

AA HOTEL 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 HOTEL MEMBERSHIP FEE OF £275 + VAT
ENTITLES YOU TO THE FOLLOWING PACKAGE OF BENEFITS:

- **A free entry in the 2009 AA Hotel Guide****, Britain's best-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**, 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 Hotel Guide to supplement your free entry
- Discounts on AA Business Insurance, AA Breakdown Cover, AAtavelshop.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.

*** Source: Nielsen BookScan TCM, sales by volume 52 weeks ending 21 April 2007.

† Based on an average week of hits on theAA.com



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RECOGNISING EXCELLENCE