

The Boston Globe

How much are those miles?

May 21, 2006

BUSINESS CLASS

As fares climb, frequent-flier miles are getting more valuable, Wisconsin consulting firm IdeaWorks Co. reports. The average frequent-flier mileage point bought 2.2 cents worth of travel in 1994, but that fell to 1.4 cents by 2004. Last year, though, it climbed back to 1.6 cents, reflecting the 12.7 percent US jump in average cash ticket prices.