



# 60 YEARS *of* AAA TRAVEL

CELEBRATING A RICH HISTORY OF EXCITEMENT AND EXPLORATION



"THE USE OF TRAVELING IS TO REGULATE IMAGINATION BY REALITY, AND INSTEAD OF THINKING HOW THINGS MAY BE, TO SEE THEM AS THEY ARE." —SAMUEL JOHNSON, BRITISH AUTHOR AND LINGUIST





Travel begins with a spark of curiosity and intrigue. As the journey progresses, it grows into an experience ablaze with awe and adventure, delight and discovery, fun and festivity. For 60 years, AAA Travel has placed these wonders within reach of our Members.

# TRAVEL *thro*

Since the U.S. State Department asked for help in boosting Europe's post-war economies in 1947, AAA Travel has promoted tourism around the globe. Over the years, the road has been paved with growth and accomplishments. Every twist, turn, and straightaway represents our fundamental itinerary: to help Members see—and experience—the world.

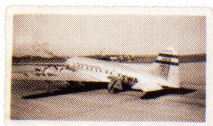
As AAA Travel celebrates our 60th anniversary as one of the country's largest leisure-travel agencies, we are meeting the varied needs of millions of vacationers. And as new avenues of exploration continue to open up, we'll be there to help show you the way.





1940s

TWA plane prepares to carry passengers to exciting destinations.



1940s

Cover holds a commemorative photo of a Thai Airways plane.



1940s

Sunbathing beauty relaxes poolside.



1940s

Travelers arrive in Egypt bound for adventure.



1940s

AAA tour group poses with Egypt's pyramids and Sphinx.



# ugh the AGES

## AAA Travel services—yesterday and today:

1947

Steamship and rail tour bookings

Sightseeing trips

Letters of credit

Stop-over reservations

Advice on foreign travel etiquette

*Carnet de Passages en Douanes*—a passport for your car

Lost-and-found assistance to help travelers retrace their steps to locate forgotten items

Car shipment within the U.S. or to a foreign country

2007

Airline reservations and cruise vacations—both domestic and international

Land tours—domestic and international

Hotel reservations

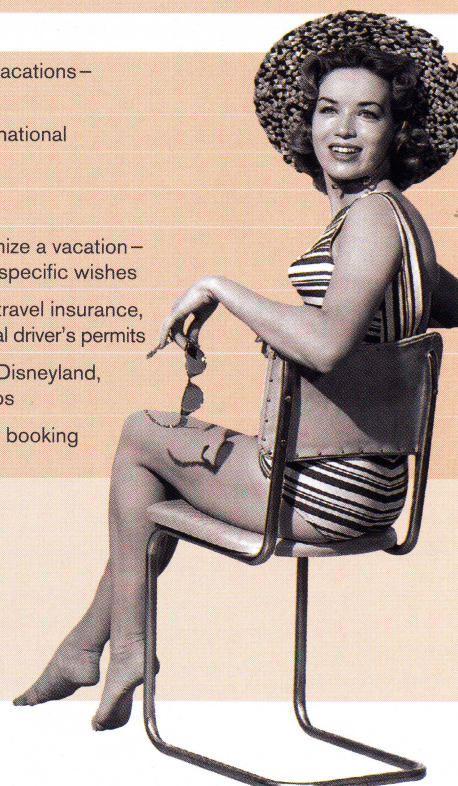
AAA Diamond Ratings

Travel consulting to help customize a vacation—anywhere in the world—to your specific wishes

Convenient services, including travel insurance, passport photos, and international driver's permits

Destination packages, such as Disneyland, SeaWorld, and Universal Studios

Online information and vacation booking at [AAA.com/travel](http://AAA.com/travel)





"ON THE AFTERNOON OF JUNE 23, THE SHIP NOSES DOWN THE HUDSON RIVER AND OUT INTO THE NEW YORK BAY. TEN GLORIOUS DAYS AT SEA FOLLOW, WITH DECK SPORTS, DANCING, LECTURES, AND SWIMMING IN THE SHIP'S NEW TILE POOL." –MOTORLAND MAGAZINE, MARCH 1949

1950s

AAA Travel agent assists with transportation and accommodations.



1950s

Classic Polynesian souvenir brings home lasting memories.



1950s

Aloha Airlines tour group arrives in Hawaii.



1950s

Movie camera captures the excitement of new places.



1960s

United Airlines ticket jacket means vacation time.



## AAA TRAVEL LAUNCHES PREMIER POST-WAR CRUISE

*In cooperation with the College of the Pacific in Stockton, California, AAA Travel organizes the nation's first tour of the Mediterranean and Near East following World War II.*

After World War II, the mood in the United States was one of increasing optimism. As the pace of life began to accelerate, focus turned toward European travel. Americans started looking beyond their borders for vacation options, and AAA Travel fulfilled their dreams by sponsoring tours to exciting and exotic locations.

One of the first post-war cruises was a cooperative effort between AAA Travel and the College of the Pacific. Bound for the eastern Mediterranean, it promised to be one of the most comprehensive and exploration-rich trips of its time.

**The journey began** with a transcontinental rail trip from the West Coast on June 20, 1949. Upon arrival in New York, participants in the tour boarded the *S.S. Khedive Ismail*, a newly refurbished ship staffed by British

officers. After 10 days at sea, the ship reached Marseille, its first port of call.

From there it sailed to Genoa and the Italian Riviera. Naples and the ruins of Pompeii. Egypt, Beirut, and Damascus. It cruised among the islands of the Aegean Sea, through the Dardanelles Strait in Turkey, and on to the historic mosques, museums, and bazaars of Istanbul. Additional overland trips carried travelers to Cairo's pyramids and Rome's cathedrals before departing on July 31 for the return transatlantic trip. The ship arrived in New York on August 9—more than six weeks after the cruise began.

This sea and land expedition was just the beginning of AAA Travel's commitment to carry people all over the globe, helping them to satisfy their travel passions and dreams.

**Today, we have expanded horizons** for our Members. As each year goes by, we add more and more destinations that abound with fascination, enchantment, charm, and discovery. While sightseeing was the order of the day 60 years ago, today's vacations are interactive adventures that allow travelers to truly experience the heart and soul of the places they visit. From bicycling to hiking ... from culinary cruises to volunteer travel ... from in-depth cultural experiences to wilderness getaways ... we provide it all.

When you're ready to take your next holiday, turn to AAA Travel. We'll create the vacations—you make the memories.

## AAA Show Your Card & Save® discounts

Your AAA Membership Card is your ticket to savings from thousands of merchants and attractions throughout the U.S., Canada, and abroad. Just show your AAA Membership Card to receive discounts on a wide variety of products and services, including:

Accommodations

Dining

Retail Products and Services

Automotive

Entertainment

Travel and Transportation





"CERTAINLY, TRAVEL IS MORE THAN THE SEEING OF SIGHTS; IT IS A CHANGE THAT GOES ON, DEEP AND PERMANENT, IN THE IDEAS OF LIVING." –MIRIAM BEARD, AMERICAN AUTHOR

## THE EVOLUTION OF CRUISING WITH AAA TRAVEL

*From steamships to jets ... from weeks to hours ... travel between the U.S. and the rest of the world has come a long way in 60 years.*

**In the late 1940s**, an article in *Motorland* magazine, now *VIA*, informed AAA Members, "Your association is now equipped to assist you in taking any kind of trip to almost any point in the world." Indeed, AAA Travel was sponsoring tours that included the spectacular and the sublime, with destinations that ranged from Egypt to England, Paris to Peru, Milan to Dijon.

**By 1950**, the membership of the California State Automobile Association (CSAA) stood at 200,000. And as the membership increased, so did the offerings of AAA

Travel. New destinations were featured, including Hawaii, Alaska, Mexico, South America, and around-the-world tours. While passenger ships grew larger and faster, the popularity of jet travel increased. AAA Travel gained distinction as the country's top provider of airline reservations, and CSAA Members numbered 400,000 by the end of the decade.

**In the 1960s**, ships changed their focus from crossings to cruises, to compete with air travel. Movie theaters, driving ranges, swimming pools, casinos, show

lounges, and a host of new amenities were added. With the expansion of the cruise industry, AAA Travel's expertise in this arena rose to the forefront. Of the 2.8 million Americans holding valid passports, 57 percent were AAA Members.

**The 1970s** represented the birth of the modern cruise industry. Many new ships were introduced on established routes such as the Caribbean and the Mediterranean, and destinations, particularly Mexico and Alaska, were added on a mass scale. Vessels were also getting larger, and

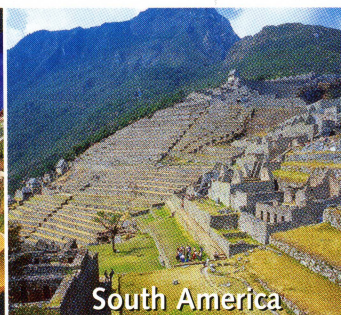
**General Tours<sup>SM</sup>**  
*World Traveler*  
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Asia



South America



Africa



Europe

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**AAA.com/travel**



"NOTHING SO LIBERALIZES A MAN AND EXPANDS THE KINDLY INSTINCTS THAT NATURE PUT IN HIM AS TRAVEL AND CONTACT WITH MANY KINDS OF PEOPLE." –MARK TWAIN, AMERICAN HUMORIST, WRITER, AND LECTURER

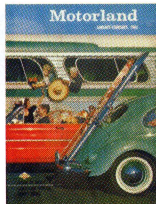
1960s

Couple enters port for the start of a European vacation.



JANUARY 1963

*Motorland* magazine cover celebrates the road trip.



1970s

Replica of an American Airlines 747 holds big memories in small scale.



1970s

TWA poster entices travelers with the wonders of Rome.



1970s

Poster depicts the traditions of Japan.



passenger capacity was expanding to 1,000 and beyond.

In the 1980s, cruise operators continued to refine onboard amenities, adding several features that are considered standard today: fitness and spa facilities, balcony and veranda cabins, and alternative dining

options that included 24-hour cafés, specialty restaurants, and round-the-clock room service.

The 1990s was the decade of the mega-ships—85,000- to 100,000-ton vessels capable of carrying 2,000 passengers. Greater emphasis was placed on shipboard

features and activities, including expanded casinos, golf, entertainment venues, spas, and fitness facilities, and the introduction of sports bars and art auctions.

With the new millennium have come the first 100,000-ton-plus, 3,000-passenger ships, offering specialty restaurants and



## AAA Travel & Trafalgar Tours

are celebrating 60 years of providing vacation memories that last a lifetime. Together we are dedicated to provide you the best way to see the world. Choose from nearly 300 worldwide itineraries that offer great variety, quality, value and reliability.

*Celebrating sixty years  
of creating cherished memories*



*Dream. Pack. And leave...the rest to us.*

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Ask about your special AAA member benefit.



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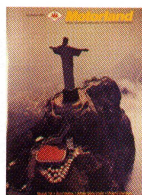


"THE WORLD IS A BOOK, AND THOSE WHO DO NOT TRAVEL READ ONLY ONE PAGE."

—SAINT AUGUSTINE, EARLY BISHOP OF HIPPO

**AUGUST 1975**

*Motorland* magazine cover features Rio de Janeiro.



**1980s**

Binoculars get sightseers up close and personal.



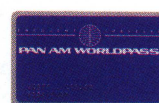
**1980s**

Young hula dancer entertains at a Hawaiian luau.



**1980s**

The Pan Am WorldPass marks the seasoned traveler.



**1984**

The AAA logo is a familiar sight to travelers.



unique activities, such as rock-climbing walls, ice-skating rinks, surfing, and movies under the stars. Innovative ship designs make it possible for the majority of cabins to feature private balconies.

**Today,** AAA Travel continues to provide expanded access to the world. Our newest offerings for 2007 include AAA Sojourns, featuring cultural tours of China, Peru, and Vietnam that afford the opportunity to spend time with local residents to learn about their culture, customs, and way of life.

AAA Sojourns include national and international trips via both land and sea, and provide one-of-a-kind, memorable experiences that get in touch with the pulse of a destination. Skilled guides know every

corner of the area, so you can count on them to bring sights and activities to life.

We also offer AAA Members opportunities to gain a sense of personal fulfillment by participating in one of many volunteer trips through our Ambassador Series. Created to help both people in need and the natural environment, these trips range from half-day to week-long excursions, including destinations such as U.S. national parks, Kenya, and Russia.

As we look forward to another 60 years of service, AAA Travel is again pondering the decades-old question of motorists and travelers alike: "Where shall we go from here?"



## AAA Travel facts and firsts

1947	1949	1956	1971	1997	2007
Tour services within the United States and around the world are offered, including cruises to the Great Lakes and Alaska and air travel to Mexico and South America.	The first major post-war cruise to the Mediterranean and Near East sets sail from New York and lasts nearly one and a half months.	As AAA Travel celebrates 10 years in service, an article in <i>Motorland</i> notes, "Ten days in Hawaii or Bermuda is no longer beyond the reach of the average working man."	Hundreds of tours and fly/drive trips are featured, and cruises are available to Mexico, Alaska, and destinations around the world.	AAA Travel celebrates 50 years, with services in 47 offices and two phone centers.	AAA Sojourns and Ambassador Series make new destinations, explorations, and experiences available to Members at more than 80 offices throughout Northern California, Nevada, and Utah.



"ACROSS AMERICA STRETCH MORE THAN A MILLION AND A HALF MILES OF SURFACED STREETS AND HIGHWAYS... IN EVER-INCREASING NUMBERS WILL GO TRAVEL-HUNGRY AMERICANS SEEKING THE FREEDOM AND ADVENTURE THAT ONLY A MOTOR TRIP CAN GIVE." –H.J. BRUNNIER, 1947 PRESIDENT OF AAA

1990s

Tourist visits the Roman Colosseum, a tribute to Italy's history.



1997

Commemorative plate depicts Holland American Line Rotterdam inaugural.



2000s

Couple enjoys a gondola ride on the canals of Venice.



2002

First AAA Sojourns catalog captivates travelers with exciting vacations.



2007

Newest AAA Sojourns catalog features expanded travel options.



## AAA TRIPTIK® ROUTINGS—TAKING TO THE HIGHWAYS

*There's pleasure, relaxation, and adventure awaiting you down the road—especially if you take the long way home.*

**To help drivers** successfully navigate a road trip, AAA produced the first TripTik in 1937. Travel counselors—armed with information from “pathfinders” who journeyed along the roads to measure distances and record conditions—outlined the recommended route on a large map. Individual “strip maps” were then pulled from the AAA library and bound into a compact book, indicating areas of construction, detours, and road closures.

**In the 1940s**, the federal government and the states embarked on a program to construct a 40,000-mile network of super-highways. Designed for both speed and safety, these roads afforded easy access to virtually every vacation area in the country—eventually expanding into Canada and Mexico.

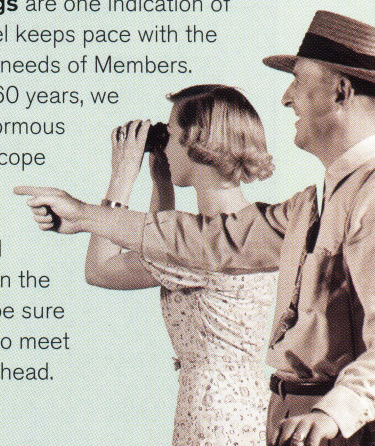
**The highways led to** parks and forests, where visitors could marvel at the beauty of Mother Nature ... to shrines and memorials, where great deeds were commemorated ... to quaint towns, where life was gentle ... to sun-drenched beaches, where relaxation was the order of the day.

**By the 1950s**, AAA Members were enjoying these excursions with the help of TripTik routings, which were fast becoming a popular form of automobile navigation. Accompanied by AAA TourBook® guides, travel folders, a list of AAA-Approved accommodations, and an emergency services directory, they provided a complete resource for travelers.

**Today**, the formula of yesteryear has been adapted and automated, and

Members can now customize TripTik routings online. In addition to driving directions and accommodation details, our online services also include traffic information and weather reports.

**TripTik routings** are one indication of how AAA Travel keeps pace with the ever-changing needs of Members. Over the past 60 years, we have made enormous strides in the scope of services we provide. As we look toward the next bend in the road, you can be sure we'll be ready to meet whatever lies ahead.



## The most popular travel destinations over the past 60 years:

1947	1957	1967	1977	1987	1997	2007
Caribbean, Mediterranean, England, France, Egypt	Hawaii, Alaska, Mexico, South America, Caribbean	British Isles, Germany, Switzerland, Italy, Scandinavia	Caribbean, Mediterranean, Africa, South Pacific, Greek Islands, Bermuda, Great Lakes, Alaska	Caribbean, Bahamas, Bermuda, Alaska, St. Lawrence Seaway	Hawaii, Alaska, Mexico, Italy, France, Hong Kong, China	Southeast Asia, Croatia, Dubai, Australia, Galápagos Islands, Antarctica, the national parks of the Southwest U.S.



"ONCE THE TRAVEL BUG BITES THERE IS NO KNOWN ANTIDOTE, AND I KNOW THAT I SHALL BE HAPPILY INFECTED UNTIL THE END OF MY LIFE." –MICHAEL PALIN, ENGLISH COMEDIAN, ACTOR, AND CREATOR OF TRAVEL DOCUMENTARIES

## AAA TRAVEL TURNS DREAMS INTO REALITIES

*Whether you're an adventurer or a sightseer ... an explorer or an art enthusiast ... a beach lover or a safari fan ... AAA Travel has just the right getaway to ignite your passion and delight your spirit.*

Vacations are a highly personal choice, which is why AAA Travel offers such a varied selection of getaway options. With so much to choose from, it's easy to find a great holiday tailored to what you enjoy most.

**If a luxurious vacation is on your agenda,** travel in style with AAA Sojourns. Options include African safaris, highlights of China and Vietnam, and tours of the French wine country. You can choose to cruise the Mediterranean and North Africa, explore New Zealand, or sail around the

world. For an in-depth cultural experience, journey into the heart of Japan, where skilled guides will escort you to temples and gardens, shrines and parks.

**If you prefer to stay closer to home,** indulge in a Las Vegas spa weekend, savor the majestic beauty of the Pacific Northwest, or get a taste of history and marine life in Carmel and Monterey. Enjoy a visit to the splendors of Yosemite, the sights of San Francisco, or the glory of Lake Tahoe.

### **Passionate about sports and adventure?**

AAA Travel can put you on skis in Switzerland and the Italian Dolomites ... in the divers' paradise of the Cayman Islands and Belize ... on the golf courses of Costa Rica and Rancho Mirage. We'll take you on a discovery tour of Ecuador and the Galápagos Islands, a journey to Mexico's monarch butterfly sanctuaries, an exploration of Panama's wondrous rainforest.

**If you're vacationing with children,** AAA Travel can help you select a destination



## At any one moment there are a million ways to enjoy Europe.

In 2007, sail for 12 days aboard the brand-new CARNIVAL FREEDOM<sup>SM</sup> on your choice of two exciting itineraries- Grand Mediterranean or Mediterranean and Greek Isles. For the most fun you can have on a Europe vacation, book a Carnival cruise today.

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\*Rates are per guest, double occupancy, capacity controlled and cruise only. Government taxes/fees (\$17-\$74) are additional per guest. Rates available on select sailings only. Restrictions apply. © 2006 Carnival Cruise Lines. All rights reserved. Ship's Registry: Panama.



"VALUE THE INTANGIBLES OF TRAVEL—THEY ARE THE TREASURES THAT ARE MORE BEAUTIFUL THAN GOLD OR DIAMONDS." —ALEXANDRA STODDARD, AMERICAN WRITER

that welcomes them and offers plenty of activities. As one of the largest suppliers of Disney® vacations, we offer an array of thrilling choices designed to generate fabulous memories. From houseboat holidays in the U.S. to London and Paris family adventures, you'll find fun-filled experiences that bring out the kid in everyone.

**Whatever strikes your fancy**, you can count on AAA Travel to come through with just the right vacation to generate an "ah-yes-that's-perfect" feeling. We'll give you the complete scoop on hundreds of destinations near and far—and we'll listen carefully to your special needs and wishes to ensure that you're satisfied every

step of the way. However you choose to explore the world, we'll get you there in comfort and style.

Now, isn't it time to start packing?

#### PLAY. EXPLORE. DISCOVER.

The same company you trust on the road can take you around the world. For a listing of AAA Travel's exciting vacation offerings, visit [AAA.com/travel](http://AAA.com/travel).

## ENTER FOR A CHANCE TO WIN AN EXCITING TOUR OF GERMANY...AND MORE

*To commemorate 60 years as one of the country's largest leisure-travel agencies, AAA Travel is celebrating with fabulous prizes.*

- GRAND PRIZE**—The Best of Germany, an all-expenses-paid, nine-day land tour for two adults, including round-trip airfare from a major U.S. airport.
- Be captivated by old-world charm, baroque splendor, and a fantasyland of sights.
  - Visit Frankfurt, Munich, Dresden, Berlin, the Bavarian Alps, and much more.
  - Explore castles and cathedrals, opera houses and palaces.
  - Travel any time between May and September 2007.

**ADDITIONAL PRIZES**—Two Magellan® RoadMate™ AAA Edition RS2.0 GPS units

To enter to win one of these fabulous prizes and to review the official rules, visit us online at [www.AAA.com/60th](http://www.AAA.com/60th).



## THANKS TO AAA, YOU'LL ALWAYS HAVE A FRIEND ON THE ROAD

AAA has a new full-featured, compact GPS navigation system that includes turn-by-turn spoken and visual directions, color maps, and AAA TourBook® guide information. It also displays your location at the push of a button, so if you ever need Emergency Road Service, AAA can find your vehicle without a hitch. Enjoy service, convenience, safety, and cost savings all rolled into one portable device.

For more information and to make a purchase online, visit [AAA.com/gps](http://AAA.com/gps).

