

Everything You Love About Travel

You told us what inspires you. We listened.

BY LESLEY TKACZYK

Who better to recommend vacation experiences and destinations than other AAA Members, travelers who love roaming the globe as much as you do? Many of you responded to our 2010 annual reader survey, sharing your opinions and suggestions and telling us what travel experiences you enjoy. Here's what matters to you most on vacation.

88%

of our readers reported that they enjoy cultural or historical activities when they travel



Masai warriors in Kenya (left); Sacred Valley of the Incas in Peru (above)

Connecting with Local Cultures

Culture is at the top of Members' travel to-do list. Eighty-eight percent of our readers reported that they enjoy cultural or historical activities when they travel. In fact, connecting with local cultures was the top choice when you ranked your vacation priorities. Authentic experiences, like touring a Medieval castle with the owner as your guide or visiting a school in Africa, can bring a new level of cultural understanding and enjoyment to a vacation.

VACATIONS YOU'LL LOVE

Into Kenya and Tanzania

Journey through East Africa with AAA Sojourns for an incredible wildlife experience. The son of a tribal leader will teach you about Masai culture in your comfortable tented-camp at Ngorongoro Crater. Safaris with expert trackers give you close-up views of elephants, lions, leopards and more. At a local school, you'll learn about daily life in Africa.

Empire of the Incas

Explore the land of the Incas in Peru and Bolivia. You'll get in touch with local customs when you meet a shaman who blesses your journey. His insights into the spiritual nature of the Sacred Valley and Machu Picchu give context to your visit. At Lake Titicaca, meet locals who live on floating reed islands, just like their ancestors did. Plus, visit an Awanacancha farm where llamas and alpacas are raised.

Traveling in Relaxed Luxury

The majority of readers ranked unique dining and luxurious accommodations as top vacation priorities. Incredible meals and a superior hotel experience can bring your trip to the next level. When you combine exciting and adventurous activities, such as exploring the pyramids in Egypt, with exceptional meals and sumptuous accommodations, you get a complete—and completely satisfying—vacation.

VACATIONS YOU'LL LOVE

Sea Dreams

Enjoy access to unspoiled ports inaccessible by large ships on a yacht cruise from AAA Sojourns. Embark on a leisurely sailing through the Caribbean or explore captivating harbors that cling to the Mediterranean shore. Wherever you sail, dine outdoors on gourmet cuisine prepared with fresh ingredients.

River of the Pharaohs

Get an intimate view of Egypt on a small-group land and cruise vacation. See Cairo and its surrounding sights during an in-depth tour with an expert Egyptologist. You'll stay in a luxurious hotel and in an outside suite aboard a 5-star Nile cruise ship. Onboard, enjoy delicious meals served in an elegant atmosphere.



Nile River, Egypt

Where do you want to travel next?

Fill out the reader survey on the next page and your name will be entered to win an 8-night trip with AAA Sojourns to Australia!

IMAGES: (L TO R) GETTY, GETTY, ALAMY

Visiting Enticing Places

Traveling to alluring destinations is important to you. Our readers' interest in Central and South America continues to grow, and 48 percent of you want to read more about travel to Europe. But you don't need to pick a single destination and stay put when you travel. You can choose a vacation that takes you to a variety of cities, regions or countries. Or add on to a cruise or land tour to up the excitement factor and experience contrasts between cultures and destinations.

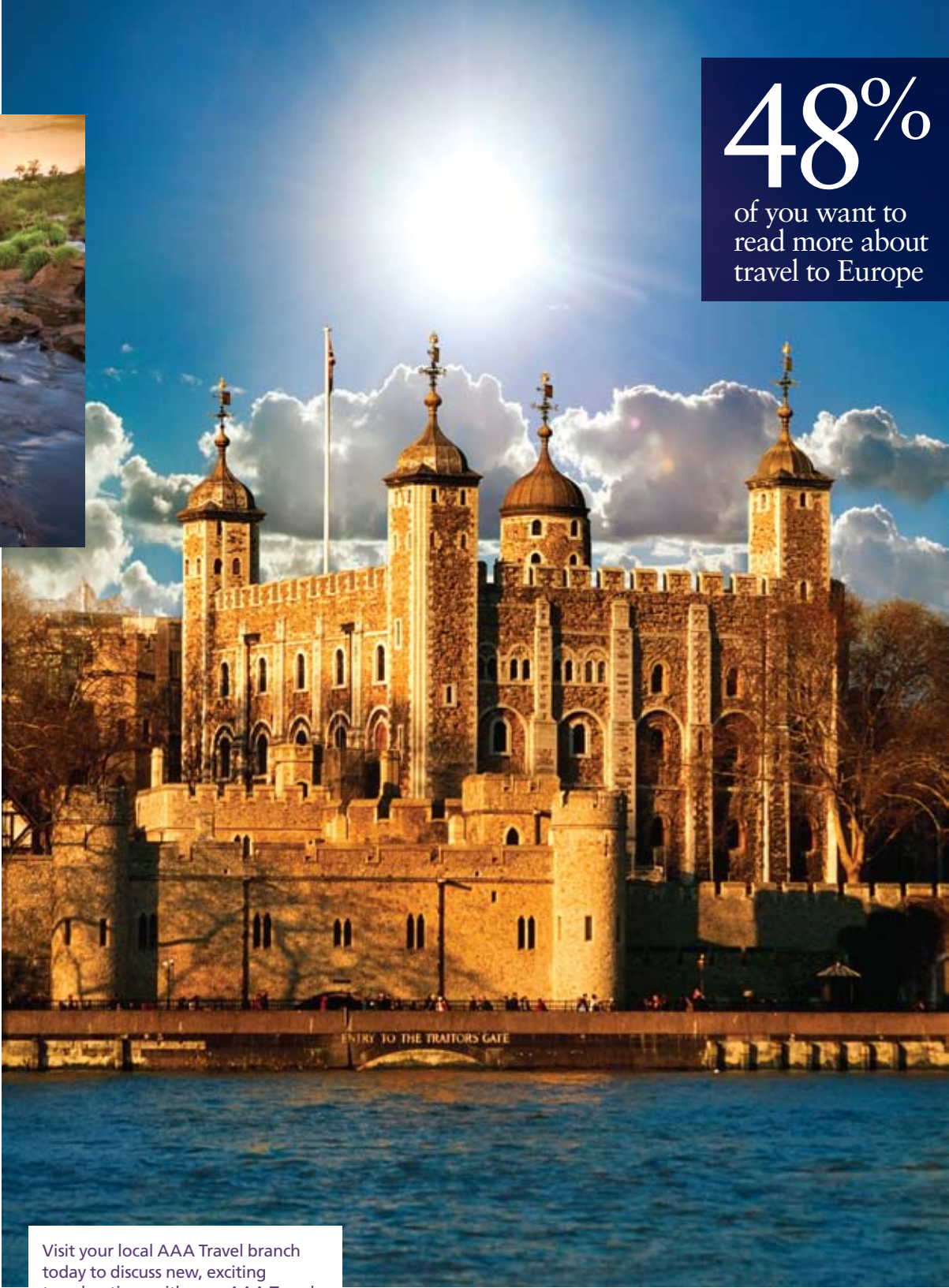
VACATIONS YOU'LL LOVE

Castles and Kings
Travel back in time during a trip to Paris and London. You'll feel the intrigue at the Tower of London, with its ravens and beefeaters. In Paris, meet artists during a hilltop walking tour of Montmartre. Let your imagination run wild at Notre Dame, picturing the famous hunchback riding high in the church's Gothic towers.

Glimpse of South America
Get acquainted with South America at the world-famous beaches in Rio de Janeiro and at thunderous Iguassu Falls on the Brazil/Argentina border. Enjoy traditional Argentine cuisine when you meet a local family during a home-hosted dinner in Buenos Aires.



Iguassu Falls on the Brazil/Argentina border (above); England's Tower of London (right)



48%
of you want to
read more about
travel to Europe



The Matterhorn, Switzerland

Taking Active Vacations

You like being physically engaged when you travel. More than 50 percent of our readers expressed interest in active vacations. Dynamic get-out-there-and-do-it vacations are perfect for travelers of all ages, including families with kids and active elders. Broaden your perspectives and get excited about new ways of seeing a destination, such as taking a walking tour through England or hiking in Costa Rica.

VACATIONS YOU'LL LOVE

Alpine Family Vacation
A trip to the Alps is a great European family holiday. Enjoy views of the Matterhorn as you fly over creeks and pine forests on zip lines and climb a ropes course. You'll relax with a bike ride around Lake Lucerne, and the kids will love visiting a husky camp where you can hike with frisky sled dogs.

Country walking in Italy
Slow down the pace with a AAA Sojourns luxury vacation along the Italian Riviera. On this walking tour led by an experienced guide, you'll travel footpaths only the locals know, immersing yourself in rugged landscapes. Stroll lemon groves and visit ancient fishing villages on aquamarine harbors. And enjoy upscale accommodations.

Lesley Tkaczyk is the Associate Editor of AAA Traveler.

52%
of respondents
told us they
enjoy active
vacations

IMAGES (L TO R) ALAMY, GETTY, GETTY

Visit your local AAA Travel branch today to discuss new, exciting travel options with your AAA Travel Consultant. Plus, don't forget to fill out our survey for your chance to win a trip to Australia!