World class golf & spa facilities
- Exciting on-site entertainment venues

Slide 18

Media Content Strategy

	WSM (AM)		Opry	Hee Haw	Library	
	Satellite Radio	Terrestrial Radio	Internet	Retail/Wholesale	Exportation	Television
			WSM Radio ----- Opry Broadcast ----- Customer Database	Licensing ----- Internet	Opry Tour Product ----- WSM Festivals	TV Production ----- Cable Network ----- Lifestyle Channel ----- Syndication Deal
Sources of Revenues	- Fee - Ads	- Ads - Sponsorship	- Retail - Banner ads	- Toys - Apparel - Other	- Sponsorship - Concert Promotion - Attendance to fairs	- Ads - Retail
Impediments	- Programming need - Financial deal - Review viability of partner	- Programming format	- None		- None	- Type of production - Investment required - Network strategy

Slide 19

Gaylord Hotels - Group Focus

Customer Breakdown

[CHART]

Transient
18%

Group
82%

Group Customer Breakdown

[CHART]

SMERF
15%

Association
33%

Corporate
52%

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LOGO]

Slide 20

Large Groups Drive Occupancy Year 2000

Comparison of Group Size to Hotel Occupancy

[CHART]

	800+	200-800	10-200
% of Rooms	66%	23%	11%
# of Groups	71	104	671

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Slide 21

Occupancy - Known and Predictable

- Assume occupancy = 75% in a given year
 - 50% pre-booked before the year begins
 - 10% group booked in the year for the year
 - 15% transient
- High visibility on occupancy
- Opportunity to manage yield

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Slide 22

The Group Meeting Market

Convention/Meeting/Exhibition Market

[CHART]

Association Meetings -----	Corporate Meetings -----	Incentive Travel -----
54%	38%	8%

- Total market size estimated at \$122 billion

Source: Successful Meetings - State of the Industry 2001 Report

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LOGO]

Slide 23

Corporate and Association Meetings

Corporate & Association Meetings Statistics

[CHART]

Other Facilities -----	Conference Centers -----	Convention Centers -----	Hotels -----
15%	8%	38%	39%

- Gaylord Hotels product is designed to attract business that goes to Hotels & Convention Centers, an \$86 Billion market.

Source: Successful Meetings - State of the Industry 2001 Report

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Slide 24

GET CONSOLIDATED

NET REVENUE (*)

[CHART]

	2000 ----	2001 ----	2002 ----	2003 ----
Gaylord Media	6.2	6.4	6.5	6.8

Gaylord Attractions	63.2	65.9	66.7	79.9
Gaylord Hotels	237.3	228.7	361.9	397.4

26% CAGR

\$334.6	\$324.1	479.7	\$523.6
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(*) From continuing operations

In millions (\$000,000)

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Slide 25

GET Consolidated
EBITDA*

[CHART]

	2000 ----	2001 ----	2002 ----	2003 ----
Gaylord Media	(21.9)	4.2	3.5	4.1
Gaylord Corporate	(29.2)	(31.1)	(29.4)	(28.3)
Gaylord Attractions	(1.6)	3.4	6.1	8.8
Gaylord Hotels	74.9	59.6	93.5	112

63% CAGR

\$21.1	\$36.1	\$73.6	\$96.4
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In Millions (\$000,000)

*From continuing operations. EBITDA is before pre-opening & non-cash expenses.

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Slide 26

GET Consolidated
EPS

[CHART]

	2000 ----	2001 ----	2002 ----	2003 ----
EPS	(4.60)	(1.42)	(1.37)	(0.76)

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LOGO]

Slide 27

GET Consolidated
Cash EPS*

[CHART]

	2000	2001	2002	2003
Cash EPS	\$0.24	\$0.52	\$1.58	\$1.74

* From continuing operations

Cash EPS defined as EBITDA less net cash interest expense

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LOGO]

Slide 28

Income Statement/
Balance Sheet complexity

- Secured forward exchange contract
 - \$26.8 million non-cash interest expense annually
- Capitalized interest
- Straight-line accounting treatment
 - Ground lease payment \$6.7 million
 - Naming rights agreement \$1.0 million

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Slide 29

Secured Forward Exchange
Contract ("SAILS")

- Seven year forward sale of Viacom Class-B stock - maturity May 22, 2007
- Pre-paid loan secured by Viacom stock; stock value hedged with derivatives
- 10.9 million shares monetized at \$56.0448
- May settle contract with Viacom stock or cash at maturity
- At maturity:

VIACOM CLASS-B PRICE	EFFECT
-------------------------	--------

- | | |
|------------------------------------|---|
| Below \$56.0448 | - Gaylord surrenders stock or \$613 M cash
- No downside |
| Between \$56.0448
and \$75.6605 | - Gaylord retains upside in stock up to \$75.0665 |
| Above \$75.6605 | - Same as above except Gaylord retains 25.93%
upside above \$75.6605 |

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LOGO]

Slide 30

SAILS Accounting Treatment

BALANCE SHEET -----	INCOME STATEMENT -----
- Market-to-Market Viacom Investment	- Gain or loss on Viacom stock investment flows through P/L
- Market-to-Market put option asset, call option liability	- Gain or loss on derivatives contracts flow through P/L
- \$613 million liability = secured forward exchange contract	- Amortize deferred financing cost through interest expense \$26.8 million per annum
- Long-term asset: deferred financing cost	
* Pre-paid, hedged liability	* All non-operating, non-cash items

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LOGO]

Slide 31

Pre-Bookings - A Critical Element

	2002 ----	2003 ----	2004 ----
Gaylord Opryland	49.0%	41.7%	34.0%
Gaylord Palms	55.0%	50.0%	36.1%

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Slide 32

Pre-booking and Projected Occupancy

	2002 ----	2003 ----	2004 ----
GAYLORD OPRYLAND			
Pre-booked Prior to '02	49.0%	41.7%	34.0%
2002 Booking	9.0%	9.5%	10.0%
2003 Booking	--	9.0%	9.5%
2004 Booking	--	--	9.0%
Total Group Occupancy	58.0%	60.2%	62.5%
Transient	13.4%	12.8%	11.5%
Total Occupancy	71.4%	73.0%	74.0%

	2002 ----	2003 ----	2004 ----
GAYLORD PALMS			
Pre-booked Prior to '02	55.0%	50.0%	36.1%
2002 Booking	10.0%	6.0%	15.0%
2003 Booking	--	10.0%	6.0%
2004 Booking	--	--	10.0%
Total Group Occupancy	65.0%	66.0%	67.1%
Transient	9.0%	10.0%	10.9%
Total Occupancy	74.0%	76.0%	78.0%

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Slide 33

Key Operating Statistics - Guidelines

	1Q --	2Q --	3Q --	4Q --	2002 ----	2003 ----
Gaylord Opryland						
Occupancy	63-65%	66-68%	72-74%	76-78%	69-71%	73%
ADR	\$ 143	\$ 146	\$ 140	\$ 150	\$ 145	\$150
RevPAR	\$ 90-93	\$ 96-99	\$100-104	\$114-117	\$100-103	\$109
Gaylord Palms						
Occupancy	68-70%	72-74%	75-78%	72-74%	72-74%	80%
ADR	\$ 180	\$ 180	\$ 160	\$ 190	\$ 180	\$200
RevPAR	\$122-126	\$129-133	\$120-125	\$136-140	\$130-133	\$160

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Slide 34

Hotel Economics - 2002 E

	Gaylord Palms -----		Gaylord Opryland -----		
ADR	\$	179.33	\$	146.19	
Occupancy		74.2%		71.4%	
RevPAR	\$	133.06	\$	104.44	
Revenues					
Rooms		67,247,940	49.4%	110,206,064	50.4%
F&B		47,980,318	35.3%	71,719,777	32.8%
Other		20,852,369	15.3%	36,574,159	16.7%
		-----		-----	
Total Revenue		136,080,627		218,500,000	
Profit					
Rooms		50,013,792	74.4%	85,446,495	77.5%
F&B		14,228,915	29.7%	19,530,534	27.2%
Other		9,223,355	44.2%	10,652,357	29.1%
		-----		-----	
		73,466,062	54.0%	115,629,386	52.9%
EBITDA		36,500,000	26.8%	55,000,000	25.2%

Target is 30%

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Slide 35

Gaylord Hotels Segment

Net Revenue

[CHART]

	2000 ----	2001 ----	2002 ----	2003 ----
Radisson Nashville	6.7	6.6	7.4	8.1
Opryland Texas	0.8	0.2	0	0
Palms Florida	0	0	136.1	151.5
Opryland Nashville	229.9	222	218.5	237.8

EBITDA
(before Pre-opening, & non-cash expenses)

[CHART]

	2000 ----	2001 ----	2002 ----	2003 ----
Radisson Nashville	2.1	2	2.1	2.3
Opryland Texas	0.8	0.2	0	0

Palms Florida	0	0	36.5	51.1
Opryland Nashville	72.6	57.4	55	66.6

EBITDA Margin

[CHART]

	2000 ----	2001 ----	2002 ----	2003 ----
Opryland Nashville	32%	26%	25%	28%
Palms Florida			27%	28%
Radisson Nashville	32%	30%	28%	29%

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Slide 36

Gaylord Attractions

Net Revenue

[CHART]

	2000 ----	2001 ----	2002 ----	2003 ----
Other	17.2	10.4	11.8	12.5
Corporate Magic	13.7	23.7	20.5	31
Wildhorse Nashville	8.1	7.5	8.1	8.8
General Jackson	12.2	10.8	11.8	12.2
Grand Ole Opry	12	13.4	14.5	15.4

EBITDA

[CHART]

	2000 ----	2001 ----	2002 ----	2003 ----
Other	(2.4)	0.9	0.7	1.1
Corporate Magic	(3.2)	(1.6)	0.1	1.5
Wildhorse Nashville	0.8	0.7	0.8	0.9
General Jackson	2.6	1.9	2.2	2.5
Grand Ole Opry	0.5	1.6	2.4	2.9

EBITDA Margin

[CHART]

	2000 ----	2001 ----	2002 ----	2003 ----
--	--------------	--------------	--------------	--------------

Grand Ole Opry	4.5%	11.7%	16.5%	18.8%
General Jackson	21.7%	17.9%	18.7%	20.1%
Wildhorse Nashville	10.2%	8.8%	9.7%	10.2%
Corporate Magic	(23.4%)	(7.0)%	0.0%	5.0%
Other	(14.0%)	9.0%	6.0%	9.0%

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LOGO]

Slide 37

Media Segment

Revenue

[CHART]

	2000 ----	2001 ----	2002 ----	2003 ----
Radio (WSM and WWTN)	11.8	10.6	12.7	13.7
Acuff-Rose Music	14.1	14.8	16	16.8

EBITDA

[CHART]

	2000 ----	2001 ----	2002 ----	2003 ----
Radio (WSM and WWTN)	1.3	0.3	0	0.2
Acuff-Rose Music	3.6	4	3.6	3.9

EBITDA Margin

[CHART]

	2000 ----	2001 ----	2002 ----	2003 ----
Acuff-Rose Music	25.7%	27.3%	22.7%	23.2%
Radio (WSM and WWTN)	11.0%	2.8%	0.0%	1.5%

In Millions (\$000,000)

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LOGO]

Slide 38

GET Consolidated
Capital Expenditures

[CHART]

	2001 ----	2002 ----	2003 ----
Gaylord Hotels	285.7	135	258.1
Gaylord Attractions	8.9	1.4	2.7
Gaylord Corporate	3.3	12.1	12.1
Gaylord Media	0	0.7	0.7

\$276.4 \$149.3 \$273.6

In Millions (\$000,000)

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LOGO]

Slide 39

GET Consolidated
Net Debt (*)

[CHART]

2000 ----	2001 ----	2002 ----	2003 ----
\$148.9	\$396.4	\$401.3	\$596.4

In Millions (\$000,000)

(*)Excluding secured forward exchange contract & asset sales

[GAYLORD
ENTERTAINMENT
LOGO]

Slide 40

Sensitivity Analysis
Credit Impact

Debt/EBITDA

[CHART]

2002	2003
5.4x	6.2x

EBITDA/Interest

[CHART]

2002	2003
3.3x	2.4x

Pre asset sales

[GAYLORD
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LOGO]

Slide 41

Sources of Capital

- Operating cash flow
- Sell non-core assets
- Selectively monetize hotel real estate
- Leverage

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Slide 42

In Summary

- Built a solid platform for future growth
- Own great, under-exploited brands/assets
- Understand how to create value
- Developing the culture to

Be A Shareholder Driven Company

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