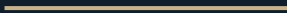




Solving for the Group, Not the Airline



SCENARIO

A group of **four friends** was traveling to Japan during **Sakura season**:

*One of the most competitive times of year
for premium cabin awards.*

THEIR GOALS:

- Everyone wanted to fly business class.
- Two travelers planned to pay cash.
- Two travelers wanted to use points.
- One points traveler strongly preferred flying United and redeeming United miles.

THE CHALLENGE?

United award pricing had climbed beyond the client's available mileage balance. They planned to earn additional United miles through upcoming credit card welcome bonuses—but *those points wouldn't arrive before award space was likely to disappear.*

Instead of trying to force all four travelers onto the *same flight*, we stepped back and looked at the group's **actual objective**:

Get everyone to Japan comfortably
with minimal disruption.

THE SOLUTION

One traveler
already had a
substantial Delta
SkyMiles balance



Only needed to transfer
5,000 American Express
Membership Rewards points
to complete the booking.

WE SECURED:

Delta One

165,700 SkyMiles + \$6

Nonstop LAX → HND

At the time of booking, the same seat was selling for \$4,114, producing an excellent redemption value of roughly 2.5¢ per SkyMile for our 2nd points traveler and a cash price for the 4th traveler that mirrored United pricing.

THE SOLUTION

Meanwhile, the other two travelers remained on their existing United itinerary.

THE RESULT?

- Both flights departed **within about 30 minutes of each other** from LAX.
- The group traveled to the airport together.
- They arrived at Haneda within a short window of one another.
- Everyone continued their trip together from HND.

*From a travel experience standpoint,
almost nothing changed.*

Rather than waiting—
& risking losing
business class space
altogether—we:

Secured an outstanding Delta redemption immediately.

Preserved the option to continue monitoring United award pricing.

Allowed the client to keep earning United miles through planned credit card bonuses.

Accepted that flying two different airlines for one segment had almost no impact on the overall trip.

Many travelers
focus on booking
the same airline.

Experienced travelers
focus on arriving at
the same destination.

*Sometimes the smartest solution is a split itinerary
when schedules align.*

In this case, flying different airlines allowed everyone to achieve **the real goal:**

Four friends enjoying a lie-flat
business class to Japan during
cherry blossom season...

...without waiting for the
"perfect" award to appear.