



Multimedia Marketing
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Dear Suzanne,

Congratulations! Hampton Inn & Suites Deland has been named a 2019 AAA Inspector's Best Of Housekeeping hotel, an award that indicates your property's cleanliness and condition rank in the top 25% of the 27,000 AAA Inspected & Approved hotels. We know it takes tremendous commitment from your entire team to keep your property ready for AAA's discerning members, which reinforces our commitment to drive more AAA business to your property.

Here are some important reasons to celebrate this prestigious award:

- With over 59 million AAA/CAA members, we represent one of the largest independent leisure travel segment in North America.
- The trusted AAA travel products that feature your hotel listing are among the top reasons AAA/CAA members join and renew.
- AAA/CAA members spend \$40 billion a year on lodging and account for 31% of all room nights booked in the United States, according to DK Shifflet research.

We look forward to helping your property welcome even more AAA travelers through your door. In the coming days, we will reach out to let you know about options for promoting your 2019 Best of Housekeeping award in channels outside of AAA.com.

Again, congratulations on being recognized for delivering exceptional quality and service to guests.

Sincerely,

A handwritten signature in black ink, appearing to read 'Stacey Barber', with a long horizontal line extending to the right.

Stacey Barber
Executive Director
Travel Information & Content