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Headline: AAA Travel partners  
 with review platform

AAA’s recently launched Trip Canvas just got better. The Club is partnering with Feefo, the world’s largest reviews platform, to enhance the Trip Canvas experience.

Trip Canvas is AAA’s one-stop destination for users to plan their next vacation. Built-in travel savings, discounts and know-how can be found on the platform, and users will be able to see more than 18,000 reviews and ratings collected by verified AAA Members.

These reviews showcase feedback from AAA Members for hotels across the nation at which they stayed. This complements AAA’s Diamond designation – awarded to hotels and restaurants that pass rigorous onsite inspections conducted by trained experts who evaluate the guest experience by using consistent, objective criteria.

The unique combination of verified-traveler reviews and AAA’s unbiased professional inspections provides an unparalleled one-stop shop. This effort will continue to expand with the addition of cruise and tour reviews later this year.

Feefo’s verified ratings and reviews help AAA Members see what fellow consumers thought of their hotel experience from cleanliness, staff, room and location. These reviews, combined with AAA Inspector reviews, provide a holistic view of service-level expectations and cleanliness to travelers. AAA also will benefit from the business-building insights Feefo’s artificial-intelligence technology and tools provide.

“We are delighted to support the exciting launch of Feefo’s verified reviews and analytics platform on Trip Canvas,” said Tony Wheble, Feefo CEO. “This is a great testament to the strong relationships we have been building over the past year with AAA and their fantastic team all across the U.S.”

“We value the voice of our members and those who chose to travel with AAA,” said Paula Twidale, senior vice president of travel for AAA. “Trip Canvas is a dreaming tool designed for planning  vacations, and having the benefit of others’ experiences will help travelers curate  their perfect trip.”