

## Partnership offers

### Get a great deal with the AA

#### AA Breakdown Cover

Save as much as 34% off our online prices at enrolment and 20% at renewal  
To join call: 0800 048 0075 & quote ref F0547

#### AA Driving School

£36 off your first 6 hours with AA Driving School  
Call: 0800 316 0513 & quote ref AP  
Email: [Drivings@theaa.com](mailto:Drivings@theaa.com)  
Web: [theAA.com/driving-school](http://theAA.com/driving-school)

### Great deals with partners in the industry

#### eviivo

eviivo have been championing small independent hotels, B&Bs, and guesthouses for over 10 years. Their user-friendly, all-in-one online booking solution lets you manage bookings from your own website and leading travel sites in just a few clicks. Save up to £295+VAT on training and set up fees and get your property and rooms marketed on the world's leading travel websites including Expedia, Hotels.com, LateRooms, TripAdvisor and scores of specialised local tourism websites.  
Call: 0800 422 0088 Email: [enquiries@eviivo.com](mailto:enquiries@eviivo.com) Web: [www.eviivo.com](http://www.eviivo.com)

#### Beacon

Beacon has been the purchasing partner to the AA for the past 7 years, and in that time has helped over 250 AA member hotels save money, and improve their profitability. Beacon brings together a range of dedicated suppliers and services to help grow your business, embedding added value, becoming a trusted part of your operations.  
Call: 01904 695588 Email: [all@beaconpurchasing.co.uk](mailto:all@beaconpurchasing.co.uk) Web: [www.beaconpurchasing.co.uk](http://www.beaconpurchasing.co.uk)

#### British Hospitality Association

AA-rated establishments joining the BHA for the first time are offered a 15% discount on their first year's membership when joining by 31 December 2015.  
Email: [membership@bha.org.uk](mailto:membership@bha.org.uk) Web: <http://www.bha.org.uk/join> (for more information)

#### Institute of Hospitality

The Institute of Hospitality is proud to be the professional network of choice for thousands of the hospitality industry's most inspirational talents.  
Save £52 off membership, with registration fees waived for individuals joining from AA-rated establishments; pay only £98 for 2015 membership  
Call: 020 8661 4900 Email: [rosalyn.berry@instituteofhospitality.org](mailto:rosalyn.berry@instituteofhospitality.org) Web: [www.instituteofhospitality.org](http://www.instituteofhospitality.org) (To download an application form, quoting reference AA2015)

#### Villeroy & Boch

Villeroy & Boch is a world leader in tableware and is renowned as an international brand which is continually at the forefront of innovation and design. Chefs around the globe appreciate the quality of Villeroy & Boch's porcelain designs as the basis for the perfect presentation of their culinary creations. Contact Villeroy & Boch to find your local distributor and hear about their latest offers and promotions.  
Call: 020 8875 6011 Email: [riz.zangie@villeroy-boch.co.uk](mailto:riz.zangie@villeroy-boch.co.uk) Web: <http://www.1748club.co.uk/tabletalk/>

#### BriefYourMarket.com

BriefYourMarket.com is an all in one marketing communications platform that helps you reach new guests, automate your marketing and create beautiful campaigns using email, print, SMS and more. The ability to cleanse and add to your database as well as to send automated messages are just two of the benefits of this clever platform.  
Already used by many top hotels, BriefYourMarket.com would love to offer AA members an exclusive £300 saving.  
Tel: 0344 800 8424 Email: [info@briefyourmarket.com](mailto:info@briefyourmarket.com) Web: [www.briefyourmarket.com](http://www.briefyourmarket.com)

Full details including terms and conditions of all offers and benefits are available at [theAA.com/hotel/benefits.html](http://theAA.com/hotel/benefits.html)  
Please note that benefits are subject to change and are correct at time of going to print.  
AA Media Limited. Registered office: Fanum House, Basing View, Basingstoke, Hampshire, RG21 4EA.

# MEMBERSHIP BENEFITS

## Working with you

Hotel Services – Recognising excellence



## Making the most of your recognition

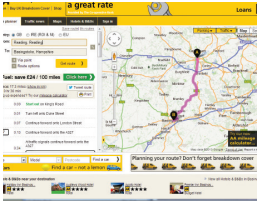
- Unlimited use of an internationally recognised brand, star rating\* and awards\* in all of your promotional materials to help support the quality endorsement of your business.
- \* New members receive a free wall plaque to display and promote the star rating.
- Other signage is available to help promote and advertise your AA Recognition and quality rating.
- \* Annual star rating and awards certificates are provided for display to demonstrate a sign of quality.
- \* The AA offers a range of awards for full members of the Hotel and Guest Accommodation scheme which include:
  - Gold Stars awarded to the best Guest Accommodation.
  - Breakfast and Dinner awards for Guest Accommodation.
  - Red Stars and Inspector Choice are awarded to the best Hotels.
  - AA Rosettes are awarded for culinary excellence making them among the finest in the UK.
- \* Awards are displayed in the guide books and on the mobile applications which are available for download on IOS, Android and Windows 8
- \* Eligibility for our special annual Hospitality Awards. The hospitality events celebrate the best of the best. Benefit from great press coverage and enhance your marketing channels.
- Quarterly InTouch magazine produced in association with Caterer and Hotelkeeper provides regular AA and industry updates, keeping you abreast of current trends, news and events.
- Access to training and consultancy, at an additional cost, to help improve and maintain standards in your

## How to get the best from your experienced AA inspector\*

- \* An experienced AA trained inspector will visit as a mystery guest for an overnight or day visit.
- \* Make the most of your post-inspection discussion with the inspector. Ask questions and discuss any feedback with the aim of improving the guest experience. Share best practice and great ideas.
- \* We pay the bill for any routine overnight visit so you get an instant return on your fee.
- \* You will receive a full in-depth report either written or emailed after each inspection outlining the strengths and areas with scope to improve within your business.
- \* The report enables you to take on board any advice, give constructive credible feedback to your teams and identify any areas for improvement. Contact your inspector for advice throughout the year.

\*Associate and AA Advertised membership do not receive these benefits. This membership is a marketing-only option. Please note that all membership benefits are subject to change and are correct at time of going to print.

### AA Route planner



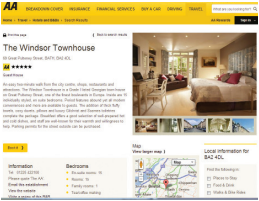
4.3 million routes per week

### AA Website



2.8 million sessions per week

### Online booking



Direct bookings. No commission

### AA Mobile Apps



4 million downloads

### AA Branding



Internationally recognised brand

## Marketing your business

- Full page on theAA.com travel section with five free images.
- Direct booking link, no commission charged by the AA for online bookings.
- Link from your establishment page on theAA.com to your own website included - this will enable visitors to browse your website and book direct.
- Integration with AA Route Planner & Route Planner Hotels tab (Average weekly sessions to route planner is 4.3 million routes per week).
- \* Your AA rating added on to your Trip Advisor page highlighting you are quality assured.
- Inclusion in the next edition of our best-selling AA Hotel or B&B Guide with the option to take additional advertising to enhance your entry (guide books are published in September)
- Inclusion in the AA Hotel or B&B mobile apps across all major platforms Apple/Android & Windows 8.
- \* Free inclusion in the next edition of the Restaurant Guide, mobile apps and theAA.com if awarded Rosettes.
- Remember to check your pages on theAA.com and up-date us with any changes.
- Pre-populated questionnaires are sent annually. Make sure your information is up to-date. Remember to complete and return.

## Customer Care

For any customer queries or benefits please contact our UK-based customer care team

Call: 01256 844455 Email: [HotelServicesCustomerSupport@theAA.com](mailto:HotelServicesCustomerSupport@theAA.com)

Mon - Thurs 9am to 5pm Friday - 9am to 4pm

- Email us your images for theAA.com
- For changes to your details on theAA.com
- For logos & range of signage options.

\*Referral to an inspector for inspection queries.

- Change your booking link

- Training & Consultancy referral for discounted services [theAA.com/hospitality-solutions](http://theAA.com/hospitality-solutions)

- Change of Ownership.

- Referral for payment/invoice queries call 01256 492424

- Advertising sales contact 01256 491546 or email [advertisingsales@theaa.com](mailto:advertisingsales@theaa.com)

### Follow us on twitter!

Follow us on @AAHospitality and @TheAA\_Lifestyle for regular updates on newest additions to the scheme, hospitality news content, interesting stories from our establishments, updates on the Awards events and much more!



### AA Guides



Best selling

### AA Awards



Further recognition

### Example of spread in Lifestyle Guide



Increasing awareness

### AA Newsletter



Industry updates

### Training



Helping you improve