

AA GUEST ACCOMMODATION RECOGNITION SCHEME

ASSOCIATE MEMBERSHIP

VALUE FOR MONEY PROMISE

**Are you already graded by a Tourist Board?
Become an AA Associate Member and maximise
your marketing potential.**

YOUR ANNUAL ASSOCIATE GUEST ACCOMMODATION MEMBERSHIP FEE OF £150 + VAT ENTITLES YOU TO THE FOLLOWING PACKAGE OF BENEFITS:

- **A free entry in the 2009 AA B&B Guide****, Britain's top selling accommodation guide available in W.H.Smith, Waterstone's and other leading high street bookshops
- **A free page and photograph on [the AA.com](http://theAA.com)**, the AA's award winning website. TheAA.com averages 2 million hits a week, and will undoubtedly provide you with access to your largest potential audience
- **Maximise your guest accommodation's visibility and exposure with the AA logo** on your signage, letterheads, brochures and advertising
- Entitlement to purchase AA signage to display your AA Associate Member status
- Opportunity to purchase display advertising in the AA B&B Guide to supplement your free entry
- Discounts on AA Business Insurance, AA Breakdown Cover, ATravelshop.com and Beacon membership



To start enjoying your status as an AA Associate Member, simply complete the application form and send it back to the following address with your payment and proof of your Tourist Board rating: AA Hotel Services, Fanum House, Basing View, Basingstoke RG21 4EA

- * This covers membership from date of purchase until 31 December 2008. Applications must be received before 31 May 2008 to be eligible. Associate membership only valid if establishment has a current rating from a tourist board.
- ** This short listing will contain your contact details, number of rooms, prices and restrictions. All benefits are under continual review and may change without prior notice.
- † Based on an average week of hits on theAA.com



★★★★★

RECOGNISING EXCELLENCE