



ASBTA release was part of six page story, (1 ½ pages) in the June issue of Inside Flyer Magazine.

Small business travelers have more ways than ever to earn and redeem frequent flier miles, but few know all the ways to earn them and how to turn them into bottom-line savings, reported the American Small Business Travelers Alliance (ASBTA). ASBTA is a national alliance that provides valuable services and functions focused specifically on the travel needs and interests of small business owners.

“Most business travelers know they can earn frequent flier miles simply by flying or charging purchases on an airline-partnered credit card, but how many know they can earn miles on a home mortgage or by having their taxes prepared,” said Heather Martin, ASBTA Chief Financial Officer? “Likewise, simply by following a few frequent flier mile ‘best practices,’ most small businesses could be saving money by redeeming airline miles for products and services they use everyday.”

### **Best Practice #1: Know All the Options for Earning Miles**

American Airlines is just one of several airlines that has partnered with a number of travel service providers to help travelers earn more frequent flier miles using its AAdvantage® program. In addition to more traditional methods, such as earning 50 AAdvantage miles per day on an Avis rental car and 500 AAdvantage miles per stay at participating Hilton hotels, members can also earn up to 1,000 AAdvantage miles by having H&R Block manage their tax preparation needs, or 1,000 AAdvantage miles for every \$10,000 financed on a new home purchase or refinance with Wells Fargo Home Mortgage. (Visit <https://www.aa.com/apps/AAdvantage/AAdvantageHome.jhtml> for more details.)

“There are dozens of ways to earn airline miles and most people don’t have to change what they’re already doing to earn them,” said Martin. “The trick is simply knowing what companies your frequent flier program partners with and understanding how to get the miles. In most cases, the frequent flier program Web site is the best place to start.”

### **Best Practice #2: Redeem Miles for What You Use Most**

Most frequent flier programs offer members the opportunity to redeem points for more than just flights. Small business owners can take advantage of this by using points toward everything from magazine subscriptions to rewarding employees or clients with a gift of airline miles.

Programs such as AAdvantage also make it possible for members to cash in miles for free car rentals and hotel stays. For instance, AAdvantage miles can be redeemed for free Avis car rentals, with as few as 12,000 miles for three free weekend day rentals or 13,000 miles for two free week day rentals. In addition, Hilton HHonors® members can earn both HHonors points and airline miles on 55 participating airlines, including American Airlines, Delta, British Airways and AeroMexico. (Visit <http://hhonors.hilton.com/en/hhonors/index.jhtml> for more details.)

### **Best Practice #3: Take Advantage of Independent Points Programs and Publications**

Beyond the airlines’ frequent flier programs, small business travelers can also take advantage of independent points programs and publications. Programs like The Points Exchange ([www.points.com](http://www.points.com)), an online exchange that allows members to combine and exchange points and miles among a variety of loyalty programs, offers travelers another way to maximize frequent flier miles.

For example, a subscriber to The Points Exchange could exchange 10,000 AAdvantage miles for 4,500 eBay Anything Points™, which can be used to pay for eligible items purchased on eBay. (Visit <http://anythingpoints.ebay.com/> for more details.) Serious frequent fliers could also benefit from subscribing to publications like InsideFlyer

([www.insideflyer.com](http://www.insideflyer.com)), a combined online and print publication that provides frequent flier news, in-depth articles and expert advice on earning and redeeming miles and points.

“The opportunities for small businesses to truly benefit from frequent flier miles are out there, it’s really just a matter of knowing how to make the miles work to their best advantage,” said Martin.