

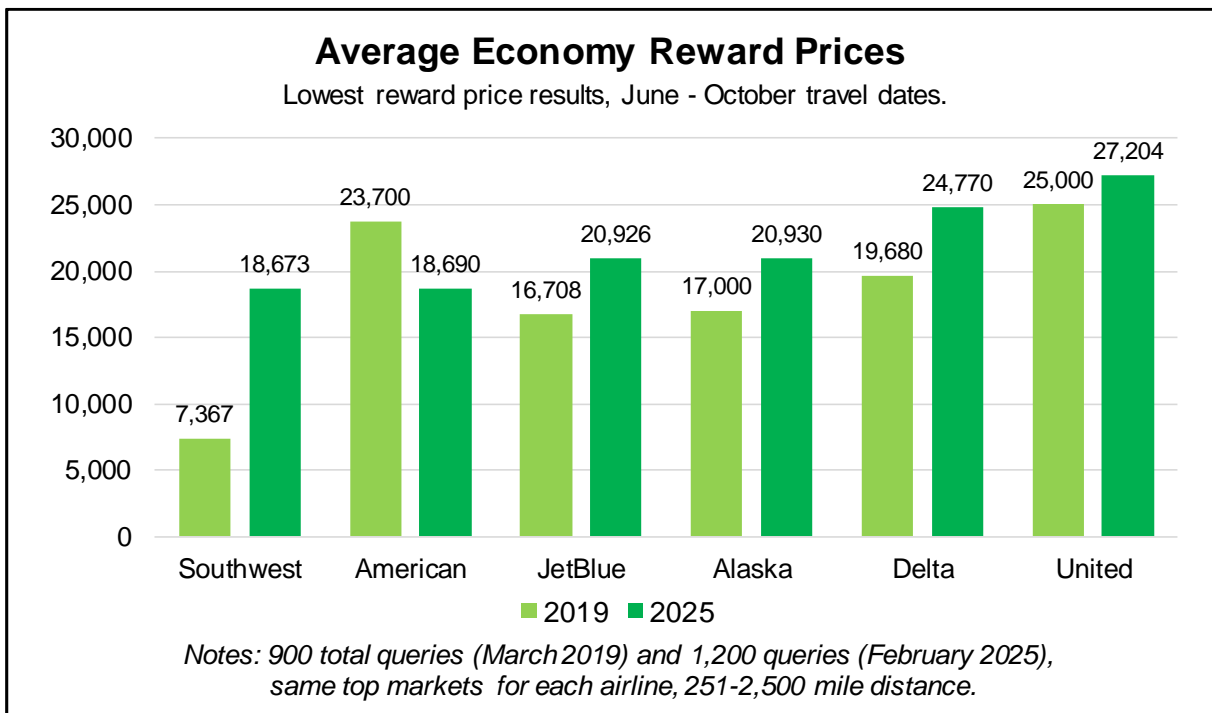


Travel Boom Drives Sharp Increase in US Airline Reward Prices

American and Southwest offer lowest prices in the US Domestic Reward Report, which is the latest Pro Series Report by IdeaWorksCompany.

Shorewood, Wisconsin, 13 March 2025: Inflation has worked its way through every nook and crevice of the US economy. The Consumer Price Index posted a 24% increase since the pre-pandemic period of 2019. The average reward seat increase posted by 6 airlines jumped nearly 36% during the same period, with a dramatic range of 9% to 153%. American swam against this current and registered a 21% decrease since 2019.

The **2025 US Domestic Reward Report** released today by IdeaWorksCompany answers the question, “How costly is points redemption for the most popular basic reward type offered by top US airlines?” This year’s survey assesses six US airlines: Alaska, American, Delta, JetBlue, Southwest, and United.



“The accrual penalties placed on basic economy fares by most airlines has a crushing effect on the value of frequent flyer programs for everyday consumers,” said Jay Sorensen, President of IdeaWorksCompany and author of the report. “It directly conflicts with the objective to add members and to grow them into loyal customers who buy a bigger array of services.”

The survey is based upon 1,200 booking queries during February 2025 for travel during the June-October period. The report offers more than 60 pages of data and analysis; here are some unique features associated with several of the airlines:

- **American** had the best economy reward availability with 94% availability at or below the traditional 25,000-mile roundtrip level.
- **Southwest** had the highest Reward Payback for economy travel, and returned 7.3 cents of reward value for every 100 cents spent on air fare.
- **Delta** offers an exceptional website tool for identifying deals using consumer-defined criteria.
- **American** had the highest reward value of a mile/point at 1.6 cents, which is of particular interest to members accruing through a co-branded card.
- **JetBlue** averaged just over 10 points to fly one mile, which is far below the 6-airline average of 15 miles/points to fly one mile.
- **United** offers its FareLock function for reward bookings, which delays booking and payment for 3, 7, and 14 days.

The **2025 US Domestic Reward Report** is a 62-page Pro Series Report from IdeaWorksCompany and is designed for airline and travel industry professionals. It's available for sale at the IdeaWorks store: <https://ideaworkscompany.com/store/>

About IdeaWorksCompany:

IdeaWorksCompany boosts airline profits through innovations in ancillary revenue, a la carte pricing, loyalty marketing, and airline retail. The firm was founded in 1996 and has an international client list of airlines and other travel industry firms in Asia, Europe, the Middle East, and the Americas. IdeaWorksCompany enjoys a reputation as a global resource for ancillary revenue strategy, on-site executive workshops, and research reports. Learn more at IdeaWorksCompany.com.

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