

CLEARSKIES

— CONCIERGE —



Portal Convenience vs Transfer Partner Strategy

Chicago → Berlin
Vienna → Chicago

The portal showed the easiest redemption.
Transfer partners revealed the better one.



Chicago → Berlin Vienna → Chicago

ORIGINAL PLAN

Book round-trip economy flights using Ultimate Rewards (UR) points through the Chase Travel Portal.

COST

~150,000 Chase points total
(~75k per person)

*The easy answer was available.
The better answer required a different search process.*

The portal option felt attractive because it was easy, immediate, and available to book.

ROUTING SHOWN IN THE PORTAL



ORD → LHR → BER



VIE → LHR → ORD

CABIN

ECONOMY

← Both Directions →

The portal option felt attractive because it was:

- Easy
- Immediate
- Available to book

But it locked the redemption into economy on long-haul segments.

Using transfer partners instead of the portal.

New Routing:

OUTBOUND

ORD → AMS → BER

RETURN

VIE → CPH → ORD

KEY DIFFERENCE

Long-haul segment on the return in SAS Business Class.

Instead of *redeeming* Chase Ultimate Rewards *in the portal*, the points were *transferred* to Chase *airline partners*.



USED TO BOOK

SAS Business Class | CPH → ORD

COST

75,000 points + ~\$100 tax

For the short European connection:

- VIE → CPH

TRANSFER

Chase UR → United MileagePlus

BOOKED

Austrian Airlines

COST

8,000 points + ~\$52 tax

The final redemption required more points → but changed the experience.

TOTAL ROUND-TRIP	PORTAL OPTION	DIFFERENCE
~184,000 points	150,000 points	+34,000 points

A modest increase in points bought a materially better long-haul return.

For an additional 34k points, two travelers were able to enjoy:

01

SAS Business Class

Lie-flat seat on the long-haul return.

02

Airport Lounge Access

Before departure.

03

Better Comfort

A significantly better 9-hour transatlantic flight.

*The point price changed.
The travel experience changed more.*

The portal showed the
easiest redemption

*Transfer partners revealed
the better one.*

Sometimes a modest increase in points unlocks a dramatically better travel experience.