

# Fee Held at 2009 Annual Fee Price - Join Now!

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

**SPECIAL  
OFFER!**

Join the AA now and maximise your marketing potential for 2010\* by receiving a host of exclusive benefits...

## EXCLUSIVE AA BENEFITS INCLUDE:

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

Rating	Fee (exc. VAT)	Fee (inc. VAT)
1 - 4 Rooms	<b>£240.00</b>	<b>£276.00</b>
5 - 10 Rooms	<b>£292.00</b>	<b>£335.80</b>
11 +	<b>£341.00</b>	<b>£392.15</b>

\* Offer valid until end December 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 [HotelServicesCustomerSupport@theAA.com](mailto:HotelServicesCustomerSupport@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

Terms and Conditions apply

The AA's website at [theAA.com](http://theAA.com) currently receives in excess of 10 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



**Expedia**



**eviivo**

## 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

