



Hyatt to Introduce New Global Loyalty Program “World of Hyatt”

10/27/2016

Arriving March 2017, World of Hyatt will offer new platform to deepen understanding of guests, deliver meaningful benefits and inspire empathy

CHICAGO--(BUSINESS WIRE)-- [Hyatt Hotels Corporation](#) (NYSE: H) today unveiled World of Hyatt, Hyatt’s new global loyalty program, which will launch on March 1, 2017. World of Hyatt is about building community and engaging with high-end travelers.

“At Hyatt, we are in the business of caring for people so they can be their best,” said Mark Hoplamazian, president and chief executive officer, Hyatt Hotels Corporation. “Inspired by our purpose, World of Hyatt is about celebrating our members by understanding the people, places and experiences at the heart of their world. The more we understand them, the better we can care for them and design unique experiences with them in mind.”

A bold, modern and confident platform, the program’s three elite tiers – Discoverist, Explorist and Globalist – reflect the aspirations of the World of Hyatt community as they travel and expand their world.

Benefits inspired by members

In the new program, members will receive more rewards as they advance through the three elite tiers based on Qualifying Nights or Base Points:

Discoverist	10 Qualifying Nights or 25,000 Base Points
Explorist	30 Qualifying Nights or 50,000 Base Points
Globalist	60 Qualifying Nights or 100,000 Base Points

“We built World of Hyatt on insights we learned from our guests, identifying more opportunities to increase our engagement with members across our portfolio,” said Jeff Zidell, senior vice president, Hyatt. “The program will deliver on exactly what our members want – a broader range of benefits and more attainable rewards to experience with the most important people in their lives.”

Among the many guest-driven benefits for World of Hyatt members:

- Base Points count toward tier status, including Base Points earned for dining and spa experiences
- Free night award for staying at five different Hyatt brands
- Confirmed suite upgrades at the time of booking for qualifying elite members

Rewarding empathy

World of Hyatt will also go beyond a traditional loyalty program in offering a platform to celebrate members and broaden their global view.

For example, World of Hyatt will honor the generosity of its members, celebrating the ways in which they use their points to make a difference in someone else's life.

Seamless transition to a new program

The Hyatt Gold Passport program will remain in effect through February 28, 2017, at which time it will transition to World of Hyatt. Between now and then, members can continue to achieve and enjoy tier status in Hyatt Gold Passport and earn and redeem points as they always have. Qualifying activity beginning January 1, 2017 will also count toward earning status in World of Hyatt when the program launches on March 1, 2017.

When World of Hyatt launches, members will continue to earn five Base Points for every eligible U.S. dollar spent. In addition, the hotels in each redemption category and the number of points required to redeem free night awards will remain unchanged.

Hyatt will share more details about World of Hyatt with Hyatt Gold Passport members in the coming days. Additionally, Hyatt will communicate directly with members about their new membership tier by March 1, 2017.

For a preview of World of Hyatt, visit the video here: <https://www.youtube.com/watch?v=UXiMckFaPZc>

The term "Hyatt" is used in this release for convenience to refer to Hyatt Hotels Corporation and/or one or more of its affiliates.

About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company with a portfolio of 12 premier brands and 667 properties in 54 countries, as of June 30, 2016. The Company's purpose to care for people so they can be their best informs its business decisions and growth strategy and is intended to create value for shareholders, build relationships with guests and attract the best colleagues in the industry. The Company's subsidiaries develop, own, operate, manage, franchise, license or provide services to hotels, resorts, branded residences and vacation ownership properties, including under the Park Hyatt®, Grand Hyatt®, Hyatt

Regency®, Hyatt®, Andaz®, Hyatt Centric™, The Unbound Collection by Hyatt™, Hyatt Place®, Hyatt House®, Hyatt Ziva™, Hyatt Zilara™ and Hyatt Residence Club® brand names and have locations on six continents. For more information, please visit 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. These statements include statements about Hyatt's new global loyalty program and involve known and unknown risks that are difficult to predict. 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 our actual results, performance or achievements to differ materially from current expectations include, among others, the rate and pace of economic recovery following economic downturns; levels of spending in business and leisure segments as well as consumer confidence; declines in occupancy and average daily rate; the financial condition of, and our relationships with, third-party property owners, franchisees and hospitality venture partners; the possible inability of third-party owners, franchisees or development partners to access the capital necessary to fund current operations or implement our plans for growth; risks associated with potential acquisitions and dispositions and the introduction of new brand concepts; changes in the competitive environment in our industry, including as a result of industry consolidation, and the markets where we operate; our ability to successfully implement our new global loyalty program; general volatility of the capital markets and our ability to access such 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 U.S. Securities and Exchange Commission. These factors are not necessarily all of the important factors that could cause our actual results, performance or achievements to differ materially from those expressed in or implied by any of our forward-looking statements. We caution you not to place undue reliance on any forward-looking statements, which are made only 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 law. 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.

View source version on businesswire.com: <http://www.businesswire.com/news/home/20161027006934/en/>

Source: Hyatt Hotels Corporation

Hyatt

Russin Royal

312.780.2918

Russin.Royal@hyatt.com