

Looking into the Future

The latest trend in frequent flyer programs is revenue-based awards where the number of miles required for award tickets fluctuate along with fare prices. While an increase in revenue-based programs would change the way awards are priced and their availability, Schlappig doesn't think it will fundamentally change the value provided by award booking services. He says he doesn't currently book awards for revenue-based programs very often right now because "there honestly isn't much value we can add to a booking on Southwest, for example. However, if all the airlines and credit card programs were to move to a fixed-value system we would certainly stay in business, in my

opinion. I think our knowledge of routes and products would be beneficial regardless, and that expertise could be even more valuable if there were to be a dramatic shift in the landscape." Leff similarly isn't concerned by a shift to revenue-based programs "... because there are many many programs around the world. I may focus more on high-value programs like Avianca's LifeMiles. I get great results from Singapore Airlines KrisFlyer, and though they're frustrating to work with, Korean Air SKYPASS. Big spenders with points in credit card programs that transfer to miles have lots of international airline options to work with. The nature of frequent flyer programs is to change, and we'll keep working to stay one step ahead."

Award Booking Services

Name	Owner/Founder/Director	Website	Cost of one passenger	Cost per person for add'l passengers on same reservation	Fee includes booking award with the airline?
Award Booking Service	Bobby Burns	www.awardbookingservice.com	\$100	\$100	Yes
Award Concierge	Justin Forer	www.awardconciierge.com	\$250 air only for two; hotel or car rental add-on, \$50; air and hotel for up to four; \$500	\$250 air only for two; hotel or car rental add-on, \$50; air and hotel for up to four; \$500	Yes
Award Planners	Dennis Konnov	www.awardplanners.com	\$99 one way, \$149 roundtrip, \$199 multi-city	\$49 one way, \$99 roundtrip, \$99 multi-city	Yes
Award Travel Consulting	Christopher Wacker	www.awardtravelconsulting.com	\$100	\$100	No, booking is an additional \$50 per itinerary (includes everyone on the itinerary)
Award Travel Services	Roland Dai	www.awardtravelservices.com	\$60 one way, \$120 roundtrip	\$20 one way, \$40 roundtrip	Yes
Book Your Award	Gary Leff	www.bookyouraward.com	\$150	\$150	Yes
Cranky Concierge	Brett Snyder	www.crankyconciierge.com	\$150	\$90	Yes
Extra Pack of Peanuts	Travis Sherry	www.extrapackofpeanuts.com/award-booking-service	\$150	\$50	Yes
First Class and Beyond	Ari Charlestein	www.firstclassandbeyond.com	Varies according to itinerary	Varies according to itinerary	Yes
First2Board Award Seat	First2Board	www.awardseat.com	\$99 for up to two passengers	\$99 for up to two passengers	Yes
MileValue	Scott Grimmer	milevalue.com/award-booking-service	Generally \$111 but may be higher depending on itinerary	\$111	Yes
0 (Zero) Hassle Awards	Bryce Burchfield	www.pointmetothemiles/need-awardtravel-help	\$100 for two passengers	\$100 for two passengers	Yes
Points Pros	Ben Schlappig	www.pointspros.com	\$200	\$100	Yes
Premier Award Bookings	Omar Ghumrawi	www.premierawardbookings.com	\$119	\$50	Yes
UPGRD.com Award Expert Service	Matthew Klint	www.upgrd.com	\$150	\$100	Yes
Using Miles and Points	Avi Garg	www.usingmilesandpoints.com	\$100	\$50	Yes
We Fly Free	Justin Goodman	www.weflyfree.com	Between \$69 and \$149 per person, depending on flight class	Between \$69 and \$149 per person, depending on flight class, \$249 surcharge for four passengers in business/first on the same trip	Yes
World Class Perks	Sunny Dhuper, Neha Dhuper and Anjali Sharma	www.worldclassperks.com	\$150	\$150	Yes