



Exclusive Hyatt Gold Passport Discount Is Another Reason To Book Direct

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Discount for loyalty program members offers the best value and enhances hassle-free direct booking experience

CHICAGO--(BUSINESS WIRE)-- Today, [Hyatt Hotels Corporation](#) (NYSE: H) announces the launch of an exclusive discount for [Hyatt Gold Passport](#) members, rewarding loyal guests with an up-to-10-percent discount for bookings made through Hyatt.com or the Hyatt mobile app.

The Hyatt Gold Passport member discount, available beginning today at Hyatt hotels in the U.S., Canada and Australia, strengthens the value for travelers who book directly with Hyatt and builds guest engagement. Additional direct-booking benefits include Hyatt Gold Passport points, Online Check-In and Express Checkout, mobile reservation management, and around-the-clock customer care, including through social channels.

"We want to build strong, long-term relationships with our guests and drive deeper engagement, so we are rewarding Hyatt Gold Passport members with an exclusive discount only available when you book with us," said Ellen Lee, senior vice president, global digital for Hyatt. "Hyatt.com guarantees the best price, and its hassle-free experience means you manage your reservations on your terms."

The Hyatt Gold Passport member discount joins a suite of benefits enjoyed by travelers who book direct, including:

- **Best value:** Hyatt.com has long offered the lowest prices. With Hyatt's [Best Rate Guarantee](#), if a guest finds a qualifying lower rate published on another site within 24 hours of booking, Hyatt will match it and discount it by 20 percent for the entire stay. See Hyatt.com for more details.
- **Loyalty program benefits:** Hyatt Gold Passport members who make direct bookings can earn loyalty points and credit toward elite tier status, which provides members additional benefits such as free premium Wi-Fi and complimentary suite upgrades.
- **On-the-go access and support:** Hyatt.com and the mobile app make it easy to manage reservations on-the-go, including reservation changes without surprise fees and around-the-clock support by phone or the social channels travelers prefer.
- **Personalized experiences:** Not only can travelers select the right room type and amenities that fit their needs when they book direct, but Hyatt can also better get to know guests and tailor experiences accordingly.

Plus, later this year, the enhanced Hyatt mobile app will provide guests who book direct the ability to make on-demand requests by communicating instantly with Hyatt on services like Messenger or text messaging.

“Coming mobile features for on-demand communication and services will further travelers’ ability to drive their own experiences,” Lee said. “And when you book direct, Hyatt colleagues have more opportunities to personalize guest experiences based on preferences, from knowing you want an extra blanket to helping you celebrate a special occasion.”

The Hyatt Gold Passport member discount is also available to members who request it by phone and travel advisors who book on behalf of members through Hyatt.com.

Membership in Hyatt Gold Passport is free. Join today at hyattgoldpassport.com.

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 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 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®, Andaz®, Hyatt Regency®, Hyatt Centric™, Hyatt®, Hyatt Place®, Hyatt House®, Hyatt Ziva™, Hyatt Zilara™, Hyatt Residence Club®, Hyatt Residences® and The Unbound Collection by Hyatt™ brand names and have locations on six continents. As of December 31, 2015, the Company's worldwide portfolio consisted of 638 properties in 52 countries. 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. 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; 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.

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