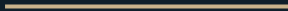


Why paying cash can be the best redemption.



One of the most common mistakes in the points & miles space is assuming that using cash means → you've failed.

It doesn't.

THE "WIN" IS

Understanding whether the value of points used
today exceeds the value you're giving up
tomorrow.

San Diego (SAN) → Cabo (SJD)

Roundtrip pricing:

CASH

- \$589 *per person*

ALASKA AIRLINES AWARD

- 25,000 miles + \$168 *per person*

AMEX TRAVEL (BUSINESS PLATINUM 35% REBATE)

- Approximately 41,000 Membership Rewards *per person*, after rebate

At first glance, the points options appear superior.

The analysis becomes more interesting once we evaluate what those points could accomplish elsewhere.

Even using a conservative valuation:

AT 1.5 CENTS PER POINT:

$$82,000 \text{ MR} \times 1.5\text{¢} = \underline{\$1,230}$$

of future travel value

AT 2.0 CENTS PER POINT:

$$82,000 \text{ MR} \times 2.0\text{¢} = \underline{\$1,640}$$

of future travel value

THE QUESTION IS NOT:

→ *Whether the Cabo trip can be booked with points.*

THE QUESTION IS:

→ *Whether Cabo is the best use of those points.*

Alaska's "famous
Companion Fare" often
gets overlooked because
it requires spending cash.

- BUT IN **THIS EXAMPLE** IT CREATES SOMETHING VALUABLE!



Retention of both Membership Rewards
& Alaska miles.

THE TRAVELER PRESERVES:

- Flexible transferable points
- Alaska miles
- Future booking optionality

And unlike an award ticket, a paid ticket also generates **new Alaska miles** that can be used for **future travel**.

Rather than reducing the travel balance sheet, the booking may actually **strengthen** it.

For two travelers:

OPTION	COST
Cash	\$1,178
Companion Fare	~ \$750 - \$850
Alaska Award	50,000 Alaska miles + \$336
Amex	~ 82,000 Membership Rewards

Most travelers evaluate bookings based on cash savings.

ClearSkies evaluates bookings based on total travel capital.

THAT INCLUDES

- Cash
- Transferable points
- Airline miles
- Companion certificates
- Future optionality

Viewed through that lens, the **Companion Fare** option becomes far more compelling.

Not because it minimizes spending today.

Because it preserves valuable assets while continuing to build future travel currency.

Sometimes the highest-value redemption is the one you don't make.

Because preserving your travel capital today can create significantly more value tomorrow.

WANT TO UNDERSTAND MORE? HERE'S WHAT TO SEARCH NEXT:

Membership Rewards Valuation

Alaska Companion Fare

Transferable Currencies

This type of analysis is exactly where personalized strategy offered to our Advisor and Concierge members creates the most value.

The best booking is not always the one that uses the *fewest dollars*... nor is it always the one that uses the *fewest points*.

Often,
it's the one that leaves your
travel balance sheet **strongest**
after the booking is complete.