

# Flight Reward Seat Availability Report 2024

An assessment and comparison  
of flight rewards for six US airlines:  
Alaska, American, Delta, JetBlue,  
Southwest, and United.

by **IdeaWorksCompany**



# IdeaWorksCompany Reward Seat Availability Report

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## Graph: Basic Economy Accrual

Frequent flyer programs have applied special conditions to the accrual of miles/points related to basic economy fares. There are two exceptions. United does not reduce accrual for their basic economy fares. Southwest does not have basic economy fares, but does use a different accrual multiplier for each of their branded fares. For Alaska, which is a miles-based program, the reduction made for basic economy is applied to mileage flown, not the fare.

Basic Economy and Frequent Flyer Program Accrual US Major Carriers			
Program	Type	Basic Economy	Main Cabin
Alaska Mileage Plan	Base	30% of miles flown	100% of miles flown
	Elite Tiers	50% to 150% bonus	
American AAdvantage	Base	2 miles per \$	5 miles per \$
	Elite Tiers	40% to 120% bonus	
Delta SkyMiles	Base	No accrual	5 miles per \$
	Elite Tiers		7 to 11 miles per \$
JetBlue True Blue	Base	2 points per \$	6 points per \$
	Elite Tiers	5 points per \$	9 points per \$
Southwest Rapid Rewards	Base	Determined by fare; from 6 to 12 points per \$	
	Elite Tiers	25% to 100% bonus	
United MileagePlus	Base	5 miles per \$	
	Elite Tiers	7 to 11 miles per \$	
<i>Notes: Assumes travel booked directly with airline. Does not include additional miles accrued through co-branded credit card. Airline policies reviewed March 2024. Southwest Airlines does not offer a basic economy style fare, Alaska is a mileage-based program.</i>			

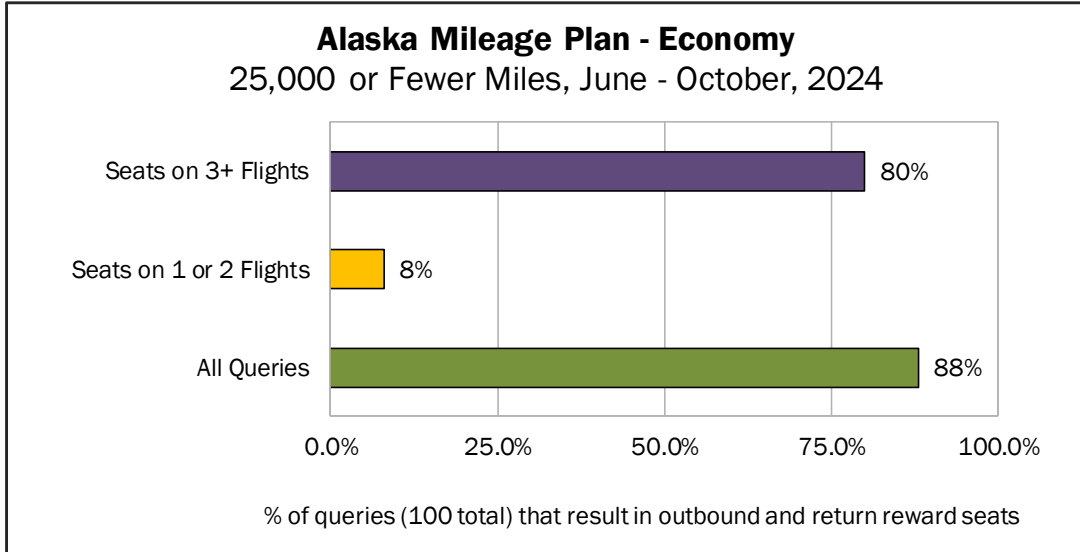
## Alaska – Mileage Plan

<b>Overview of Reward Availability</b>		
<b>Reward rankings:</b>	Economy: #3 (total availability is 88%) Reflects availability of 25,000-mile (or less) rewards.	<b>City Pairs Queried</b>
<b>Reward level queried:</b>	Coach reward in economy class. No basic economy rewards observed.	251 - 2,500 Miles (5 total)  SEA    ANC SEA    SFO LAS    SEA SJC    SEA LAX    PDX
<b>Summary of reward structure:</b>	<ul style="list-style-type: none"> <li>• Main cabin and first class rewards. All are refundable.</li> <li>• Mileage Plan uses variable pricing for travel rewards. The program publishes a mileage chart, and the categories below apply for the routes queried:</li> <li>• Contiguous US, Alaska and Canada: 701–1,400 miles: starting at 7,500 for economy.</li> <li>• Contiguous US, Alaska and Canada: 1,401–2,100 miles: starting at 10,000 for economy.</li> </ul>	
<b>Alliance:</b>	Oneworld.	
<b>Date queries made:</b>	March 2024	
<b>Pay with miles/points and cash:</b>	Money & Miles Awards offers a discount on most coach or first class fares. Maximum discount is \$100 off the base fare for 10,000 miles, or \$200 off the base fare for 20,000 miles. Members earn 100% of the miles flown when traveling on this reward.	
<b>Key non-air redemption opportunities:</b>	Miles may be redeemed for hotel accommodations through Rocketmiles, inflight Wifi, and auctions for travel, entertainment, and dining.	
<b>Average Reward Price: (US markets)</b>	2024: 18,020 miles 2019: 17,000 miles 2018: 18,214 miles	
<b>Observations:</b>	<ul style="list-style-type: none"> <li>• Mileage accrual for Saver fares (basic economy) is reduced to 30% of miles flown.</li> <li>• Mileage accrual bonus level for MVP status will drop from 50% to 25% in 2025.</li> </ul>	

**Alaska – 2**

**Economy Rewards**

**Overall Reward Seat Availability Results.** The results from each booking query were analyzed to determine flight availability based upon the number of flights offered.



**Reward Prices During Select Months.** This graph displays the reward queries grouped by departure month. June represents seat availability with a 3 month booking window, as queries were made March 2024. October statistics provide longer term results with a 6 – 7 month booking window.

