



Don't Let Hotel Loyalty Cost You

*Loyalty is useful.
Blind loyalty is expensive.*

Same room. Same stay.
3x the points... or a better outcome.

No complexity.
Just a standard hotel booking.

Client needed:

- 1-night stay
- Bellagio (Las Vegas)
- Flexible booking options

Marriott Direct. (Points Booking)

MARRIOTT DIRECT

84,000 Bonvoy

Points booking.

CASH COMPONENT

\$55

Resort fee.

The points were available,
but availability alone does not make a redemption efficient.

“Using points because they had them.”

Points were being used,
but not optimized.

High
Redemption
Cost

84k points for a one-night stay.

No Earning

No points earned
on the stay.

Ecosystem Lock

The booking was locked into one currency system.

*The issue was not loyalty.
It was the default.*

Booked through Chase Travel.

POINTS USED

27,438

Chase Travel portal.

TOTAL VALUE

~\$453

Same room.
Same night.

BOOKING TYPE

Cash

Marriott loyalty
organized.

Added benefit:

- Stay qualifies as a paid booking with Marriott loyalty recognized
- Earns Bonvoy points (~10x - 17.5x per dollar, depending on status).

Same room. Different point efficiency.

OPTION A

Marriott points

- 84,000 points
- ~\$453 value

≈ 0.54 cents per point

OPTION B

Chase portal

- 27,438 points
- ~\$453 value

≈ 1.65 cents per point

→ THE EDIT PROPERTY + POINTS BOOST

Less than 1/3 of points. Same stay.

Earned Points

~4,500 to ~7,900
Bonvoy based on
loyalty tier.

Resort Credit

\$100 resort credit
included.

Breakfast

Complimentary
breakfast included.

FUTURE TRAVEL VALUE

~\$600

Retained points + earned points created future optionality.

Points are a currency.

*Where you spend them matters more
than where you earned them.*

CLEARSKIES
— CONCIERGE —