

# AA

# MEMBERSHIP BENEFITS

Working with you

Recognising



Excellence

## AA Recognition\*\*

- Annual inspections carried out by your AA inspector, a valuable resource within the hospitality industry who you can call on throughout the year for their professional advice. \*
- Post-inspection discussion with your AA inspector. An opportunity to ask questions and discuss any feedback with the aim of improving the guest experience. This gives you the opportunity to share best practice and great ideas. \*
- Benefit from the personal service provided by both the AA trained inspectorate and in house Customer Service team.
- STR data is used to enhance our hotel inspection reports giving independent hotels an idea of where they sit in the market place and something to bench mark themselves against.\*
- Annual star rating and awards certificates.\*
- New members receive a free wall plaque to promote and advertise their AA Recognition and quality rating.
- Inclusion in our B&B or Hotel Guides (published annually in September) with the opportunity to add additional advertising.
- The AA offers a range of awards for full members of the Hotel and Guest Accommodation scheme. \* These include:
  - Gold Star awards for the best guest accommodation.
  - Breakfast and Dinner awards for guest accommodation.
  - Breakfast award for Hotels
  - Inspectors' Choice Red Stars for outstanding hotel
  - Silver Stars awarded to highly recommended hotels and guest accommodation with a superior level of quality.
  - AA Rosettes are awarded for culinary excellence making them among the finest restaurants in the UK.
- Eligibility for our prestigious annual Hospitality Awards. The event celebrates the best of the best in the industry benefiting from great press coverage and marketing benefits.\*
- Unlimited use of the UK's most trusted brand in all of your promotional material helping to endorse the quality of your business.
- Quarterly InTouch magazine produced in association with the Caterer provides regular AA and industry updates, keeping you abreast of current trends, news and events.
- The opportunity to attend free workshops throughout the year where you can network with peers within the industry, meet the inspectorate team and benefit from the expert knowledge of some of our partners.
- Full page on the AA.com with links to your own web page, direct booking and up to 5 landscape images.

## Partner Benefits\*\*



### ReviewPro\* - Free AA version of Reviewpro dashboard to manage online reviews and feedback\*\*\*

ReviewPro is the leading provider of Guest Intelligence solutions for the hospitality industry and helps accommodation providers understand the impact and implications of guest feedback/reviews. The AA ReviewPro on-line tool will help you to manage and respond to reviews and to prioritise where action is needed to drive higher guest satisfaction.

**For further information about the tool visit [www.reviewpro.com/theaa](http://www.reviewpro.com/theaa) or sign up and take advantage of this FREE benefit:**

- **Send your contact name and email address to [hotelservices@theaa.com](mailto:hotelservices@theaa.com) and you will be sent a login by Reviewpro to access the online tool**
- **Webinars are available to help you get the most from the application which his simple and straightforward**

\*\*\*Free version available to new Reviewpro members, existing members please speak with your account manager

### The British Hospitality Association - 15% Discount

BHA is the private sector forum for the UK's 4th largest employer. The BHA aims to be the single most powerful voice actively championing the interests of the whole industry and its business partnership scheme. This enables the best suppliers and partners to the industry to participate in developing insight and sharing best practice. AA members benefit from 15% discount off a years membership. For more information

**Call: 0207 404 7744 Email: [membership@bha.org.uk](mailto:membership@bha.org.uk) Web: visit [www.bha.org.uk](http://www.bha.org.uk)**

### Belu Water – Free of Charge Filtration Systems

Whether you use bottled mineral water or filtration, Belu Water has the most sustainable and ethical solution for you. Belu Water is the UK's most ethical water brand, taking every initiative to reduce impact on the planet and giving ALL profits to the charity WaterAid, to end water poverty. AA members are eligible to receive a FREE top quality filtration system in return for facilitating a £1 voluntary customer donation for WaterAid whenever filtered water is served.

To find out more and book in a free site visit,  
**contact [Hannah hannah@belu.org](mailto:hannah@belu.org) 07983 148695 [www.belu.org](http://www.belu.org)**

**Institute of Hospitality – Join the industry’s professional body for £99 (over 40% discount off annual membership)**

The Institute of Hospitality is the professional body for individual managers and aspiring managers working and studying in the hospitality industry.

Being a member demonstrates your commitment to professional management to both your staff and your guests. The better informed you are, the better equipped you will be to manage your business.

Visit [www.instituteofhospitality.org/AA2017](http://www.instituteofhospitality.org/AA2017) to see the full range of benefits and to join at the special £99 rate for AA members (quote AA17). Note this offer is for new members only.

**T: 020 8661 4900 E: [membership@instituteofhospitality.org](mailto:membership@instituteofhospitality.org) [@IoH\\_Online](http://www.instituteofhospitality.org)**

**PSL - Your food solutions partner**

We're your food solutions partner focussed on food procurement, recipe costing and allergen management for the hospitality industry.

We have a team of experts of more than 70, equating to over 1,000 years of experience within the hospitality industry. Our success has been based on forming lasting relationships with our clients, as well as more than 150 accredited suppliers who help to ensure we continually supply the highest quality standards of food whilst controlling costs and increasing profits and margin. Our clients, suppliers and staff members are the three key partners which form one formidable team, whereby success only occurs when all three stakeholders benefit.

**Call: 01926 315 111 Web: [www.yourpsl.com](http://www.yourpsl.com) Email: [info@psl-uk.co.uk](mailto:info@psl-uk.co.uk)**

**STR Global - Available to all AA members**

Free Market data, Plus 3 Month Free trial of our STAR programme  
Existing clients – 3 month Free Upgrade

How well is your hotel performing? Contact us to find out.

STR is the leading provider of hotel benchmarking worldwide. Whether your hotel is large or small, city based or in the countryside, Independent or part of a chain our data will shine new light on your performance within your market.

Join the 57,000 hotels worldwide using STR and see how we can help you make better business decisions.

**Call: 0207 922 1930 Email: [sales@str.com](mailto:sales@str.com) [www.strglobal.com](http://www.strglobal.com)**

**Food and Travel Magazine - Discounted subscription for AA members**

Save almost 50% off the cover price with an annual subscription to Food and Travel magazine for just £24 (normally £44). Every issue we bring you the destinations to visit, hotels and restaurants to know about, inspiring chefs, stunning ingredients and what's in season, in vogue and indispensable.

If you wish to join the hundreds of others who take bulk copies for their guest and public rooms, we can offer copies as low as £1.48 each (subject to quantity, minimum order of 50. For orders between 20-50 copies each month, the price is £1.65/copy. Both include delivery to one UK address).

**To take advantage of this subscription offer, visit [bit.ly/AAmembers](http://bit.ly/AAmembers) or call 01293 312 162 quoting 1954. For bulk copies, call Vanessa on 0207 501 0521. For those who prefer to read on the go, get your digital subscription at [bit.ly/fandtdigital](http://bit.ly/fandtdigital).**

**eviivo - 10% discount on the full eviivo suite subscription (offer available to new customers only)**

For anyone with rooms to sell and a story to tell. eviivo suite makes taking bookings hassle free for independent hotels, guest houses and B&Bs. Manage bookings from your website and all the leading travel sites in one simple click, confirm bookings and take payment, anytime, anywhere, on any device. Subscribe now to the full eviivo suite and receive 10% discount on your monthly subscription.

**Call: 0800 422 0088 Email: [enquiries@eviivo.com](mailto:enquiries@eviivo.com) Web: [www.eviivo.com](http://www.eviivo.com)**

**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: 0208 875 6017 Email: [riz.zangie@villeroy-boch.co.uk](mailto:riz.zangie@villeroy-boch.co.uk) Web: [www.1748club.co.uk/tabletalk](http://www.1748club.co.uk/tabletalk)**



## Partner Benefits *continued*\*\*



### Direction Hospitality Training - 15% Discount

Well trained staff is a must in hospitality but finding the time and budget can be a challenge. Direction Hospitality Training provide programmes of online learning written by professional hotel operators using best practice standards, at a fraction of the cost of standard courses. Translating classic training techniques to the screen, the online programmes provide a benchmark of service excellence in your business.

As SME specialists, Direction Training offer a special package to make training accessible to the smallest business along with a range of modules that can be bought directly from the website.

Call Judith or Graeme on 01252 890995 or e mail Judith on [judith@dtasc.co.uk](mailto:judith@dtasc.co.uk)

Website: [www.direction-associates.co.uk](http://www.direction-associates.co.uk)

## AA Benefits\*\*

### Driving School - £36.00 Off

Learn to drive with the AA Driving School, top ranked driving school in the Voxburner Youth Brands 2016 . Our instructors believe the more you relax, the more you learn and if you enjoy your lessons, chances are you'll build up your confidence and driving skills. The AA Driving School exclusively uses fully qualified instructors. To get £36 off your first 6 hours with AA Driving School.

Call 0800 316 0513 & quote ref AP. Web: [theAA.com/driving-school](http://theAA.com/driving-school)

### AA Tyres - 2.5% Off

Buy your tyres online and get free mobile tyre fitting at home or work and at a convenient time to suit you.

Call 0800 0093528 quoting reference AAMB

### AA Breakdown

Join now (any membership level) and receive 20% discount off the current online price. Offer open to new members paying on a continuous annual or monthly basis only. *AA Breakdown Cover is arranged by Automobile Association Insurance Services Limited which is authorised and regulated by the Financial Conduct Authority*

Telephone 0800 085 2721 quoting F1262.

*\*\*Please note that benefits are subject to change and are correct at time of going to print.*

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## Contact Us

For any queries please call our in-house customer service team:

Tel: 01256 844455

Email: [HotelServices@theAA.com](mailto:HotelServices@theAA.com)

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

Training & Consultancy:

[theAA.com/hospitality-solutions](http://theAA.com/hospitality-solutions)

Referral for payment/invoice queries call:

Tel: 01256 492424

Advertising Sales:

Tel: 01256 491546

Email: [advertisingsales@theAA.com](mailto:advertisingsales@theAA.com)



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