

CHICAGO (February 12, 2015) – [Hyatt](#) today introduced a suite of innovative new loyalty benefits for its most frequent guests. Through its award winning loyalty program, [Hyatt Gold Passport](#), Hyatt is delivering a more effortless and seamless travel experience beyond the hotel stay. Hyatt Gold Passport members who achieve Diamond status through 25 stays or 50 nights each calendar year will have access to the following exclusive benefits:

- **Guest of Honor** – Beginning March 1, members can extend their Diamond in-hotel benefits such as Regency Club or Grand Club access, free breakfast and late check out to family or friends when they transfer a free night stay using Hyatt Gold Passport points. By extending Diamond privileges to members' friends or family on an award stay, Hyatt is providing the warmest possible welcome and an extraordinary on-property experience.
- **United Club Passes** – Beginning March 1, Diamond members will receive two complimentary United Club one-time passes annually. Diamond members will enjoy access to more than 45 United Club locations at airports served by United Airlines, with amenities that include complimentary bar service, light snacks, free Wi-Fi, conference room access and more. This benefit extends Hyatt's hospitality beyond its hotels and ensures Diamond members are comfortable and productive throughout their entire travel journey.
- **Premium Wi-Fi** – Beginning February 14, Diamond and Platinum members will receive premium Wi-Fi access (where available) in guestrooms and social spaces, such as lobbies and Hyatt-operated restaurants. Access to a premium Wi-Fi experience ensures members work more efficiently when away from the home or office.

“*Listening to our guests around the world is an important part of building meaningful relationships, and our best members have expressed a desire for a relationship that goes beyond a hotel stay,*” Zidell said. ”

“Listening to our guests around the world is an important part of building meaningful relationships, and our best members have expressed a desire for a relationship that goes beyond a hotel stay,” said Jeff Zidell, senior vice president, Hyatt Gold Passport. “These new Diamond benefits broaden the traditional definition of loyalty and provide real value by celebrating and supporting our guests through their Hyatt experiences and beyond.”

Travelers interested in becoming a Hyatt Gold Passport member can enroll for free online at www.hyattgoldpassport.com, by phone (1-800-51-HYATT) or at any Hyatt hotel or resort worldwide.

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

United Airlines and United Club are service marks of United Airlines, Inc.

For further information:

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 **Hyatt®**, **Park Hyatt®**, **Andaz®**, **GrandHyatt®**, **Hyatt Regency®**, **Hyatt Place®**, **Hyatt House®**, **Hyatt Zilara™**, **Hyatt Ziva™**, **Hyatt Residences®** and **Hyatt Residence Club®** brand names and have locations on six continents. As of September 30, 2014, the Company's worldwide portfolio consisted of 573 properties in 48 countries. For more information, please visit www.hyatt.com.

CONTACT:

Siân Martin
Hyatt
+1 312 780 5797
sian.martin@hyatt.com

<https://stage.mediaroom.com/hyatt2/021215-Hyatt-Introduces-Innovative-New-Loyalty-Benefits>