

Yore  
Oyster

QUICK START GUIDE

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# YORE OYSTER QUICK START GUIDE

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# INTRODUCTION

## Welcome to the Yore Oyster Quick Start Guide!

This guide is here to get you flying like an expert in record time.

On the next page (Page 4), you'll learn the three components that make up every ticket price and see what those three components really mean.

On Page 5, you'll gain access to the two tools you need to eliminate the largest of those three components, the base fare.

On Page 6, **you'll learn the core of the strategy**: the method behind systematically eliminating the other large component, the fuel surcharge.

On Page 7, you'll see a list of the airlines that will help you fly for next-to-nothing.

On Page 8, you'll learn how to best apply this knowledge and why it's important that you capitalize on it soon.

And on Page 9, we'll summarize the strategy so you can refer back to it quickly later.

We've also included some additional resources at the back of this guide, like some popular flight paths from 5 major North American cities and a bit about our Concierge service.

Sounds easy enough, right? Let's get started!

**- The Team at Yore Oyster**



# A QUICK NOTE ON FARE CONSTRUCTION

In order to understand how to get expert prices, we need to first understand how airline ticket prices are constructed. Despite the dozen or more charges you see in the fine print of most flight tickets, fare construction is actually quite simple. In fact, there are just three components that contribute to the price of each ticket, and we're going to look at them through the lens of a real flight from Toronto to Paris on Air Canada, as priced on Kayak.com.

Toronto-Paris	Price (\$)
Base Fare	615
Fuel Surcharge	238
Other Taxes, Fees & Surcharges	54
Total	907

## Base Fare

This is the original price of your ticket before any other taxes and fees. Base fares change depending on many variables: how far in advance you book your ticket, what class of seat you select, and many other factors. On this flight the base fare is \$615.

## Fuel Surcharge

This is the piece of the ticket price allocated to fuelling the aircraft, and as such, it generally increases the further away your destination is. Here our fuel surcharge is \$238.

## Other Taxes, Fees & Surcharges

These are things like airport fees, security charges, and government-imposed taxes. They usually make up the smallest piece of an overall airline ticket. They only account for \$54 in our example.

So in total, our Toronto to Paris flight comes in at \$907 (the cheapest ticket available is actually \$544 on British Airways, but Air Canada makes a better example). Far from impressive, right? Well, now comes the interesting piece: **we're going to eliminate the first two components of this ticket price.**



# STEP #1: ELIMINATING BASE FARES

There's one go-to method that every flight expert uses to completely eliminate base fares: loyalty programs. But a loyalty program is only good if you have points, right?

Well, you're in luck. We recommend two tools that will get you enough points for a roundtrip flight anywhere in Canada & USA, and they'll also become staples in your long-term toolbox for flying affordably. Those tools are Aeroplan and the American Express Gold Rewards Card, and they are your key to eliminating base fares.

Why are these two tools extra special right now? A number of reasons:

1. American Express is currently offering 20,000 + 5,000 bonus travel points for new signups. You can instantly transfer those points into 25,000 Aeroplan Miles, which will fly you anywhere you want within Canada & USA and back.
2. You receive travel insurance and other perks for free with your new American Express.
3. Aeroplan is always free, and right now the American Express Gold Rewards Card is offering your first 12 months **absolutely free**.

One thing to keep in mind is that American Express is constantly changing what signup bonuses they offer to card applicants; in fact, during the week of September 8, they removed their previously-offered 5,000 point bonus for new signups (the Yore Oyster bonus of 5,000 points still remains). That means the 25,000 Membership Rewards points you receive will get you a roundtrip flight anywhere in Canada & USA, but you'll need to save 5,000 more to make it to Europe. Click the buttons on the left to get both cards and eliminate base fares now.

*(Note: The American Express link is a referral link that gets you 25,000 points instead of the regular 20,000 points that an unreferral signup receives. Yore Oyster also receives 10,000 points for referring you to this card.)*



[GET AEROPLAN NOW](#)



[APPLY NOW](#)



## STEP #2: ELIMINATING PESKY FUEL SURCHARGES

Now you know how to eliminate the largest portion of this flight: by using the combination of American Express and Aeroplan to avoid base fares.

But as you can see in Toronto-Paris #1, you'd still have to pay \$292 for this flight! That's no good. Instead, take a quick look ahead at Toronto-Paris #2 to see what's changed.

*That's right, the fuel surcharge has been completely eliminated.* And there's a distinct way to make that happen.

Spoiler alert: The answer lies in the airline.

In Example #1, we were flying on Air Canada. Air Canada's agreement with Aeroplan dictates that they *pass on* the fuel surcharges to customers, which is bad for you. This is the same on every Air Canada flight booked through Aeroplan, which can mean some pretty heavy charges if you're traveling long distances.

In Example #2, we flew with Turkish Airways. Turkish Airways' agreement with Aeroplan is that they *withhold* the fuel surcharge, which is great for you. You probably noticed a slight adjustment in the Other Taxes, Fees & Surcharges (a fee imposed by the airport on a stopover in Istanbul), but overall your \$61 flight is much more impressive than the previous \$292 flight.

All of that means one thing: using the exact same dates and airports, you managed to save an additional \$231 just by being informed and having the right tools at your disposal. Now your total is just \$61, compared to the original \$907 on Air Canada or the lowest ticketed price of \$544 from Kayak.

That's what expert flying is all about.

Toronto-Paris #1	Price (\$)
Base Fare	0
Fuel Surcharge	238
Other Taxes, Fees & Surcharges	54
Total (plus 30K Aeroplan Miles)	292

Toronto-Paris #2	Price (\$)
Base Fare	0
Fuel Surcharge	0
Other Taxes, Fees & Surcharges	61
Total (plus 30K Aeroplan Miles)	61



## The Best Airlines for Redeeming Aeroplan Miles

Yore Oyster Favourite	United Airlines
Yore Oyster Favourite	Turkish Airways
Great	Scandinavian Airlines
Great	Swiss Air Lines
Great	Brussels Airlines
	Singapore Airlines
	South African Airlines
	Ethiopian Airlines
	Air China
	EgyptAir
	Air India
	Eva Airways (SE Asia)
	Avianca (Central America)
	TACA (Central America)

# NOT ALL AIRLINES ARE CREATED EQUAL

Now that we know how big of a difference the airline you fly with makes, let's examine those airlines that we want to target. On the left there's a full list of airlines that you can safely use your Aeroplan points with and avoid fuel surcharges, and a few notes on the top five below. (You might not know it yet, but this chart will become your best friend when searching on Aeroplan.com, so we made a special page for it here: [yoreoyster.com/airlines](http://yoreoyster.com/airlines))

### United Airlines

United will probably be the airline you use most often. Within North America, they're your best bet for shaving hundreds of dollars off your ticket price, and they've got a lot of great flights going to European destinations as well. They're our hands-down favourite.

### Turkish Airways

Turkish Airways provides another great set of routes to European cities. Despite their headquarters in Istanbul, you can reach Rome, Stockholm, London, Vienna, and a lot more cities with ease. They're your best friend for transatlantic flights.

### Scandinavian Airlines

Headquartered in Stockholm, Scandinavian is a great way to get to the cooler climates of Norway, Sweden, and Finland.

### Swiss Air Lines

Geneva and Zurich are easily reached with Swiss, as are a number of other cities in the Switzerland-France-Germany region.

### Brussels Airlines

Brussels provides another great option to Geneva, Brussels, and surrounding cities.



# APPLYING THE STRATEGY

You may have noticed something about the airlines in that chart: none of them are Canadian. Unfortunately, Air Canada is one of the airlines that passes on the fuel surcharge when booking with Aeroplan Miles, so you end up paying a lot out of pocket when flying with them.

As a result, it's difficult to find out-of-this-world deals on flights within Canada, because you won't be able to avoid the fuel surcharges with Aeroplan. For that reason, we recommend using your Aeroplan Miles on flights from Canada to USA, within USA, or from Canada/USA to Europe.

We've included five pages at the back of this guide that outline the ten most popular flight paths from each of Toronto, Montréal, Vancouver, New York City, and San Francisco, as determined by Yore Oyster signups. There's plenty more flight paths that we haven't included, though, so once you've signed up for Aeroplan you can immediately sign in to Aeroplan.com, click Use Your Miles --> Travel and find more deals yourself!

*Note: As mentioned earlier, during the week of September 8 American Express changed their signup bonus structure so that new applicants now receive 25,000 points (instead of 30,000) upon signing up for the American Express Gold Rewards Card through the link on page 5. As a result, flights from North America to Europe will require you to save up an additional 5,000 points.*





# STRATEGIC SUMMARY

1

## **Get the tools.**

Sign up for Aeroplan and the American Express Gold Rewards Cards by clicking the buttons on page 5.

2

## **Eliminate base fares.**

Transfer your American Express points into Aeroplan Miles on the American Express website. Then log in to Aeroplan.com, go to Use Your Miles --> Travel, and search for your destination. Base fares are gone.

3

## **Eliminate fuel surcharges.**

Choose any of the airlines from the chart on page 7 and book your flight with no fuel surcharges - you're flying for next-to-nothing!

Congratulations! You're now flying like an expert. Join the discussion on Facebook and Twitter, and take a look at the rest of the guide for sample trips and our brand new Concierge service.





## ADDITIONAL RESOURCES



# TORONTO

Toronto is a fantastic starting point because of its central location relative to the rest of North America. From Toronto, you'll find prices to major American cities under \$120, and Vancouver is still reasonable at \$160.

Destination	Roundtrip	Aeroplane Miles ('000s)	Dollars (CAD)
San Francisco	✓	25	117
Austin	✓	25	117
Boston	✓	25	117
Miami	✓	25	117
Seattle	✓	25	117
Las Vegas	✓	25	116
Vancouver	✓	25	160
Zurich		30	61
Madrid		30	61
London		30	85



# MONTRÉAL

Montréal, like Toronto, is a great place to begin your journey. It's even closer to Europe, yet still provides easy access to all North American cities. C'est bon!

Destination	Roundtrip	Aeroplane Miles ('000s)	Dollars (CAD)
Chicago	✓	25	111
San Francisco	✓	25	118
Seattle	✓	25	118
Las Vegas	✓	25	118
Vancouver	✓	25	167
Madrid		30	62
Vienna		30	62
Amsterdam		30	62
Berlin		30	62
Venice		30	62



# VANCOUVER

Vancouver is perfectly positioned to reach the beautiful west coast of the USA, and once you collect a few more Aeroplan Miles, it's a great starting point for an Asian adventure. Singapore, Tokyo, and Hong Kong are all accessible for under \$100.

Destination	Roundtrip	Aeroplan Miles ('000s)	Dollars (CAD)
San Francisco	✓	25	104
Boston	✓	25	110
New York City	✓	25	110
Toronto	✓	25	152
Montréal	✓	25	153
London		30	78
Paris		30	78
Singapore		37.5	84
Tokyo		37.5	78
Hong Kong		37.5	78



# NEW YORK CITY

If you had to depart from one airport in the world, New York City’s JFK is probably the best. Your options are virtually endless, stretching to every corner of North America and Europe, and also reaching major Asian hubs at great prices. Sit back and enjoy.

Destination	Roundtrip	Aeroplane Miles ('000s)	Dollars (CAD)
San Francisco	✓	25	22
Seattle	✓	25	33
Las Vegas	✓	25	39
Rome		30	38
Vienna		30	38
Amsterdam		30	38
London		30	38
Singapore		37.5	31
Shanghai		37.5	62
Tokyo		37.5	31



# SAN FRANCISCO

San Francisco sits in a similarly-favourable position to New York City, and has great routes to other North American hubs like Chicago and Boston. Its close proximity to Asia explain the sub-\$60 prices to Singapore, Hong Kong, and Ho Chi Minh City.

Destination	Roundtrip	Aeroplane Miles ('000s)	Dollars (CAD)
Chicago	✓	25	23
Boston	✓	25	23
Miami	✓	25	33
Vancouver	✓	25	104
Toronto	✓	25	117
Naples		30	99
London		30	31
Singapore		37.5	58
Hong Kong		37.5	31
Ho Chi Minh		37.5	31



# CONCIERGE

By this point, you've probably already got your Aeroplan card and submitted your application for the American Express Gold Rewards Card. If not, we recommend doing so so you can capitalize on these fantastic flight deals as soon as possible!

However, if you want something *even simpler* than what we've suggested so far, we created Yore Oyster Concierge for you.

With Concierge, you'll work with our flight experts to find everything you want in your trip at the best prices. Whether you're city-hopping, just want to head somewhere warm, or jetting halfway across the world, our experts will help you to maximize your trip and your dollar. From specialized destination knowledge to access to unpublished fares all the way down to luggage rules and recommendations, our experts have you covered.

Concierge is available now at a special introductory price of just \$50 per ticket - get started today by clicking the button on the left.

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