

Online opportunities with theAA.com

Exciting new developments to benefit you

The AA has made some exciting changes to its travel and accommodation pages online at theAA.com/travel.

- Availability search now included in search tool for ease of "real time" booking
- Hotel and B&B search tool integrated to offer a comprehensive range of accommodation to customers and to drive more traffic to individual establishment pages
- Multiple image option available on the establishment details pages to showcase the establishment.

More exciting developments overleaf >>

The screenshot shows the AA.com website interface. At the top, the AA logo and tagline "For the road ahead" are visible. A search bar is present with a "Search >>" button. Below the header, a navigation menu includes "Breakdown Cover", "Insurance", "Financial Services", "Travel" (highlighted), "Motoring Advice", "Driving School", and "For Businesses". A sidebar on the left lists various travel categories such as "Hotels & B&Bs", "Self-drive Holidays", "Package Holidays", "Airport Parking", "Airport Hotels", "Car Hire", "Ferries", "European Holidays", "Eurocamp", "European Breakdown Cover", "Satellite Navigation Guide", "AA Member Benefits", "Travel Insurance", "Travel Inspirations", "Events & Attractions", "Maps, Guides & Travel Accessories", "Self Catering & Campsites", "Restaurants & Pubs", "Travel Advice", "Route Planner", "Map Finder", "Traffic News", and "Walks & Bike Rides". The main content area features a "Travel" section with a banner for "Fantastic hotel offers >>". Below this, there are tabs for "Hotels & B&Bs", "Holidays", "Self catering", "Ferries", "Airport parking", and "Car hire". A search form is provided with fields for "Select country:" (Great Britain, Ireland), "Enter a location: Street, town or postcode", "or name: Enter a name", "Check in date" (30), "Check out date" (Apr-25), and "No. of people: 1". A "Search >>" button is at the bottom of the form. To the right of the search form is a "FANTASTIC OFFERS >>" section with an image of a hotel room. Below the search form, there are two featured articles: "Havana ball >>" with an image of people dancing and a text snippet about Havana's ranking, and "Spa breaks >>" with an image of a spa pool and a text snippet about spa hotels.

Hotel Services



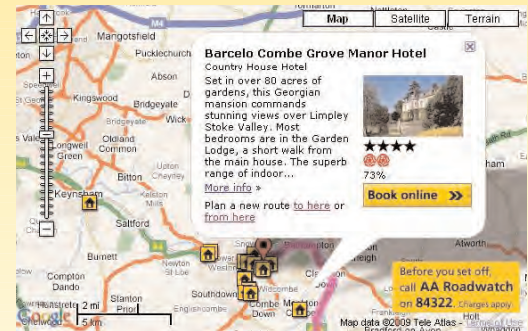
Increasing your bookings...

We are delighted to announce that the AA has now partnered with **Expedia** to provide its online booking service. This will provide a host of **new and exciting opportunities**, including a **search by availability** booking option available to members that use eviivo frontdesk or Expedia.

AA establishments linked to Expedia feature on Route Planner at the route's destination and also appear as pop-ups along the route.

Since this inclusion, traffic to individual establishment pages has **increased**, with **over 60%** of visits arriving via Routeplanner. This increased traffic has resulted in an **increase in online bookings** made through theAA.com, with sales figures currently up on last year's figures.

Advertise your offers on theAA.com!
For £250 + VAT per calendar month you can purchase an offer box on our Hotel and B&B landing page to link through to theAA.com's booking pages. This can be used to advertise any seasonal offers and deals you wish to promote.
Contact 01256 494974 or email jennifer.armstrong@theAA.com to book.



How can I benefit?

If you already use Expedia or eviivo frontdesk for online booking, you can immediately benefit from all these changes. If you are not signed up to either of these booking engines, visit Expedia's website at joinexpedia.com, or eviivo's website at eviivo.com, to find out how to get your establishment signed up to online booking.