

Why the best Hyatt Booking may not be a Hyatt Transfer

One of the most common pieces of advice in points and miles is:

TRANSFER CHASE POINTS TO HYATT



And often, that's excellent advice.

Hyatt remains one of the strongest transfer partners available, frequently producing outsized redemption value compared to other hotel programs.

But strong transfer partners are not automatic transfer decisions.

SOMETIMES THE BETTER QUESTION IS:

| *What booking channel creates the most total value?*

The example. Two-night stay. Two options.

The Seabird Resort in Oceanside, California, is a **Category 6 World of Hyatt property**.

OPTION 1:

Book Direct Through Hyatt

- 60,000 Hyatt points
- Cash rate: \$995
- Redemption value: **1.66 CPP**

OPTION 2:

Book Through Chase Travel

- 65,705 Chase points
- Cash rate: \$1,084
- Redemption value: **1.65 CPP**

At first glance, booking direct with Hyatt appears to win because it uses fewer points...

| *...and that's where many travelers stop their analysis.*

CPP is only part of the story.

Cost Per Point (CPP) tells us how efficiently points were redeemed against the room cost.

CPP does not account for:

- Statement credits
- Complimentary breakfast
- Booking-channel benefits
- Property credits
- Upgrade opportunities

→ CPP measures
the *value of the room*.
Not necessarily the
value of the decision.

What The Edit added.

Booking this through Chase Travel.

THE EDIT UNLOCKED:

- \$250 Chase statement credit
- \$100 property credit
- Daily breakfast for two
- World of Hyatt eligibility (*points earned on base rate + nights towards elite status*)
- Potential room upgrade
- Early check-in and late checkout (*when available*)

These benefits materially changed the value of the stay without materially changing the points cost.

Introducing ClearSkies VPP

ClearSkies VPP (Value Per Point) evaluates the *total value* created by a redemption.

SIMPLE
FORMULA

Total Realized Value ÷ Points Redeemed

- For this booking:

ROOM VALUE \$1,084	CHASE STATEMENT CREDIT +\$250	PROPERTY CREDIT +\$100
BREAKFAST FOR TWO +~\$100	WOH POINTS VALUE +~\$55	TOTAL REALIZED VALUE ~\$1,589
DIVIDED BY 65,705 Chase points	RESULT 2.42 VPP	<i>Suddenly, the comparison looks very different!</i>

The Strategic Takeaway

The goal is not to find the booking that uses the fewest points... it is to maximize value.

SOMETIMES THAT MEANS:

Transferring points	Booking through a portal	Paying cash
Taking advantage of credits and benefits that dramatically improve the economics of the trip		

- For this stay:

Option	Points Used	CPP	VPP	<i>The redemption values were nearly identical... the outcomes were not.</i>
Hyatt Direct	60,000	1.66	1.66	
Chase Travel/The Edit	65,705	1.65	2.42	