

UNDERSTANDING

AEROPLAN

YOUR COMPLETE GUIDE TO CANADA'S LEADING
TRAVEL LOYALTY PROGRAM



— 100%

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WELCOME MESSAGE

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WELCOME TO YOUR AEROPLAN BEGINNER'S GUIDE

Welcome to your Aeroplan Beginner's Guide, curated by Le Travelogist!

Whether you're just starting your journey with Aeroplan or want to unlock more value from your existing points, this guide will help you:

- Understand the basics of Aeroplan
- Learn how to earn and redeem points strategically
- Unlock elite status benefits and perks

At **Le Travelogist**, we believe that smart travel begins with knowledge and strategy. This guide will give you the confidence to book flights, maximize rewards, and travel smarter — especially with Aeroplan's powerful airline partnerships.

You'll also find:

- Step-by-step instructions for new members
- Tips and examples to accelerate your elite status
- A Loyalty Tracker Sheet to monitor your points, SQM, SQS, and SQD

Welcome aboard — your Aeroplan loyalty journey starts here!

Le Travelogist Team



INTRODUCTION

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WHAT IS THE AEROPLAN LOYALTY PROGRAM?

Aeroplan is one of North America's most powerful airline loyalty programs, offering travelers a simple way to earn and redeem points across Air Canada and Star Alliance partners.

Whether you're a frequent traveler or just getting started, Aeroplan helps you turn your spending into unforgettable travel experiences — from short-haul trips to international business class flights.

Key facts: Aeroplan is free to join, open to anyone worldwide, and connects you to 1,300+ destinations through the Star Alliance network — the world's largest airline alliance.



GETTING STARTED

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GETTING STARTED WITH AEROPLAN

Starting with Aeroplan is quick, free, and immediately rewarding. Follow these four steps:

- Sign up for free at **aircanada.com/aeroplan**
- Download the Air Canada app to track points, book flights, and manage your account
- Always link your Aeroplan number to every booking — every unlinked flight is value permanently lost
- Enable Family Sharing to pool points with up to 8 loved ones for faster redemptions

PRO TIP: SET YOUR AEROPLAN NUMBER IN EVERY AIRLINE APP, HOTEL PROFILE, AND CREDIT CARD PORTAL TODAY. POINTS FROM PAST-UNLINKED BOOKINGS CAN OFTEN BE CLAIMED RETROACTIVELY WITHIN 6 MONTHS.



CHAPTER 1

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UNDERSTANDING AEROPLAN POINTS

Aeroplan tracks your activity through four distinct metrics:

- **Aeroplan Points** → Earned from flights, credit cards, eStore, and partners. Used to book flights or upgrades.
- **SQM (Status Qualifying Miles)** → Based on distance flown and fare class. Helps you reach elite status tiers.
- **SQS (Status Qualifying Segments)** → Counts the number of flight segments flown. Great for frequent short trips.
- **SQD (Status Qualifying Dollars)** → Based on the amount spent on eligible fares. Ensures status reflects actual spend.

Example: A round-trip flight from Toronto to Vancouver may earn:

- 4,200 SQM
- 2 SQS
- \$650 SQD
- 4,000+ Aeroplan Points (depending on fare class)

Understanding these four metrics is essential. You need to meet minimum thresholds in SQM or SQS AND SQD to qualify for each elite status tier.



CHAPTER 2

AEROPLAN ELITE STATUS LEVELS

Before reaching or maintaining Elite Status, understand how Aeroplan measures your progress. Every flight contributes in three different ways — SQM, SQS, and SQD.

STATUS TIER	QUALIFICATION	CORE BENEFITS	SELECT BENEFITS
25K	25,000 SQM or 25 SQS + \$3,000 SQD	Priority check-in & boarding, 2 free checked bags, eUpgrades	5 eUpgrade credits, Maple Leaf Lounge access, Star Alliance Silver
35K	35,000 SQM or 35 SQS + \$4,000 SQD	All 25K benefits plus lounge access	10 eUpgrade credits, priority baggage, Star Alliance Gold
50K	50,000 SQM or 50 SQS + \$6,000 SQD	All 35K benefits plus preferred seating	15 eUpgrade credits, Virgin Australia lounge access
75K	75,000 SQM or 75 SQS + \$9,000 SQD	All 50K benefits plus bonus eUpgrades	20 eUpgrade credits, Priority Rewards
Super Elite	100,000 SQM or 100 SQS + \$20,000 SQD	All 75K benefits plus concierge service	30 eUpgrade credits, full Priority Rewards

ACHIEVE ELITE STATUS FASTER BY FLYING MORE FREQUENTLY, BOOKING HIGHER FARE CLASSES, OR USING CO-BRANDED AEROPLAN CREDIT CARDS TO EARN QUALIFYING DOLLARS ON EVERYDAY PURCHASES.



CHAPTER 3

06

HOW TO EARN AEROPLAN POINTS

You don't need to fly weekly to rack up points. Here's how you can earn them without boarding a plane:

Flights

- Earn when you fly Air Canada or Star Alliance partners
- Your ticket price, class, and destination affect how many points you earn

Credit Cards

- Use co-branded cards like Amex, TD, or CIBC Aeroplan cards
- Earn points for daily purchases: groceries, bills, dining, travel

Online Shopping (Aeroplan eStore)

- Shop at Apple, Sephora, Dyson, and more through the Aeroplan eStore
- Earn bonus points — stack with credit card earning for double rewards

Hotel & Car Partners

- Book with Marriott, Hilton, Avis, Budget, and others to earn points

Family Sharing

- Combine points with up to 8 family members to redeem faster
- No fees or restrictions — one of Aeroplan's most underused features

Credit cards are the single fastest way to build your Aeroplan balance. Welcome bonuses of 40,000–75,000+ points can fund a Business Class redemption before your first qualifying flight.



CHAPTER 4

HOW TO REDEEM AEROPLAN POINTS

- **Flight Rewards:** Book flights across 45+ airline partners worldwide
- **Upgrades:** Use eUpgrades + points to move from Economy to Business Class
- **Hotel stays & car rentals** — less value per point, but possible
- **Family Sharing redemptions** for group travel

Aeroplan uses dynamic pricing for Air Canada flights but fixed award charts for partner airlines — meaning sweet spots exist for international premium cabins through Star Alliance partners.

Best Redemption Sweet Spots

ROUTE	PARTNER AIRLINE	CLASS	APPROX. POINTS
Canada → Europe	Lufthansa / SWISS	Business	55,000–70,000
Canada → Asia	ANA / Singapore	Business	65,000–80,000
Canada → Japan	ANA	Business	55,000–65,000
North America	Air Canada	Economy	12,500–25,000

BEST REDEMPTION: INTERNATIONAL BUSINESS CLASS ON STAR ALLIANCE PARTNER AIRLINES USING AEROPLAN'S FIXED PARTNER RATES. 55,000–70,000 POINTS CAN REPLACE A \$4,000–\$7,000 CASH TICKET.



CHAPTER 5

08

TIPS TO MAXIMIZE AEROPLAN

- Book partner airlines for fixed-point sweet spots on premium cabins
- Plan ahead for better award availability — book 6–11 months out
- Use the Aeroplan eStore for everyday online shopping
- Combine credit card bonuses + flying to reach status faster
- Track SQM, SQS, and SQD with the Loyalty Tracker Sheet throughout the year
- Watch for Aeroplan promotional offers — double points events are common
- Use stopovers: Aeroplan allows a free stopover on many international awards
- Always book direct with Air Canada — third-party bookings may not earn points

Stopover strategy: Aeroplan allows one free stopover on international award tickets. Toronto → Frankfurt stopover → onward to another European city — for the same points as a one-way redemption.



CHAPTER 6

AEROPLAN AIRLINE PARTNERS & STAR ALLIANCE

Aeroplan is part of Star Alliance, connecting you to 1,300+ destinations worldwide across 45+ airline partners.

Key Star Alliance partners include:

REGION	KEY PARTNERS	BEST ROUTES
Europe	Lufthansa, SWISS, Austrian, Brussels, TAP	Frankfurt, Zurich, Vienna hubs
Asia	Singapore Airlines, ANA, Thai, EVA Air	Singapore, Tokyo, Bangkok
Americas	United Airlines, Copa, Avianca	US domestic, Latin America
Middle East / Africa	Turkish Airlines, Ethiopian	Istanbul, Addis Ababa hubs

This global reach lets you redeem points beyond Air Canada — often at better per-point value through fixed partner award charts.

BEST PARTNER REDEMPTION: ANA BUSINESS CLASS TO JAPAN — CONSISTENTLY REGARDED AS ONE OF THE BEST BUSINESS CLASS PRODUCTS IN THE WORLD, BOOKABLE WITH AEROPLAN AT FIXED PARTNER AWARD RATES.



eUpgrades are a powerful perk for Aeroplan Elite members. They allow you to upgrade from Economy or Premium Economy to Business Class using eUpgrade credits combined with a small number of Aeroplan points.

STATUS	ANNUAL EUPGRADES	KEY PERK
25K	5 credits	Limited routes, subject to availability
35K	10 credits	More routes, better priority
50K	15 credits	High priority, wider network
75K	20 credits	Bonus eUpgrades, priority processing
Super Elite	30 credits	Full priority, widest availability

PRO TIP: PAIR EUPGRADES WITH LATITUDE OR PREMIUM ECONOMY FARES TO FLY BUSINESS CLASS FOR A FRACTION OF THE CASH PRICE. THE COMBINATION OF A LOWER-COST FARE + EUPGRADE CREDITS IS AEROPLAN'S BEST UPGRADE STRATEGY.



WHERE TO BEGIN

QUICK START ACTION PLAN

- ✓ Join Aeroplan for free at aircanada.com/aeroplan
- ✓ Get a co-branded Aeroplan credit card (Amex, TD, or CIBC)
- ✓ Set up Family Sharing with up to 8 household members
- ✓ Activate your Aeroplan eStore account and shop online for bonus points
- ✓ Plan one flight to earn points and eUpgrade credits simultaneously
- ✓ Download the Loyalty Tracker Sheet to monitor your SQM, SQS, and SQD progress
- ✓ Book a free strategy call with Le Travelogist for a personalized Aeroplan roadmap

Resources

- **aircanada.com/aeroplan** — Join and manage your account
- Download the Air Canada App — track points, book flights, manage upgrades
- Explore Star Alliance partners at staralliance.com
- Join promotions and bonus offers via your Aeroplan account dashboard
- Book a Loyalty Mentoring Session with Le Travelogist



SUMMARY & CONCLUSION

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SUMMARY OF THE AEROPLAN GUIDE

This guide has provided a comprehensive introduction to Aeroplan, including:

- How to earn and redeem points effectively
- Understanding SQM, SQS, SQD, and the five elite status tiers
- Using credit cards and the Aeroplan eStore for accelerated earning
- Leveraging Star Alliance partner airlines for premium cabin sweet spots
- Using eUpgrades to access Business Class for a fraction of the cash price
- A step-by-step action plan to get started today

Travel is more than just getting from A to B — it's about maximizing every mile, upgrade, and perk. With the right Aeroplan strategy, your next flight can be more rewarding, more comfortable, and often cheaper.

- ✓ Always book smart. ✓ Track your metrics. ✓ Use promotions strategically.
- ✓ Revisit your strategy regularly.

Your loyalty journey begins now.

Ready to Elevate Your Aeroplan Strategy?

Visit letravelogist.com to explore all our guides and services — or book a free discovery call.

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**Q1. Is Aeroplan free to join?**

Yes. Aeroplan membership is free and open to anyone worldwide.

Q2. How do I earn Aeroplan Points fastest?

Through co-branded credit cards, the Aeroplan eStore shopping portal, and strategic flight bookings in higher fare classes.

Q3. What are SQM, SQS, and SQD?

SQM: Miles flown (distance-based). SQS: Number of flight segments. SQD: Dollars spent on eligible fares. You need to meet thresholds in these to qualify for elite status.

Q4. Do Aeroplan points expire?

Yes. Points expire after 18 months of inactivity, but any earning or redemption resets the clock.

Q5. What is the best use of Aeroplan points?

Long-haul Business Class on Star Alliance partner airlines (e.g., Lufthansa, ANA, Singapore Airlines) using Aeroplan's fixed partner award rates — often 55,000–80,000 points vs. \$5,000–\$8,000 in cash.

Q6. Can I share points with family?

Yes. Family Sharing allows pooling points from up to 8 members for faster redemptions. No fees or restrictions apply.

Q7. Can I use points for upgrades?

Yes — especially with eUpgrade credits if you hold Elite status. Combine eUpgrades + a Latitude or Premium Economy fare for the best upgrade strategy.

Q8. Do elite status benefits apply on partner airlines?

Some perks — such as priority boarding, lounge access, and extra baggage — apply on Star Alliance partners depending on your status level and the carrier.

