

An introduction to AA Hotel Services

Hotel Services

AA



The AA has been recommending and assessing hotels for over a century, and in 2008 celebrated 100 years in the hospitality industry.

i Each year the AA inspectorate team visits and rates **thousands of establishments**, from hotels and restaurants to guest accommodation, campsites and self catering properties.

AA-rated establishments receive a **nationally recognised rating** and benefit from exposure **across a range of print, online and digital media**, plus a host of **benefits and discounts** from AA businesses and industry partners.

i In 2012, the AA is still relied upon by many for its trustworthy and objective ratings system.

100 years and counting...

1905



Automobile Association is formed by a small band of motorists with the intention of using a patrol system on main roads to warn motorists of speed traps ahead.



1912

The AA decides that a more critical approach is necessary to show types of hotel listed, and adopts the **Star Rating system** to classify accommodation.

1900

1910

1920

1908



Due to the difficulty many motorists were having finding reasonable meals and accommodation while on the road, the AA introduces a **new scheme to include listings** for “about one thousand of the leading hotels” in the next Members’ Handbook.

100 years and counting...



1955

AA Rosettes are introduced in the 1956 handbook, a subjective three-tier award system reflecting the emergence of British hotel cooking after fifteen years of rationing.

1990

The AA Guide to Guesthouses, Farmhouses and Inns is renamed as "**AA Inspected Bed & Breakfasts in Britain**". Also this year, the AA percentage scheme is introduced to recognise and reflect the quality of hotels within a specific star rating.



1950

1960

1970

1980

1990



1967

The **first AA Guide to Hotels and Restaurants** is published, providing detailed descriptions of each establishment. One year later, the AA introduces its Restaurant Inspection Scheme.

1992

The AA Rosette scheme is revised as a five-tier rating system; and the "**AA Hotel of the Year**" award is introduced.



100 years and counting...



2008

AA Hotel Services celebrates its **centenary** year.

2010

The AA's new **Self Catering scheme** is launched.

AA Hotel, B&B, Restaurant and C&C **guide applications for the iPhone** goes live on the iTunes store.



| 2000

1996

The **AA's website goes live** with details and listings of all 8,700 inspected establishments. One year later, the AA Hotel Booking Service becomes available on the website, allowing browsers to select accommodation online and email the AA to make a booking.



| 2010

2011

The AA's suite of iPhone and iPad applications continues to grow, with over 20 app live on the iTunes stores.

AA Ratings Schemes

The AA is the only pan-Britain accommodation assessing organisation, and inspects under a set of common standards shared with the three national tourist boards, ensuring consistency with every accommodation rating scheme in the UK.

The AA assesses serviced accommodation under two recognition schemes: the Hotel scheme and the Guest Accommodation scheme.



Both schemes have minimum operating requirements and **quality standards** that assessed accommodation must adhere to in order to achieve and retain their AA recognition.



AA Ratings Schemes

Red Star Inspectors' Choice, Yellow Star, Breakfast and Dinner Awards



The AA **Red Star Inspectors' Choice Award** is awarded to hotels that particularly stand out within their star ratings, regardless of size or style of operation



The AA **Gold Star Highly Commended Award** is awarded to guest accommodation establishments that achieve a high percentage score within their rating




The AA **Breakfast Award** is awarded to guest accommodation establishments in recognition of a very special, high quality breakfast with provision of freshly prepared local ingredients




The AA **Dinner Award** is awarded to guest accommodation establishments in recognition of a very special, high quality dinner with provision of freshly prepared local ingredients





AA Rosettes are awarded to hotels, restaurants, pubs and B&Bs that serve food of a commendable national standard.

Rosettes were first introduced over fifty years ago as an award system reflecting and recognising the emergence of British hotel cooking after fifteen years of rationing; and in 1992 the AA Rosette scheme was revised as the five-tier rating system that is recognised today.

 Of all the restaurants across the UK visited anonymously by AA inspectors, **approximately 10%** are of a standard worthy of one Rosette and above.

Restaurants achieving one or more Rosettes will have demonstrated consistency, precision and a clear understanding of food, prepared with care, skill, and with evident selection of fresh, seasonal, quality ingredients.



A photograph of a modern office reception area. The background features a wall with vertical wooden slats. A reception desk is visible with a person sitting behind it. In the foreground, a person is walking, carrying a large black bag, creating a motion blur effect. The floor is polished and reflects the light. The overall atmosphere is professional and contemporary.

Why join the AA Rating scheme?

There's a whole host of benefits
for our members...



Get recognised.

AA Publishing produces a market-leading range of where to stay, eat and drink guides.

- ✓ Visit from an AA inspector and professional report
- ✓ A nationally recognised AA Star rating
- ✓ Annual classification certificate
- ✓ Welcome pack containing a free wall plaque, use of AA logos and access to AA signage
- ✓ Subscription to intouch, the members' newsletter
- ✓ Eligibility for AA Hospitality Awards including the AA Rosette scheme
- ✓ Access to training and consultancy workshops

Get in the guide.

- ✓ Receive a **free listing** in the relevant guide
- ✓ Possible **inclusion in other relevant AA guides**, including the AA Restaurant, Pub, Camping & Caravanning and Pet Friendly guides
- ✓ Advertising opportunities in the relevant guide(s) to **maximise your establishment's exposure**





Get online.

The AA's flagship site
theAA.com receives over
11 million hits a month

- ✓ Full page entry on the travel and accommodation listing pages on theAA.com
- ✓ Inclusion on the AA Route Planner
- ✓ Extensive range of online opportunities
- ✓ Bookings direct from theAA.com website into your own property management system
- ✓ Option to return your availability from a variety of booking websites

Get mobile.

- ✓ Appear in a range of **free iPhone and iPad apps** (excluding some Channel Islands and NI locations)
- ✓ Over **2.8 million** total AA app downloads
- ✓ Appear in one or more of the **lifestyle guide apps**
- ✓ Your establishment's listing information and contact details made available for download to all users of the Garmin nüvi sat-nav device



Research by eviivo* highlights that AA accredited establishments achieve higher revenue.

*Online booking and property management system specialists



A Star rating offers peace of mind and a **unique selling point**, and goes a long way to reassuring customers that your accommodation is independently rated and **quality-assured**.

Grasmere Court Hotel
12-14 St Paul's Road
Barnham, City of Bournemouth, B21 1JH, England

AA Guest house

Please confirm your booking details
Please confirm that the booking details and room selection shown below are correct. You can also add optional extras here, if they are available for your room selection.

Confirm Booking Dates / Time
Tue 27 Mar 2011 (Check in: 14:00) to Thu 01 Jun 2011 (Check out: 11:00)

Confirm Booking Details	Total
Two Double - Breakfast Inc. (2 Adults, 0 Children)	£79.95 GBP

Confirm Total Amount Payable

	Rooms	Total amount payable (inc VAT)
		£79.95 GBP
Amount payable now to confirm your booking		£79.95 GBP
Balance due later (inc booking fees)		(0.00) GBP

Book Now

with

Awards

The annual AA B&B Awards and AA Hospitality Awards events are amongst the most prestigious national awards of their kind and draw on the unrivalled knowledge and expertise of the AA inspectorate and other industry professionals involved in the judging process.



Winners are selected in recognition of excellence and success within their award category, proving their dedication to raising industry standards and enhancing both their guest and diner experiences.

A collection of AA awards trophies. In the foreground, a prominent black trophy with a silver base is inscribed with 'AA Hotel of the Year 2010 - 2011 England Winner'. Behind it, several white circular plaques are visible, some with the year '2010' and the AA logo (two red roses). Other trophies in the background are partially visible, some with 'AA Eco Hotel Group of the Year 2010 - 2011' and 'AA Hotel of the Year 2010 - 2011' inscriptions.

AA Hotel of the Year
2010 - 2011
England
Winner



All AA-rated establishments
are eligible to be considered for an award.

- ✓ AA Hotel of the Year
- ✓ AA Group Hotel of the Year
- ✓ AA Small Hotel Group of the Year
- ✓ AA Restaurant of the Year
- ✓ AA Wine Award
- ✓ AA Chefs' Chef
- ✓ AA Lifetime Achievement Award
- ✓ AA Guest Accommodation of the Year
- ✓ AA Friendliest B&B of the Year

Attended by **world-renowned chefs**, prominent hoteliers and restaurateurs, hospitality gurus and key media, and with a celebrity host and entertainment, the AA Hospitality Awards is a **highlight in the industry calendar** and truly is a glamorous night to remember!

Guests are treated to a **champagne reception** followed by a sensational gourmet meal created by a high-profile chef, and receive a goody bag at the end of the event.

Our partners.

AA Hotel Services works with a number of partners within the hospitality industry, each of which offers our members benefits and discounts.



Beacon offer a refreshing approach to purchasing, with resourceful solutions tailored to reducing your costs. Our expertise lies in revealing ways to help businesses grow their profitability. We support over 2,000 companies across a range of sectors and industries. Since establishing the business, we have built a solid reputation for our added value services and specialised supplier base. Not only do we work with your individual needs in mind; we go further to address future challenges by providing you with a sustainable competitive advantage.



eviivo have been championing the cause of the independent accommodation sector since 2004. eviivo's award-winning products and services are used by over 5,500 hotels, B&Bs and guesthouses - over 20% of the independent accommodation sector - to save them time, maximise bookings and increase profits.



SK Chase has created an innovative and user-friendly system, enabling hotels to sell gift vouchers through their own websites. By providing a full gift voucher delivery service alongside their software, SK Chase allows you to take advantage of the sales opportunities in the gift voucher market, without the administrative headache.

Our partners.



The Academy of Food and Wine Service (AFWS) is the professional body for front-of-house service. It is dedicated to improving the status and awareness of food and beverage service as a viable career choice, raising standards across the industry and encouraging teamwork with other colleagues. AFWS can offer advice and training to anyone following, or considering, a career as a sommelier, wine waiter, waiter, bar manager or restaurant manager.



The British Hospitality Association is the national trade association for hotels, restaurants and caterers, both group and independent. It is delighted to recognise AA Hotel Services as its Patron Supplier for quality rating, assessment and consultancy services to the accommodation industry.



The Institute of Hospitality is the professional body for individual and aspiring managers working and studying in the hospitality, leisure and tourism industry, promoting quality standards and education and supporting members' professional development throughout their careers, from HLT students to retired Fellows.



The Best Practice Forum encourages businesses in the hospitality, leisure, travel and tourism industry to introduce new ideas and innovation by adopting or adapting best practice and in doing so raising their efficiency, productivity and competitiveness to world-class levels.



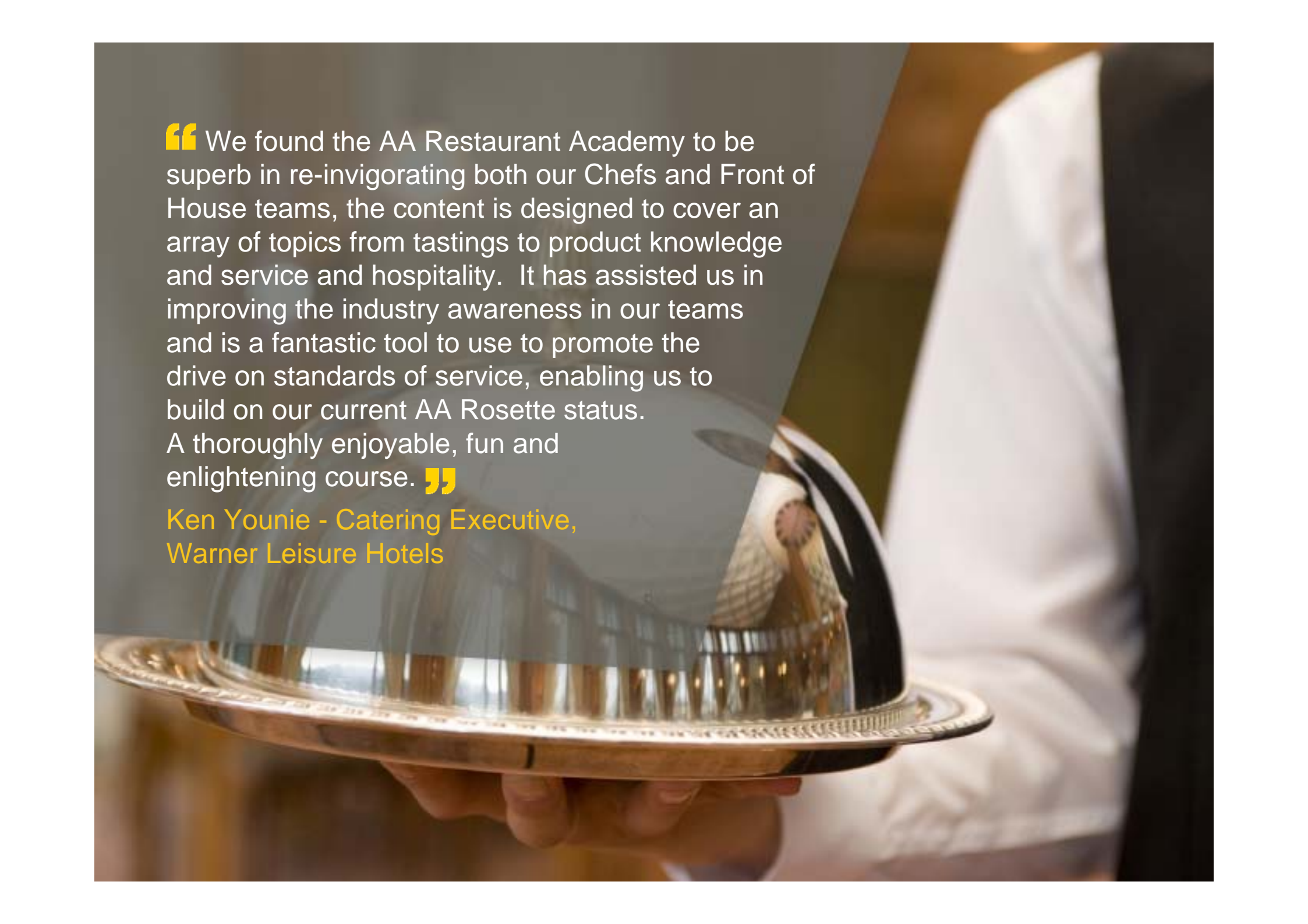
Villeroy & Boch is the world's largest manufacturer of ceramics, from fine china to bathrooms and tiles, and also produces a wide range of quality crystal, cutlery and accessories. Villeroy & Boch have sponsored the AA Rosette scheme for over 20 years.

Training & Consultancy.

AA Hotel Services offers a comprehensive range of training and consultancy services, designed to assist establishments in highlighting areas where a little help and improvement is recommended, and advising on industry best practice.

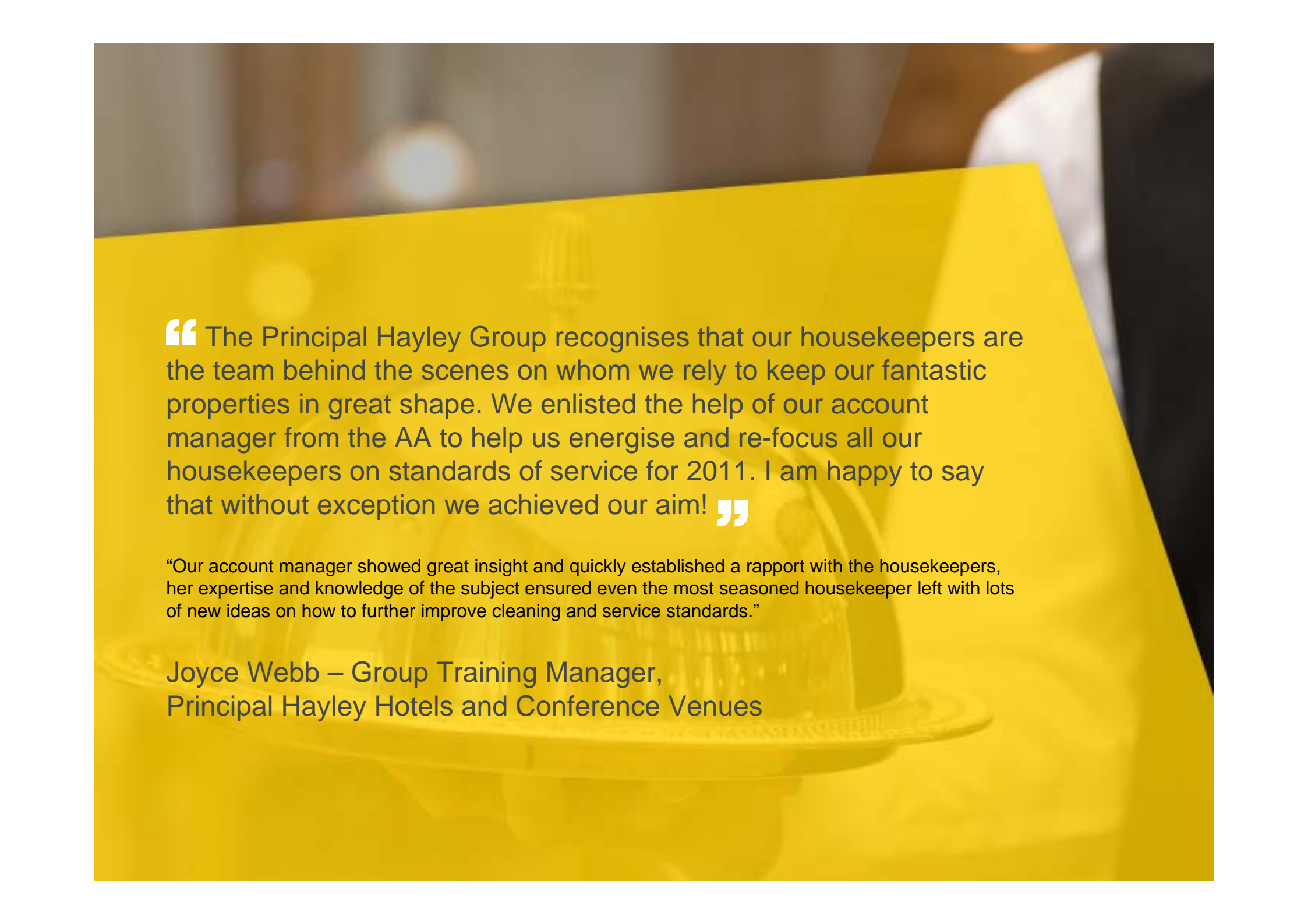
Our training and consultancy services include:

- ✓ Rosette and Restaurant academies
- ✓ Hospitality & Service workshops
- ✓ Revenue management
- ✓ Housekeeping quality
- ✓ Mystery Guest programmes
- ✓ Telephone audits
- ✓ Food tasting
- ✓ Brand audits



“ We found the AA Restaurant Academy to be superb in re-invigorating both our Chefs and Front of House teams, the content is designed to cover an array of topics from tastings to product knowledge and service and hospitality. It has assisted us in improving the industry awareness in our teams and is a fantastic tool to use to promote the drive on standards of service, enabling us to build on our current AA Rosette status. A thoroughly enjoyable, fun and enlightening course. ”

Ken Younie - Catering Executive,
Warner Leisure Hotels



“ The Principal Hayley Group recognises that our housekeepers are the team behind the scenes on whom we rely to keep our fantastic properties in great shape. We enlisted the help of our account manager from the AA to help us energise and re-focus all our housekeepers on standards of service for 2011. I am happy to say that without exception we achieved our aim! ”

“Our account manager showed great insight and quickly established a rapport with the housekeepers, her expertise and knowledge of the subject ensured even the most seasoned housekeeper left with lots of new ideas on how to further improve cleaning and service standards.”

Joyce Webb – Group Training Manager,
Principal Hayley Hotels and Conference Venues

Get going!..

Enquire today:

01256 844455

HotelServicesCustomerSupport@theAA.com

2011 - 2012



ROSETTE AWARD

AA



AA Hotel Guide

Holiday Inn
Basingstoke
Grove Road, Basingstoke

The Hampshire
Hotel
Centre Drive, Centre
Basingstoke

Audleys Wood
Alton Road, Basingstoke

Apollo Hotel
Aldermaston Road
Basingstoke

Random Hotel