

UNITED STATES
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): November 13, 2006 (November 9, 2006)

GAYLORD ENTERTAINMENT COMPANY

(Exact name of registrant as specified in its charter)

Delaware

(State or other jurisdiction of incorporation)

1-13079

(Commission File Number)

73-0664379

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

One Gaylord Drive
Nashville, Tennessee

(Address of principal executive offices)

37214

(Zip Code)

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

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

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (*see* General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

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Item 5.02 Departure of Directors or Principal Officers; Election of Directors; Appointment of Principal Officers.

On November 9, 2006, R. Brad Martin was elected to serve on the Board of Directors of Gaylord Entertainment Company (the “Company”) as a new independent director. Mr. Martin becomes the tenth member of the Company’s Board of Directors. Also, Mr. Martin was appointed to serve as a member of the audit committee of the Board of Directors.

Mr. Martin is not a party to any arrangement or understanding with any person pursuant to which Mr. Martin was elected as a director, nor is Mr. Martin a party to any transaction, or series of transactions, required to be disclosed pursuant to Item 404(a) of Regulation S-K.

A copy of the press release announcing Mr. Martin’s election to the Board of Directors is included herewith as Exhibit 99.1.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

99.1 Press release, dated November 10, 2006.

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: November 13, 2006

By: /s/ Carter R. Todd

Name: Carter R. Todd

Title: Senior Vice President, General Counsel and
Secretary



**GAYLORD ENTERTAINMENT COMPANY ELECTS
R. BRAD MARTIN TO BOARD OF DIRECTORS**

NASHVILLE, Tenn. — November 10, 2006 — Gaylord Entertainment Co. (NYSE: GET) announced today that R. Brad Martin has joined the Company's Board of Directors effective immediately.

Martin has served as Chairman of the Board of Saks Incorporated since 1989, and served as its Chief Executive Officer until January 2006. During his tenure as Chairman and CEO, Saks Incorporated became one of the largest retail enterprises in the United States, with peak annual revenues in excess of \$6 billion.

"Brad is a world-class business executive with extensive experience in creating and sustaining brands and building shareholder value," said Colin V. Reed, chairman and CEO of Gaylord Entertainment. "We know his counsel will prove invaluable as we continue to grow our core hospitality business."

Martin has served on a variety of civic and charitable boards. He also serves as director of First Horizon Corporation, Harrah's Entertainment, Inc., and Pilot Travel Centers.

"I am thrilled to join the Board of Gaylord Entertainment," said Martin. "I have followed what Colin and his team have done in transforming the company into a top-performing, national hotel company and look forward to participating in the future growth of the organization."

Martin is a graduate of The University of Memphis and holds an MBA from the Owen School of Management at Vanderbilt University. He served five terms as a member of the Tennessee House of Representatives and holds the distinction of being the youngest person ever elected to the Tennessee General Assembly.

About Gaylord Entertainment

Gaylord Entertainment (NYSE: [GET](#)), a leading hospitality and entertainment company based in Nashville, Tenn., owns and operates three industry-leading brands — Gaylord Hotels (www.gaylordhotels.com), its network of upscale, meetings-focused resorts, ResortQuest (www.resortquest.com), the nation's largest vacation rental property management company, and the Grand Ole Opry (www.opry.com), the weekly showcase of country music's finest performers for 80 consecutive years. The Company's entertainment brands and properties include the Radisson Hotel Opryland, Ryman

Auditorium, General Jackson Showboat, Gaylord Springs, Wildhorse Saloon, and WSM-AM. For more information about the Company, visit www.gaylordentertainment.com.

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