

#HyattAllIn: Enter for a chance to win a getaway at a Hyatt all inclusive resort

CHICAGO (February 17, 2015) – With winter in full swing, and spring break just around the corner, Hyatt announces the launch of #HyattAllIn, a social sweepstakes introducing its all inclusive brands, [Hyatt Zilara](#) and [Hyatt Ziva](#). Through March 10, entrants are encouraged to watch a two-minute [YouTube video](#) and share the video on Twitter using #HyattAllIn and #HZEntry for the opportunity to win a stay at one of four Hyatt all inclusive resorts of their choice: Hyatt Zilara Cancun, Hyatt Ziva Puerto Vallarta, Hyatt Ziva Rose Hall, or Hyatt Zilara Rose Hall. Additionally, three winners and their guests will receive 100,000 American Airlines [AAdvantage](#)® miles.



Go #HyattAllIn with Hyatt Zilara and Hyatt Ziva all inclusive resorts

From Photo Booth to Hyatt Zilara Cancun

Playing off the spontaneity of the brands, Hyatt surprised unsuspecting shoppers at a southern California mall where they had the opportunity to take photos inside a photo booth that offered a virtual vacation itinerary through a series of rotating tropical-themed backdrops. Shoppers posed for photos with vacation-inspired props and received #HyattAllIn freebies such as sunglasses, flip flops, beach balls, and more, giving them the sense that they were teleported to a tropical destination. In an effort to surprise and delight, three couples were granted a trip to Hyatt Zilara Cancun, where they had a chance to experience a Hyatt all inclusive resort, from signature dining experiences to live acrobatic performances.

The three couples' adventures were captured on film, and this footage will kick off the #HyattAllIn social sweepstakes on [Hyatt's YouTube channel](#). Beginning February 17 through March 10, three lucky entrants and their guests will have a chance to win a similar experience to the Hyatt all inclusive resort of their choice.

"Hyatt Zilara and Hyatt Ziva resorts encourage guests to live in the moment," said Sheila Schottland, senior brand manager, Hyatt Zilara and Hyatt Ziva. "We're excited to launch the #HyattAllIn social sweepstakes because it invites consumers to watch a video and go "all in" to reveal the spontaneous experiences of real guests staying at a Hyatt all inclusive resort."

About Hyatt Zilara and Hyatt Ziva

Hyatt Zilara and Hyatt Ziva all inclusive resorts are located in some of the most lush, breathtaking settings in Mexico and Jamaica. Anything is possible at Hyatt Zilara and Hyatt Ziva resorts because everything a guest could possibly need is included. From beautiful accommodations and authentic dining options, to world-class entertainment and locally inspired activities, guests can enjoy an all inclusive vacation with ease.

Hyatt Zilara resorts offer an adult-only all inclusive experience with endless opportunities for guests to live in the moment. Visitors will be entrenched in unique and spontaneous experiences, whether they seek ultimate relaxation in a carefree, sophisticated setting or a calendar full of activities—allowing them to explore the properties nearby surroundings.

Hyatt Ziva all inclusive resorts capture the fun and excitement that goes along with a traditional beach vacation. Guests of all ages can discover new interests, bond in new ways and enjoy a welcoming staff, all while surrounded by a rich local culture and authentic culinary delights. The experience will inspire stories among groups, families, friends and soon-to-be friends for years to come.

To learn more about Hyatt Zilara and Hyatt Ziva, visit allinclusive.hyatt.com or Facebook.com/HyattAllIn.

The term "Hyatt" is used in this release for convenience to refer to Hyatt Hotels Corporation and/or one or more of its affiliates. The sweepstakes is not available to residents of New York and Florida.

Abbreviated Rules

NO PURCHASE NECESSARY TO ENTER/WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Open to legal residents of 1 of the 50 US, DC (excluding FL & NY) who are 18+. Internet access & Twitter account req'd. Void where prohib. Begins 10 AM CT on 2/17/15. Ends 6:00:00 PM CT on 3/10/15. SUBJECT TO FULL OFFICIAL RULES available at blog.hyatt.com. Must tweet video on Twitter and include Required Hashtags. 3 winners will be randomly selected in a drawing held after 3/10/15 to win the following: 3-night stay for winner & guest at Ziva or Zilara property (ARV \$1200) and 100,000 American Airlines miles (ARV \$3190) (Total ARV of prize: \$4390). Total ARV of all prizes: \$13170. Odds of winning depend on number of entries. Sponsor: Hyatt Corporation, 71 S Wacker Dr., Chicago, IL 60606. This promotion is in no way sponsored, endorsed, or administered by, or associated with Twitter.

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