

## Hyatt Regency brand campaign invites guests to share innovative ideas around why “It’s Good Not to Be Home”

### Celebrity Trainer Gunnar Peterson and James Beard Award-winning Pastry Chef and Cronut® Creator Dominique Ansel tapped to bring guests’ ideas to life

**CHICAGO (August 30, 2016)** – The [Hyatt Regency](#) brand, a member of the [Hyatt Gold Passport](#) family of brands, is bringing back its integrated global marketing campaign, “It’s Good Not to Be Home,” to celebrate the ways Hyatt Regency hotels and resorts help guests make the most of being away. “It’s Good Not to Be Home” was born from a simple human truth: as much as guests like to be home, they enjoy the freedom to break from routine while traveling.

Now in its second year, the multi-million-dollar campaign is aimed at both consumers and meeting planners, and includes TV, digital, out of home and print media, and social media support, as well as in-hotel activations.

#### **Strategic Collaborations with *Fast Company* and *Inc.***

As part of the Hyatt Regency brand’s collaboration with *Fast Company* and *Inc.*, entrepreneurial-minded business travelers in the United States will have the opportunity to share why “It’s Good Not to Be Home” while on the road by submitting fun, innovative ideas using #HyattRegencyContest. Two winners will then be selected to bring their ideas to life with the help of personal trainer Gunnar Peterson and James Beard Award-winning pastry chef and Cronut® creator Dominique Ansel who will use their entrepreneurial skills to help make the winners’ suggestions a reality. The winners’ creations will then be revealed at an experiential event in November, and furthermore, the winners’ ideas may be implemented into Hyatt Regency hotels. For full official rules of the contest, visit [www.fastcompany.com/its-good-not-to-be-home](http://www.fastcompany.com/its-good-not-to-be-home).

“We’re excited to debut the latest extension of the campaign with *Fast Company* and *Inc.* to delve even deeper into why it’s good not to be home and to discover new ideas for making the business travel experience even better with the help of some of today’s most creative entrepreneurs,” said Sandra Cordova Micek, senior vice president global brands, Hyatt. “We can’t wait to hear about the hotel innovations these travelers and entrepreneurs come up with and how we might help make them a reality at Hyatt Regency locations around the world.”

#### **Hyatt Regency Hotels Celebrate Global Activations**

Through October 14, Hyatt Regency hotels and resorts around the world will offer a series of in-hotel activities and events that will surprise guests and remind them why “It’s Good Not to Be Home,” from pop-up spa treatments in the lobby to special in-room amenities.

“The care our colleagues provide allows our guests to enjoy time away from home. By delighting our guests through a series of special offerings and amenities, Hyatt Regency hotels are creating fun and clever ways to show them how great life can be on the road,” continued Cordova Micek.

#### **The Hyatt Regency Experience**

The Hyatt Regency brand continues to evolve its stay experience in a continuous effort to help guests be at their best. From complimentary Wi-Fi to new guestroom prototypes to redesigned social spaces, guests enjoy a seamless technology experience and space designed to uniquely fit their needs. Whether they are staying for work or play, Hyatt Regency hotels and resorts strive to help guests make the most of being away from home.

The Hyatt Regency brand’s “It’s Good Not to be Home” video assets can be found on [YouTube](#).

***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 Regency**

The Hyatt Regency brand prides itself on connecting travelers to who and what matters most to them. More than 168 conveniently located Hyatt Regency urban and resort locations in over 30 countries around the world serve as the go-to gathering space for every occasion – from efficient business meetings to memorable family vacations. The brand offers a one-stop experience that puts everything guests need right at their fingertips. Hyatt Regency hotels and resorts offer a full range of services and amenities, including notable culinary experiences; technology-enabled ways to collaborate; the space to work,

engage or relax; and expert planners who can take care of every detail. For more information, please visit [hyattregency.com](http://hyattregency.com).

For further information:

### **About Hyatt Hotels Corporation**

Hyatt Hotels Corporation (NYSE: H), 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](http://www.hyatt.com).

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<https://stage.mediaroom.com/hyatt2/083016-Hyatt-Regency-Joins-Forces-With-Fast-Company-and-Inc-to-Show-Travelers-Why-It-s-Good-Not-to-Be-Home>