



It was such a pleasure meeting so many of you at the California Cultural & Heritage Tourism Symposium.

If your 2010 sales goals include reaching the lucrative and extensive AAA market, know that an ad in VIA Magazine reaches 2.7 million AAA member homes in Northern California, Nevada and Utah and an ad in Westways reaches 3.9 million AAA homes in Southern California – which is one out of every two households in California.

It is important for you to know that AAA membership is on the rise. Association membership, now at 51.5 million, increased for the sixth consecutive month in November. This is a direct testimony to the value members place on AAA's services, not the least of which is travel guidance and information.

And, according to Peter Yesawich, chairman and CEO of the Ypartnership, and a top predictor of travel behavior, value in business and leisure travel will continue to be in high demand in 2010. Yesawich further predicts that drive vacations and mid-priced hotels will be top choices for the 53% of U.S. adults who are planning to take at least one overnight leisure trip between now and April.

If you have questions or would like to receive a media kit please contact, Jerri or Linda.

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