

“There’s a Place for You” campaign brings the Hyatt Place brand to life and shows how it seamlessly provides travelers with a place where they can fully embrace their travel habits the moment they check in

CHICAGO (March 31, 2015) – Hyatt Place, the perfect place for today’s traveler combining style, innovation and 24/7 convenience, today announces the results of its online survey, which uncovered that six in 10 adults that travel admit to having particular travel quirks. The survey, which polled more than 1,000 adult travelers, was conducted with ORC International.

As part of the new Hyatt Place “There’s a Place for You” national campaign, the survey found that for the majority of respondents, the most important amenities they look for when booking a hotel are free Wi-Fi (59 percent), free breakfast (55 percent) and a large, comfortable bed (55 percent). Fortunately, Hyatt Place hotels offer all of these amenities to guests during their stay.

The survey also revealed that travelers take a varied approach when it comes to fitting in breakfast – 29 percent indulge in nearly all of the offerings of hotel’s free breakfast buffet, while 27 percent eat on the go and 24 percent select healthier items available. No matter the traveler’s breakfast preference, Hyatt Place hotels help guests start their day off right with the a.m. Kitchen Skillet™, a free hot breakfast for guests, featuring signature breakfast sandwiches, fresh fruit, oatmeal, yogurt, French toast, cereal, pastries, and more.

“Whatever our guests’ preferences or lifestyle, our goal is to make them feel welcome, and with Hyatt Place, we feel that we have created a place that is truly for them,” said Suzanne Mehta, Hyatt’s director of brand experience for Hyatt Place. “We are thrilled that the survey results reveal what Hyatt Place already does so well – creating a perfectly seamless stay for guests with every modern comfort they deserve. We specifically designed the brand around our guests’ needs, and we’re excited for travelers to experience all that Hyatt Place hotels have to offer.”

Unsurprisingly, two in three travelers are likely to forget to pack an essential item, with the most common being a razor (28 percent), secondly a toothbrush and toothpaste (24 percent) and lastly, mouthwash (21 percent). The Hyatt Place Odds & Ends program offers those forgotten travel essentials to guests on an ongoing basis, so no need to ever run out to the store last minute when you’ve left something at home.

Whether traveling for business or pleasure, most travelers turn to fitness and relaxation methods to make their stays more enjoyable. Nearly one in five travelers hold impromptu workout and spa sessions in the privacy of their own rooms. Hyatt Place hotels offer roomy rooms, giving guests the space to create their own oasis with spaces to sleep, work, play or relax.

The survey was conducted in conjunction with the new Hyatt Place “There’s a Place for You” campaign, which brings the Hyatt Place brand to life and shows how it seamlessly provides travelers with a place where they can fully embrace their traveling habits the moment they check in. The campaign lives on digital and out of home advertisements and highlights how Hyatt Place hotels are designed around their guests. Learn more about Hyatt Place at www.hyattplace.com, and starting this week, follow Hyatt Place on Instagram at @hyattplace.

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 PLACE

Launched in 2006, the Hyatt Place brand brings to the upscale service hotel category the authentic hospitality for which Hyatt is known. Inspired by multitasking travelers’ 24/7 lifestyle, Hyatt Place combines style with casual hospitality. Featuring spacious guestrooms with the Cozy Corner, Free Wi-Fi everywhere, the 24/7 Gallery Menu, Coffee to Cocktails Bar, and Free Hot Breakfast for guests. The Odds & Ends program also has guests covered with items they may have forgotten and can buy, borrow or enjoy for free. Specially trained Gallery Hosts are on hand to offer assistance with everything from directions to check-in to a freshly made meal.

Hyatt Place, a brand of Hyatt Hotels Corporation, offers more than 215 locations in the United States, Armenia, China, Costa Rica, India, Mexico, Puerto Rico, Netherlands, and United Arab Emirates. For Hyatt Place information or to make a reservation, call 1-888-HYATT-HP (888-492-8847) or visit www.HyattPlace.com.

CONTACT:


Sian Martin

Hyatt

+1 312 780 5797

sian.martin@hyatt.com

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Additional assets available online:  (1)

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