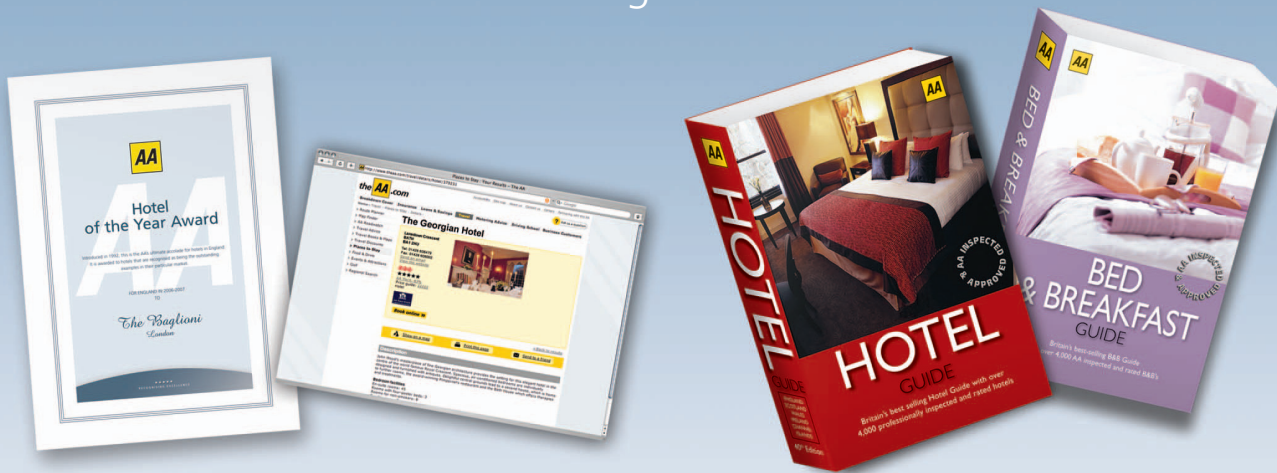


Marketing Benefits for AA recognised establishments

An introduction to the AA Recognition Scheme



Hotels and guest accommodation applying for AA recognition receive much more than just an inspection and AA rating. You will also have access to a comprehensive package of marketing benefits. **Please contact us to request a brochure.**

- ✓ **Free listing** in the relevant best-selling lifestyle guide
- ✓ **Routine visit** from an AA inspector
- ✓ A nationally recognised **AA star rating**
- ✓ Use of AA logos and **range of signage**
- ✓ **Free certificate** for display on the premises
- ✓ **Free page on theAA.com**, including a photograph of your establishment and your contact details
- ✓ Opportunity to **add a hotlink** to drive traffic directly from our website to yours
- ✓ Opportunity to sign up to our **new online booking service**
- ✓ Opportunity to **increase your establishment's visibility** within the guide by booking advertising space
- ✓ Eligibility for annual **AA Hospitality Awards**
- ✓ Opportunity to participate in **AA PR & marketing plans**
- ✓ **Free subscription** to INtouch members' newsletter
- ✓ Potential **inclusion in other relevant UK travel guides** or leading titles from AA Publishing
- ✓ Opportunity to add the **AA Routeplanner** to your site to help visitors plan their journey
- ✓ Dedicated and **committed customer support**
- ✓ Opportunity to **join us as an Associate Member***
- ✓ **Save 50%** on membership with Beacon**
- ✓ **Save 10%** on AA Business Insurance
- ✓ **Save 15%** on AA Breakdown Cover
- ✓ **Save 10%** on AAtravelshop.com

*AA Associate Membership

Hotels and guest accommodation who are rated by VisitBritain, VisitScotland or Visit Wales are eligible to join the AA as an Associate Member, which means that the AA accept the rating given and recognise the establishment on a purely marketing basis.

Contact Us (Monday to Friday, 9am to 5pm)

Tel: 01256 844455 **Email:** HotelServicesCustomerSupport@theAA.com

**Not available in Northern Ireland



RECOGNISING EXCELLENCE