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CONCIERGE

Booking Channel Strategy

Mileage vs. OTA Cash Booking

Upgrade instruments changed the capital outcome.

Two viable paths for Roundtrip United first class.

United MileagePlus Redemption

47,000 miles
+ $487 in cash

or

Amex Travel Booking

(airline of choice set to UA)

58,000 Membership Rewards
$0 out of pocket

The cheaper point price was not the whole answer.

OPTION 1 USES

11,000 *fewer points*

A lower point cost at first glance.

OPTION 2 PRESERVES

$487 *in cash*

Cash preserved immediatly.

But the analysis does not stop there.

Expiring upgrade instruments created a different priority.

PlusPoints

Available, but expiring.

United miles

Do not expire in the same way.

OTA Booking

Tickets as a cash fare on UA metal and is eligible for PlusPoints upgrades.

The booking channel determined whether an expiring instrument could be deployed.

The Amex path created multiple forms of preservation.

Preserve cash

$487 was eliminated out of pocket.

Deploy expiring value

PlusPoints could be used before expiration.

Retain miles

MileagePlus balance remained intact.

Maintain upgrade eligibility

Because the OTA booking tickets as a cash-equivalent fare on UA metal, upgrade flexibility remains part of the structure.

More points created a stronger capital outcome.

While Option 2 required 11,000 additional points, it changed the broader value equation.

Outcome:

- Eliminated $487 in cash
- Utilized expiring PlusPoints
- Preserved MileagePlus balance
- Structured upgrade flexibility

> Points are renewable.
> Cash is finite.

Expiring instruments create time pressure.

In this scenario, channel selection created a stronger overall capital outcome.