

		<p>Avg. value of 1 point: \$0.0114</p>
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Value of an RBC Reward Point

How much is one RBC Rewards point worth? There is no easy answer to this question, as the value of your points is determined by what flights you redeem them for. RateHub's research reveals that on average one RBC rewards point is worth \$0.0114 when redeeming for flights. However, there is a large discrepancy in the value of your points when redeeming for flights in different flight regions, as shown in the examples below.

To find the value of RBC Rewards points we used the following method:

1. Find the price of a flight on Kayak (we use this flight price because if you did not book through RBC you would have your choice of booking through any provider rather than just Travelocity)
2. Look up a comparable flight on RBC's rewards centre on the same dates
3. Add the points required for taxes to the general RBC point requirement for a comparable flight (RBC allows you to pay for the additional taxes with points)
4. Divide the price of a flight found on Kayak by the total points required for a comparable RBC flight to find the value of one RBC rewards point

Example: Flying from Toronto to Vancouver in September 2014 (35,000 RBC rewards points)

Price of a flight found on Kayak: \$657.20

Taxes, fees and surcharges charged by RBC's travel centre for a comparable flight: \$176.87 (\$176.87 * 100 = 17,687 points)

Total RBC rewards points required for a comparable flight: 35,000 + 17,687 = 52,687

Value of one RBC rewards point: $\$657.20 / 52,687 = \$0.0125/\text{point}$

When redeeming your points for a flight to Vancouver you receive \$0.0125/point, which is good value for your points. As you'll see in the example below, certain flight regions provide poor value for your points.

Example: Flying from Toronto to Paris in September 2014 (65,000 RBC rewards points)

Price of a flight found on Kayak: \$1,096.00

Taxes, fees and surcharges charged by RBC’s travel centre for a comparable flight: \$598.34 (\$598.34 *100 = 59,834 points)

Total RBC rewards points required for a comparable flight: 65,000 + 59,834 = 124,834

Value of one RBC rewards point: \$1096.00/124,834 = \$0.0088/point

To fly to Paris you would need 124,834 points and you’d only receive \$0.0088/point.

To maximize the value of your points it is important to use your points strategically by flying to destinations that provide good value.

Average Value of an RBC Reward Point for each Flight Region

To provide the average value of an RBC Reward Point, we looked at each flight region and used the same method shown above. To find these results, we used www.kayak.com to find flights for three different cities per flight region.

The chart below demonstrates the average value of an RBC reward point, as well as the best flight regions and destinations to redeem your points for:

Flight Region	Destination	Points Required	Value/Point	Average		Bad	WC = Western Canada
						Okay	EC = Eastern Canada
						Good	
Short Haul: Canada/US	Montreal	15000	\$ 0.0094				
	Ottawa	15000	\$ 0.0087	\$ 0.0102			
	New York	15000	\$ 0.0124				
Long Haul: Canada/US	Los Angeles	35000	\$ 0.0145				
	Vancouver	35000	\$ 0.0126	\$ 0.0131			
	Las Vegas	35000	\$ 0.0122				
WC to CUN, HNL, EC to PUJ	Cancun	45000	\$ 0.0131				
	Honolulu	45000	\$ 0.0118	\$ 0.0116			
	Punta Cana	45000	\$ 0.0100				
EC to CUN, HNL, WC to PUJ	Cancun	55000	\$ 0.0086				
	Honolulu	55000	\$ 0.0110	\$ 0.0116			
	Punta Cana	55000	\$ 0.0153				
Europe	Paris	65000	\$ 0.0097				
	Dusseldorf	65000	\$ 0.0084	\$ 0.0095			
	Helsinki	65000	\$ 0.0104				
Long Haul: Asia, Australia, New Zealand	Bangkok	100000	\$ 0.0104				
	Melbourne	100000	\$ 0.0127				
	Auckland	100000	\$ 0.0132	\$ 0.0121			
Total Average						\$ 0.0114	

The best flight regions are Long haul: Canada/US and Long Haul: Asia, Australia and New Zealand. To maximize the value of your points you should try to redeem your points for flights in these regions.