



# Hyatt Unveils All Inclusive Brands: Hyatt Ziva and Hyatt Zilara

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First resorts in portfolio - Hyatt Ziva Los Cabos and Hyatt Zilara Cancun - debut this month

Guest insights drive innovation in new Hyatt all inclusive experience

CHICAGO--(BUSINESS WIRE)--Nov. 6, 2013-- Today Hyatt Hotels Corporation (NYSE: H) introduced its Hyatt Ziva and Hyatt Zilara all inclusive resort brands and unveiled the brand logos and signature elements of the guest experience. The launch marks Hyatt's entry into the fast growing all inclusive segment and offers Hyatt an opportunity to redefine the category using its distinctive approach to guest listening and innovation.

The new brands are launching in the important Latin American market, where Hyatt has been expanding its brand presence. The first two resorts to debut under the Hyatt Ziva and Hyatt Zilara brands are owned and managed by Playa Hotels and Resorts, B.V. [Hyatt Ziva Los Cabos](#) and [Hyatt Zilara Cancun](#) are launching this month and both will undergo multimillion dollar renovations in 2014. The next resort in the portfolio, Hyatt Ziva Rose Hall in Jamaica, is currently undergoing an extensive renovation and will open in late 2014.

Guests can now make reservations for stays at Hyatt Ziva Los Cabos and Hyatt Zilara Cancun on [hyatt.com](#). Hyatt Gold Passport members will be able to earn and redeem Hyatt Gold Passport points at these resorts starting this month.

The Hyatt Ziva and Hyatt Zilara brands are being developed with Hyatt's "we're always listening" philosophy to ensure that the experiences reflect what guests truly want from an all inclusive stay. Guest feedback indicates that Hyatt has a significant opportunity to set Hyatt Ziva and Hyatt Zilara apart by reinvigorating the traditional all inclusive experience and acting as a catalyst for innovation in this segment.

"The Hyatt approach to developing brand experiences starts with listening closely to our guests to get a deep understanding of how they live and what they need," said John Wallis , global head of marketing and brand strategy, Hyatt Hotels Corporation. "With brands like Andaz, Hyatt Place and Hyatt House , we have redefined every segment we've entered in the past seven years and believe we can do the same with the all inclusive segment. We are delighted to enter this segment working with an experienced company, Playa, to provide a distinctive all inclusive experience that delivers the consistent quality and service for which Hyatt is known."

## Defining What's Next in All Inclusive Through Listening

Based on extensive customer preference research, Hyatt has gained key insights into what guests truly want from Hyatt Ziva and Hyatt Zilara resorts. The Hyatt Ziva and Hyatt Zilara brands are being designed with a focus on food and beverage quality and guest service – two areas in which Hyatt excels – to create differentiated, meaningful experiences that will bring an increased level of sophistication to the segment.

In response to this customer preference research, Hyatt is developing brand experiences that emphasize:

- **Making connections sooner to plan the perfect vacation.** Guests say it is challenging to reach out to most all inclusive resorts to get information or arrange activities and excursions before arrival. Third-party research shows the largest boost in a guest's happiness comes at the moment of booking a vacation\*, and Hyatt is committed to implementing thoughtful technology-based solutions to create a convenient ongoing dialogue with guests that extends that happiness from booking through the end of their stay.
- **Expecting the unexpected with more spontaneous resort activities.** While guests do enjoy the conventional all inclusive activities, Hyatt intends to go further by reinvigorating and bringing spontaneity into the experience. This approach will apply to food and beverage offerings, as well as other onsite and offsite activities.
- **Discovering local culture inside the resort and out.** Guests say they travel to explore and experience things they cannot do at home. Hyatt will extend the emphasis beyond the tennis courts and infuse its offerings with the sounds, smells, tastes, and experiences for which each resort destination is known.

"We are listening to guests as we create these brands so that we can redefine this category and make the all inclusive experience Hyatt offers unlike anything currently in the market," said Chris Walker , vice president, brand experience, Hyatt. "We believe that we can leverage our expertise in hospitality to make a short-term impact in the category while inviting our guests to help us create their ideal experience over the long-term. We intend to prototype and test various services, food and beverage concepts, and amenities and collect feedback in real-time to constantly lead in the all inclusive market."

## Two Distinctive All Inclusive Brands

Hyatt is the first major global hospitality company to launch new brands exclusively focused on the all inclusive segment, and the new Hyatt Ziva and Hyatt Zilara are designed to offer unique, all inclusive resort experiences.

### Hyatt Ziva

Hyatt Ziva all inclusive resorts capture the fun and vitality of vacation. Guests of all ages can delight in unexpected discovery, as they try new things and bond in new ways through the passion of talented staff, the beauty of local culture, and authentic culinary delights. The experience will inspire stories among groups, families, friends, and soon-to-be friends.

## Hyatt Zilara

Hyatt Zilara adult-only all inclusive resorts create endless opportunities to live in the moment. Guests will delight in unique, unscripted experiences, whether they seek ultimate relaxation in a carefree, sophisticated setting or a calendar full of activities that allow them to explore their surroundings.

For more information about Hyatt Ziva and Hyatt Zilara, please visit [www.allinclusive.hyatt.com](http://www.allinclusive.hyatt.com).

\*"Vacationers Happy but Most Not Happier After a Holiday," Applied Research in Quality of Life, The Official Journal of the International Society for Quality-of-Life Studies, 2010

## About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company with a proud heritage of making guests feel more than welcome. Thousands of members of the Hyatt family strive to make a difference in the lives of the guests they encounter every day by providing authentic hospitality. The Company's subsidiaries manage, franchise, own and develop hotels and resorts under the Hyatt®, Park Hyatt®, Andaz®, Grand Hyatt®, Hyatt Regency®, Hyatt Place®, Hyatt House®, Hyatt Zilara™, and Hyatt Ziva™ brand names and have locations on six continents. Hyatt Residential Group, Inc., a Hyatt Hotels Corporation subsidiary, develops, operates, markets or licenses Hyatt Residences™ and Hyatt Residence Club™. As of September 30, 2013, the Company's worldwide portfolio consisted of 535 properties in 47 countries. For more information, please visit [www.hyatt.com](http://www.hyatt.com).

## Forward-Looking Statements

Forward-Looking Statements in this press release, which are not historical facts, are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Our actual results, performance or achievements may differ materially from those expressed or implied by these forward-looking statements. In some cases, you can identify forward-looking statements by the use of words such as "may," "could," "expect," "intend," "plan," "seek," "anticipate," "believe," "estimate," "predict," "potential," "continue," "likely," "will," "would" and variations of these terms and similar expressions, or the negative of these terms or similar expressions. Such forward-looking statements are necessarily based upon estimates and assumptions that, while considered reasonable by us and our management, are inherently uncertain. Factors that may cause actual results to differ materially from current expectations include, among others, the rate and pace of economic recovery following economic downturns; economic uncertainty in Latin America and the Caribbean; lack of acceptance of new brands or innovation; risk associated with potential acquisitions, including governmental approvals; levels of spending in business and leisure segments as well as consumer confidence; declines in occupancy and average daily rate; if our third-party owners, franchisees or development partners are unable to access the capital necessary to fund current operations or implement our plans for growth; changes in the competitive environment in our industry and the

markets where we operate; our ability to access the capital markets; and other risks discussed in the Company's filings with the U.S. Securities and Exchange Commission, including our Annual Report on Form 10-K, which filings are available from the SEC. We caution you not to place undue reliance on any forward-looking statements, which are made as of the date of this press release. We undertake no obligation to update publicly any of these forward-looking statements to reflect actual results, new information or future events, changes in assumptions or changes in other factors affecting forward-looking statements, except to the extent required by applicable laws. If we update one or more forward-looking statements, no inference should be drawn that we will make additional updates with respect to those or other forward-looking statements.

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