

			Avg. value of 1 point: \$0.0223
--	---	--	---------------------------------

Value of a Starpoint

The value of Starpoints varies based on what hotels you redeem your Starpoints for. The Starwood Preferred Guest rewards program divides hotels into seven categories, category one being the lowest quality and category seven the highest. Certain hotel categories and destinations offer you more value for your Starpoints.

The Starwood Preferred Guest program charges you a Starpoint amount based on the [hotel category](#):

- Category 1: 3,000
- Category 2: 4,000
- Category 3: 7,000
- Category 4: 10,000
- Category 5: 12,000 – 16,000
- Category 6: 20,000 – 25,000
- Category 7: 30,000 – 35,000

For the first four categories of hotels, the required Starpoints do not vary throughout the year. Hotels in categories 5-7 require more Starpoints, if you want to book during peak seasons. The prices of hotels in each category vary considerably as demonstrated in the example below.

Here is the methodology we used to value Starpoints:

1. Look up a hotel in a specific category and region on http://www.starwoodhotels.com/preferredguest/index.html?language=en_US
2. Take the lowest standard room rate
3. Divide the lowest standard room rate by the number of required Starpoints to find the value of one Starpoint

Example: Redeeming Your Starpoints for a category 6 hotel in Bangkok

Price of the lowest standard room = \$249.00 (including tax)

Starpoints required = 20,000

Value of a Starpoint: $\$249.00/20,000 = \$0.0125/\text{Starpoint}$

If you redeem 20,000 points for a category 6 hotel in Bangkok you only receive \$0.0125/Starpoint. The reason this figure is low is because hotels in Southeast Asia are generally inexpensive so a luxury hotel costs significantly less there. As you'll see in the example below, if you redeem your Starpoints for hotels in more expensive areas you will receive better value.

Example: Redeeming your Starpoints for a category 6 hotel in Paris

Price of the lowest standard room = \$424.00 (including tax)

Starpoints required: 20,000

Value of a Starpoint: $\$424.00/20,000 = \0.0212

In this example you receive \$0.0212/Starpoint compared to only \$0.0125/Starpoint in the example above. The difference is due to the fact that luxury hotels in Europe are priced significantly higher than luxury hotels in Asia.

Average Value of a Starpoint for a Hotel in Every Category and Region

To provide the average value of a Starpoint when redeeming for hotels, we looked at hotels in every category and major region. To find these results we used the same method described above and used three hotels for each region.

The top region in every category is highlighted in the chart below.

Categories	North America	Central & South America	Europe	Africa	Middle East	Asia Pacific	Total Average	
Category 1	\$ 0.0381	N/A	\$0.0356	\$0.0314	N/A	\$ 0.0341	\$ 0.0348	
Category 2	\$ 0.0341	\$ 0.0423	\$0.0251	\$0.0394	\$ 0.0135	\$ 0.0254	\$ 0.0300	
Category 3	\$ 0.0228	\$ 0.0198	\$0.0197	\$0.0176	\$ 0.0152	\$ 0.0195	\$ 0.0191	
Category 4	\$ 0.0196	\$ 0.0159	\$0.0136	\$0.0196	\$ 0.0134	\$ 0.0201	\$ 0.0170	
Category 5	\$ 0.0211	\$ 0.0184	\$0.0296	\$0.0197	\$ 0.0241	\$ 0.0215	\$ 0.0224	
Category 6	\$ 0.0269	\$ 0.0125	\$0.0215	\$0.0149	\$ 0.0141	\$ 0.0152	\$ 0.0175	
Category 7	\$ 0.0144	\$ 0.0106	\$0.0215	N/A	N/A	\$ 0.0138	\$ 0.0151	\$ 0.0223
Region Averages	\$ 0.0253	\$ 0.0199	\$0.0238	\$0.0238	\$ 0.0161	\$ 0.0214		

Overall, you receive \$0.0223/Starpoint when redeeming for hotels. On average, you receive the most value for your Starpoints by redeeming for hotels in North America and Europe. You also receive more value, if you redeem Starpoints for hotels in categories 1, 2 and 5.