



End-of-Year Special

Your AAA Email Package

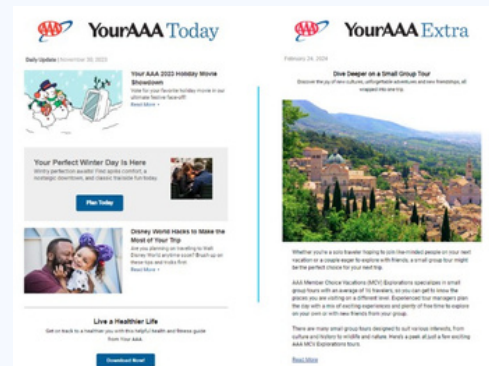
January through March, AAA Northeast books millions in sales. Our members are always asking us “Where should I go next?” Year-end is the perfect time to share WHY members should consider booking your destination for 2026 travel. For limited time only, we are offering an amazing rate for our email package. This provides partners with a dedicated email to AAA Northeast members to share your destination, feature hotels and inspire bookings.

Email Package Special

~~\$16,500~~ \$10,000

Dedicated content email sent to 1.5 million travelers in the Northeast. High-impact, co-branded package.

- Custom Content Article, up to 750 words
- Dedicated email sent to 1.5M members
- Email text ad sent to 1.5M members



Email packages must deploy November or December 2025 for this exclusive rate.



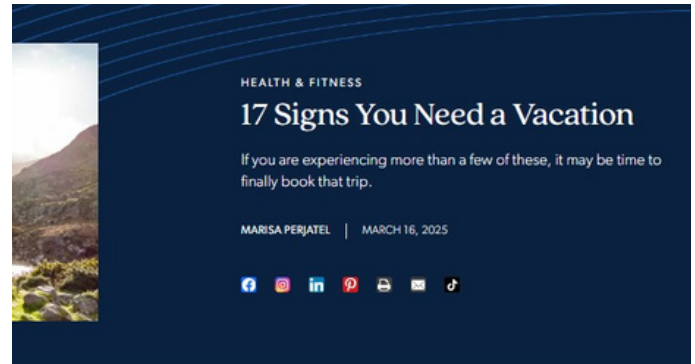
More about Your AAA Emails

Audience:

- Our dedicated emails are sent to **1.5M** members throughout Massachusetts, Rhode Island, Connecticut, New Jersey and New York
- Over **60%** open rate
- **87%** of members take action as a result of reading an article
- **2:44** is the average time spent reading
- **\$142K** average household income
- **Top Cities:** New York, NY, Boston, MA and Providence, RI

Opportunities:

- Inspire prospective travelers to consider your destination before AAA Northeast's busiest booking season (Jan-Mar)
- Drive significant traffic and engagement to your website or affiliate partners mentioned in the article
- Link to AAA.com for hotel transactions
- Content is evergreen on AAA.com and SEO optimized for organic searches after email deployment



portant than ever," according to a 2023 consumer / Sorbet's 2024 PTO report found that nearly two-e many business owners, stay-at-home parents ff have even less time for themselves.

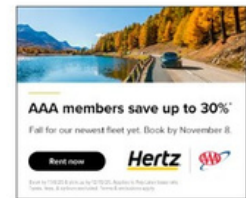
, but you can't constantly operate at full-speed rnout is real. Like a wind-up toy that's been e you start to slow down.



physical stresses that can be just as detrimental : reasons why you work so hard in the first place — r stress too. Don't discount the importance of a to get away with your family or are thinking of etter than ever.

me to get in touch with a [AAA travel](#)

13-5585 to speak with a travel advisor.



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Health & Fitness

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MERGING



YourAAA Extra

July 13, 2024

Get Rewarded for Seeing the World With Hyatt

Earn 5K Bonus Points in Latin America and the Caribbean and save up to 10% with your AAA membership.



If you're seeking an escape filled with rich culture, vibrant landscapes and luxurious accommodations, consider the enchanting possibilities of Latin America and the Caribbean.

When you register by Sept. 30, 2024, you can earn 5,000 Bonus Points for every three qualifying nights completed between July 15 and Oct. 14, 2024, at participating Hyatt hotels and resorts. Plus, save up to 10% with your AAA membership.

Whether you seek relaxation, adventure or a blend of both, these destinations promise unforgettable experiences that cater to every desire and interest. From the historic streets of Mexico City to the pristine beaches of Aruba and the lush rainforests of Costa Rica, your choice of destination starts with the perfect place to stay.

Here are a few options to get your planning started.

[Read More](#)

Explore Latin America and the Caribbean

Register now to earn extra Bonus Points for qualifying stays through Oct. 14, 2024.

[LEARN MORE](#)

SPONSORED BY HYATT



YourAAA Extra

June 15, 2024

A Hotel to Match Every Orlando Visitor

Find the perfect Hyatt property for your next family vacation, conveniently located near Orlando's top attractions.



Thanks to its deservedly world-famous theme parks, restaurants, performing arts, eco-tours and wildlife attractions, Orlando offers something for every type of family and traveler. And luckily, the same goes for hotel choices.

[Read More](#)

Summer in Orlando Never Looked Better

AAA Members can save up to 10% at exciting Hyatt hotels and resorts.

[LEARN MORE](#)

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Summer in Orlando Never Looked Better

AAA Members can save up to 10% at exciting Hyatt hotels and resorts.

[Learn More](#)



Explore Latin America and the Caribbean

Register now to earn extra Bonus Points for qualifying stays through Oct. 14, 2024.

[Learn More](#)



Case Study

WORLD OF HYATT

This AAA preferred hotel partner participated in two email packages with the objective of showcasing Hyatt properties in a top booked destination and educating members on the brand rewards.

A Hotel to Match Every Orlando Visitor

[Click to view](#)

Find the perfect Hyatt property for your next family vacation, conveniently located near Orlando's top attractions.

Get Rewarded for Seeing the World With Hyatt

[Click to view](#)

Earn 5K Bonus Points in Latin America and the Caribbean and save up to 10% with your AAA membership.

CAMPAIGN METRICS

Total sends: 3,588,662

Total opened: 1,857,421

Total unique opens: 1,483,845

Total clicks: 37,717

Unique clicks: 28,427