

25%  
OFF!

# SPECIAL OFFER

Pay your joining fee today with nothing more to pay until January 2011!

Join the AA this summer\* and maximise your marketing potential by receiving a host of exclusive benefits...

## EXCLUSIVE AA BENEFITS FOR GUEST ACCOMMODATION INCLUDE:

Free listing in the relevant 2011 lifestyle guide**	Visit from an AA inspector - instant financial return on the new application fee. We pay you for the visit!
Professional report	A nationally recognised AA star rating
Free classification certificate	Free listing on the VisitBritain website
Free page on the newly updated travel and accommodation listings pages on theAA.com, including integration with the popular AA Routeplanner***	Welcome pack containing a free wall plaque. Use of AA logos and a range of other signs available.
Extensive range of online opportunities	Free subscription to INtouch, the members' newsletter
Possibility for inclusion in other relevant 2011 AA Lifestyle Guides	Eligibility for AA Hospitality Awards including the AA Rosette scheme
Advertising opportunities in the relevant 2011 lifestyle guide	Access to training and consultancy workshops
Your establishment's listing information and contact details made available for download to all users of the Garmin nüvi sat nav device.	

**PLUS** a whole range of offers and opportunities from other AA businesses and our partners within the hospitality industry (see overleaf for details)

## AA Recognition joining fee for Guest Accommodation

Rooms	Fee (exc. VAT)	Fee (inc. VAT)	25% discount fee (exc. VAT)	25% discount fee (inc. VAT)
1 - 4	£352.00	£404.80	<b>£264.00</b>	<b>£303.60</b>
5 - 10	£400.00	£460.00	<b>£300.00</b>	<b>£345.00</b>
11 +	£475.00	£546.25	<b>£356.25</b>	<b>£409.69</b>

\* Offer valid until end August 2009

\*\* Entry will be in the 2011 AA B&B Guide published in September 2010

\*\*\* Restrictions apply

## HOW TO JOIN

Return the following documents in the pre-paid envelope provided or contact 01256 844455:

- Completed application form
- Payment
- Colour photograph of your establishment (this can be emailed to [lisa.becousse@theAA.com](mailto:lisa.becousse@theAA.com))

## Great Deals with the AA

Save **25%** on **AA Breakdown Cover** for new AA Breakdown Cover Members

Save **10%** on subsequent **AA Breakdown Cover** renewals - Tel: 0800 048 0075

**£36 off** a block booking of 12 lessons with **AA Driving School** - Tel: 0800 975 3381

**10% off** bespoke **AA Signs** for events and traffic management - Tel: 0800 731 7003

**5% off** **AA Getaways** - Tel: 0871 222 1166

**Great deals** from **AA Insurance** and **AA Financial Services** - visit [theAA.com/finance](http://theAA.com/finance)

**10% off** already discounted prices on all purchases made at [AATravelshop.com](http://AATravelshop.com)

## Online opportunities

The AA's website at [theAA.com](http://theAA.com) currently receives in excess of 8 million visitors per month - you can make the most of your online exposure with the following opportunities:

**Sign up to online booking** with **Expedia**. Customers can check availability and book online immediately in real-time. Visit the website at [joinexpedia.com](http://joinexpedia.com)

**Sign up to online booking for small establishments** with **eviivo**.

Worth £495 + VAT, the eviivo frontdesk booking system is available to establishments for just **£95 + VAT**. Tel: 0800 422 0088

**Sell gift vouchers** through your own website with **SK Chase** - SK Chase sets establishments up with an online voucher catalogue to complement their website. Printing and postage services are provided alongside their software. Tel: 0870 609 4513



## Other partnership opportunities

**Two years'** beacon membership for the price of one - beacon are the UK's largest purchasing consortium for the independent hospitality industry.

Tel: 01904 695588

**Free Best Practice Forum** audit **worth £95 + VAT** - the Best Practice Forum encourages businesses to introduce new ideas and innovation by adopting or adapting best practice. Tel: 020 8977 4419

**Free Best Practice Forum** "Excellence Through People" starter pack **worth £45 + VAT**. Tel: 020 8977 4419

**10% off** a year's **British Hospitality Association** membership for new subscribing members joining by 30 May 2009. The British Hospitality Association is the national trade association for the hospitality industry, representing over 9,000 hotels and 11,000 restaurants. Tel: 020 7404 7744

