



MEMBERSHIP BENEFITS

Working with you

Recognising



Excellence

AA Recognition

- Annual inspections carried out by your AA inspector, a valuable resource within the hospitality industry who you can call on throughout the year for their professional advice. *
- Post-inspection discussion with your AA inspector. An opportunity to ask questions and discuss any feedback with the aim of improving the guest experience. This gives you the opportunity to share best practice and great ideas. *
- Benefit from the personal service provided by both the AA trained inspectorate and in house Customer Service team.
- STR data is used to enhance our hotel inspection reports giving independent hotels an idea of where they sit in the market place and something to bench mark themselves against.*
- Annual star rating and awards certificates.*
- New members receive a free wall plaque to promote and advertise their AA Recognition and quality rating.
- The AA offers a range of awards for full members of the Hotel and Guest Accommodation scheme. * These include:
 - Gold Star awards for the best guest accommodation.
 - Breakfast and Dinner awards for guest accommodation.
 - New Breakfast award for Hotels from October 2016
 - Inspectors' Choice Red Stars for outstanding hotel
 - Silver Stars awarded to highly recommended hotels and guest accommodation with a superior level of quality.
 - AA Rosettes are awarded for culinary excellence making them among the finest restaurants in the UK.
- Eligibility for our prestigious annual Hospitality Awards. The event celebrates the best of the best in the industry benefiting from great press coverage and marketing benefits.*
- Unlimited use of the UK's most trusted brand in all of your promotional material helping to endorse the quality of your business.
- Quarterly InTouch magazine produced in association with the Caterer provides regular AA and industry updates, keeping you abreast of current trends, news and events.
- The opportunity to attend free workshops throughout the year where you can network with peers within the industry, meet the inspectorate team and benefit from the expert knowledge of some of our partners.

Partner Benefits - Please note that all membership benefits are subject to change and are correct at time of going to print.



ReviewPro*

ReviewPro is the guest intelligence system where you can gain an invaluable understanding of your reputation, performance and operational strengths and weaknesses. It is an online dashboard that aggregates customer reviews from over 161 OTA's and review sites. Automatic alerts are generated to help pro actively engage with guests and take action when needed.

Email: theaa@reviewpro.com Web: www.reviewpro.com/theaa

The British Hospitality Association - 15% Discount

BHA is the private sector forum for the UK's 4th largest employer. The BHA aims to be the single most powerful voice actively championing the interests of the whole industry and its business partnership scheme. This enables the best suppliers and partners to the industry to participate in developing insight and sharing best practice. AA members benefit from 15% discount off a years membership. For more information

Call: 0207 404 7744 Email: membership@bha.org.uk Web: visit www.bha.org.uk

Institute of Hospitality - £50 off and waived fees

Join today and you will receive 18 months membership at Affiliate grade for £99 (normally £205) that's about £5.50 per month. Membership will run until December 2017.

Please quote discount code AA16. *This offer is valid until 31st August 2016 and is only applicable to NEW MEMBERS joining the Institute.

Call: 020 8661 4900 Email: membership@instituteofhospitality.org Web: www.instituteofhospitality.org

Direction Hospitality Training - 15% Discount

Online learning provides a flexible option for hotels to manage the training needs of their staff. Online training provides a consistent message of professional standards that can be used by managers to benchmark and develop members of staff.

Call: 01252 890995 Web: www.direction-associates.co.uk



Temple Spa - 20% Off

Temple Spa is a total lifestyle brand aimed at those who discern and demand the very best in skincare, aromatherapy and spa treatments. Placed in the luxury sector, Temple Spa products can be found in stores such as Harrods and Selfridges, Harley Street clinics, first class airlines, luxury spa and boutique hotels. Temple Spa offer AA members 20% off their products.

Call: 01903 719429 Email: andrewmowle@templespa.com Web: www.templespa.com



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An innovative British company who offer a simple to use online booking app to independent hotels, B&Bs and guesthouses. Manage your bookings from your own website and all the leading travel sites in just a few clicks. It's so easy - you can confirm the booking and take payment anytime, anywhere, on any device. Eviivo suite makes taking online bookings hassle free for small hotels and B&Bs. Subscribe now and receive your first 2 months free.

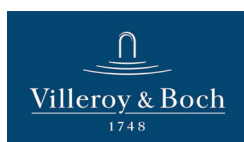
Call: 0800 422 0088 Email: enquiries@eviivo.com Web: www.eviivo.com



PSL - 3 Months Free Membership & More

PSL are the largest independent food procurement company in hospitality. As an AA member you can benefit from free access to PSL's food cost management workshops, free staff training sessions, 3 months free membership to PSL and unlimited access to 'What's in my Dish', the UK's leading allergen management and menu costing system at the exclusive rate of £8.00 per month.

Call: 01926 315 111 Web: www.psl-uk.co.uk Email: Gordonturner@psl-uk.co.uk quoting reference AA workshops, AA training, AA PSL for free or AA WIMD



Villeroy & Boch

Villeroy & Boch is a world leader in tableware and is renowned as an international brand which is continually at the forefront of innovation and design. Chefs around the globe appreciate the quality of Villeroy & Boch's porcelain designs as the basis for the perfect presentation of their culinary creations. Contact Villeroy & Boch to find your local distributor and hear about their latest offers and promotions.

Call: 020 8875 6011 Email: riz.zangie@villeroy-boch.co.uk Web: www.1748club.co.uk/tabletalk



STR Global

STR Global provides a single source of global hotel data to hotel operators, developers, financiers, analysts and suppliers to the hotel industry. As the eminent provider of benchmarking reports to the global hotel industry, their data covers daily and monthly performance forecasts, annual profitability, food and beverage, pipeline and census information. Their exclusive benchmarking process offers unparalleled insight for clients to evaluate how they measure up against their competitive aggregates and local markets.

Call: 0207 9221930 Email: info@strglobal.com Web: www.strglobal.com

Chargemaster – zero CO2 emission partner

Hotel Groups

Hotels with more than 10 establishments can have supplied free of charge, chargers for Electrical Vehicles (EV), installation and maintenance. The only cost to the establishments is the provision of electricity. The free chargers location needs to be approved by Chargemaster and needs to be publicly available and reserved for electric vehicles only.

Individual AA Hotel & Guest Accommodation

For independent establishments Charger units are supplied free of charge if the establishment installs the charger themselves within one month and provide the electricity free of charge.

The free charger's location needs to be approved by Chargemaster and publicly available and reserved for electric vehicles only. Installation cost is likely to be around £500 subject to location. A typical electric car such as a Nissan Leaf would use about £2.20 of electricity in charging overnight.

For all enquiries, Terms & Conditions and to sign up, please contact Chargemaster Key Account Manager at:

will.fowler@chargemasterplc.com

Food & Travel Magazine - Reduced Subscription

An annual subscription of just £24/year per establishment. If you wish to take bulk copies for your guest and public rooms then we could offer copies as low as £1.48 each (subject to quantity, minimum order of 50, for orders between 20-50 copies each month the price would be £1.65/copy. Both include delivery to one UK address)

To take advantage of this offer, log into **www.foodandtravel.imbmsubs.com** and then apply the **promo code 1942** in the box provided.



Partner Benefits *continued*



Belu Water – Free of Charge Filtration Systems

Whether you use bottled mineral water or filtration, Belu Water has the most sustainable and ethical solution for you. Belu Water is the UK's most ethical water brand, taking every initiative to reduce impact on the planet and giving ALL profits to the charity WaterAid, to end water poverty.

AA members are eligible to receive a FREE top quality filtration system in return for facilitating a £1 voluntary customer donation for WaterAid whenever filtered water is served.

To find out more and book in a free site visit,
contact Hannah hannah@belu.org 07983 148695 www.belu.org

AA Benefits

Driving School - £36.00 Off

Learn to drive with the AA Driving School, top ranked driving school in the Voxburner Youth Brands 2016. Our instructors believe the more you relax, the more you learn and if you enjoy your lessons, chances are you'll build up your confidence and driving skills. The AA Driving School exclusively uses fully qualified instructors. To get £36 off your first 6 hours with AA Driving School.

Call 0800 316 0513 & quote ref AP. Web: theAA.com/driving-school

AA Shop - 10% Off

Shop online to find great gifts for the car, home and leisure. For 10% off Simply visit theAA.com/shop and enter HOT10 in the shopping basket when prompted*

**10% off redeemed at the AA.com/shop when the code HOT10 is entered in the shopping basket. Cannot be redeemed with any other offer or promotional code. Includes free standard delivery (other delivery options available)*

AA Tyres - 2.5% Off

Buy your tyres online and get free mobile tyre fitting at home or work and at a convenient time to suit you.

Call 0800 0093528 quoting reference AAMB

*Please note that benefits are subject to change and are correct at time of going to print.
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Contact Us

For any queries please call our in-house customer service team:

Tel: 01256 844455

Email: HotelServices@theAA.com

Mon - Thurs 9am to 5pm Friday - 9am to 4pm

Training & Consultancy:

theAA.com/hospitality-solutions

Referral for payment/invoice queries call:

Tel: 01256 492424

Advertising Sales:

Tel: 01256 491546

Email: advertisingsales@theAA.com



Follow us on **@AAHospitality** and **@TheAA_Lifestyle** for regular updates on newest additions to the scheme, hospitality news content, interesting stories from our establishments, updates on the Awards events and much more!