

AA QUALITY ASSURED ACCOMMODATION – ALL PRODUCTS



“AA Travel Guides offers 3 primary products for Accommodation Establishments.
AA Quality Assured endorsement qualifies your establishment to advertise in our publications:
The AA QA Accommodation Directory or the AA QA Accommodation Guide”

AA QUALITY ASSURED ACCOMMODATION (AAQAA)

Many Travel Agents and Tour Operators recognise AA Quality Assured Accommodation as the most consistent, reliable indicator of standards, and prefer to use AAQAA endorsed establishments above any other.

The travelling public is always looking for a level of quality in the accommodation they choose, and the AAQAA Programme offers them peace of mind that they are making the safe choice when they choose AA Quality Assured Accommodation. Do you have the AA Quality stamp of approval?

“Guests know they are making a **wise choice** when choosing AA Quality Assured Accommodation.”

We focus on the Guest Experience, rather than ticking off a list of criteria. AA Accredited Assessors rely on their experience and **spirit of discernment** to assess the experience a guest will have, and help the establishment to select the level of endorsement that best suits the style of the establishment.

The assessor is also aware that it is important to understand the nature and style of the establishment (eg. a guest at a full service hotel is expecting a very different experience from a guest at a homestay bed and breakfast establishment.)

AAQAA endorsement levels are Recommended, Highly Recommended and Superior. For a full understanding of the AAQAA endorsement levels criteria, visit www.aatravel.co.za (click on About AA Travel Guides > Endorsement Levels).

Main Benefits

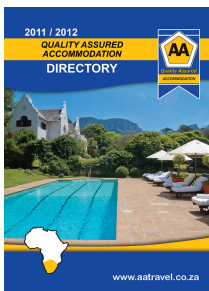
- **Assessment** and report by an experienced Quality Assessor.
- Use of the **AAQAA logo** in all your marketing material.
- **Endorsement level** ensures guest experience meets expectations.
- Meaningful and helpful **feedback** from the AAQAA assessor.
- **Complimentary basic listing** in the annual AAQAA Accommodation Directory (book).
- **Complimentary web page** on the official AAQAA website: www.aatravel.co.za
- **Qualify** to advertise in AAQAA publications.
- Benefit from the combined marketing efforts of AAQAA and its Quality Assured members.



Once your establishment has been endorsed by the AAQA Programme, you qualify to advertise in one of our publications:

AAQA ACCOMMODATION DIRECTORY

Size: A5 size, +-400 page book
Print run: 10 000 copies
Deadline for ads: 28 Feb 2011
Distribution: 3000 copies Tourism INDABA,
4000 copies to Travel Trade
3000 to QA establishments



All AAQA Accommodation establishments qualify for a **complementary basic listing** in the AAQA Accommodation Directory.
Limited advertising slots available on a first come first serve basis.

Targeted at Travel Trade

AAQA DL ACCOMMODATION GUIDE

Size: DL size, +-150 page booklet
Print run: 160 000 (2 editions x 80 000)
incl 20 000 AVIS branded covers
Deadline for ads: 31 Mar 2011 (first edition)
& 30 Sep 2011 (second edition)
Distribution: Local & International travel shows



Local shows: INDABA, Getaway, Beeld Vakansieskou, Hostex, etc.
Other distribution points include: Tourism Info offices, Airports, AAQAA members, etc.
International shows: WTM (London), ITB (Berlin), Vakantiebeurs Utrecht.

Targeted at the Travelling Public