ClearSkies
CONCIERGE

Booking Channel Strategy

Same hotel. Different capital outcome.

Identical stay. Two ways to fund it.

Two-night stay at a Hyatt property - Identical room type - Identical dates.

OPTION 1

World of Hyatt Points Redemption
$0 out of pocket

- or -

OPTION 2

Amex Fine Hotels & Resorts
Cash + Credits + Earn

Hyatt Redemption.

POINTS USED
50,000
World of Hyatt points.

OUT OF POCKET
$0
Cash not deployed.

VALUE
~1.46 cpp
Redemption value.

> *A clean redemption, but not automatically the strongest outcome.*

FHR Booking Path.

Cash Stack

BASE RATE: **$894**

- - $300 Amex FHR credit
- - $100 property credit
- - Breakfast value: $70 - $140

EFFECTIVE NET
~$354 - $424
After credits and breakfast value.

MR EARNED
4,470
~$89 future travel value at 2cpp.

The paid path preserved a strong currency and generated > future value.

What if you offset the cash with MR to make option 2 $0 out of pocket?

MR REQUIRED
59,400
To make the booking $0 out of pocket.

DIFERENCE
9,400 more points
Than the World of Hyatt option.

OPPORTUNITY COST
~$188
At 2 cents per point.

Credits, earned points, and opportunity cost changed the answer.

CAPITAL PRESERVED
~$359 - $429 more
The FHR path preserved more capital than the Hyatt redemption, in this scenario.

> *Booking channel decisions alter capital outcomes - even when the stay is identical.*

ClearSkies does not default to *"always use points"* or *"always pay cash"*.

INTENTIONAL WEALTH IN ACTION

WE EVALUATE: Transfer partner impact | Earned currency | Credit stacking | Opportunity cost | Long-term currency strength.