



MMS

Million Mile Secrets



OUR MISSION

To make travel more accessible and help people make their dream experiences a reality.

OUR VALUES

Travel shouldn't be intimidating.

Whether you're a points and miles pro or a beginner planning your first trip, we warmly welcome any and all types of travelers.



OUR VALUES

Even learning about travel feels like an adventure.

Our information is never boring or dry. We offer engaging material that leaves readers inspired and excited to travel.



OUR VALUES

Everyone is welcome.

We take all types of lifestyles into consideration when writing our content, so every audience member feels represented.



Table stakes

01.
Digestible

Our content is straight-forward and simple. Complicated or confusing information is always broken down into terms anyone could understand.

02.
Engaging

We keep our readers interested by providing information that is always relevant. The tips and tricks we offer are unique and useful to everyone.

03.
Credible

Our staff are experts on all things travel, and the advice they provide is never biased or opinionated—it’s fueled by research and backed up with statistical facts.



Functional benefits

Comprehensive travel hacks

Small details are never left out. We take the time to make sure our tips are thorough and effective so each visit to our site is worthwhile.

Thorough, step-by-step guides

Your level of knowledge on a subject is never assumed. We make our guides useful to everyone, pros and beginners alike. We always include as many details as possible, so you never leave with an unanswered question.

Tools

The points and miles system is tricky, but our tools and calculators make it easy to navigate.

Reviews of travel products and services

Everyone has different preferences when it comes to travel, so we offer unbiased and helpful reviews so you can choose the best product or service that meets your needs best.



Emotional benefits

Empowered

We push readers to chase their wildest adventures and give them the tools to do it with confidence and fearlessness.

Inspired

We inspire the everyday dreamer to turn their bucket list into a reality, and provide them with the knowledge to help them get there.

Savvy

Our tips help you get where you want to go the easiest and cheapest way possible. With our advice, you can reach your destination without stress or a dent in your wallet.

Represented

We acknowledge that our readers come from all backgrounds and lifestyles. We include and celebrate all types of people, so everyone feels like their voice is heard.





PERSONALITY ARCHETYPE

The co-pilot

We encourage our readers to have big dreams, and provide the tools and guidance to help them pursue their wildest one. They're the pilot in their own adventures, but they'll never have to navigate the world alone—we'll be sitting in the seat next to them the entire way.

OUR PROMISE

We promise we'll share secrets to traveling better and making your money go further with every visit.

