

Campaign celebrates the modern business traveler's unshakable drive and shows why they should never settle for "good enough" when on the road

CHICAGO (September 8, 2016) – [Hyatt](#) today launches its first-ever dual-branded marketing campaign, "You've Come Too Far to Settle Now," for the [Hyatt Place](#) and [Hyatt House](#) brands.

The campaign celebrates the unwavering drive that is shared by today's modern business travelers who never settle for "good enough" in their careers and should never settle for "good enough" when it comes to their hotel stay. Hyatt Place and Hyatt House hotels are the perfect place for these travelers who embody that "why settle" spirit. The multi-million dollar, integrated marketing campaign will run through November 2016 and includes [digital](#) and out-of-home advertising featuring real people and real stories, in addition to public relations and social media support.

"We want to show our guests who travel tirelessly and passionately for business that we understand them and they shouldn't have to settle when they're on the road," said Sandra Cordova Micek, senior vice president of global brands, Hyatt. "Today, business travelers are traveling with purpose – whether that's making a sale, getting a promotion or building new relationships. They never settle and neither do we, which is why Hyatt Place and Hyatt House hotels are designed around business travelers to make their journey easier, more productive and successful."

Through consumer research, Hyatt found that business travelers often have low expectations of select service hotels and want a hotel that allows them to be as productive as possible while on the road. The Hyatt Place and Hyatt House brands were designed around guests' needs – from spaces and places, such as the Cozy Corner at Hyatt Place hotels or the apartment-style Kitchen Suites with real kitchens at Hyatt House hotels, to the amenities offered, including free Wi-Fi in all guestrooms and common areas, around-the-clock food and beverage offerings and complimentary hot breakfast. Hyatt Place and Hyatt House hotels deliver seamless experiences that are authentic, intuitive and modern, allowing business travelers to remain productive and worry free, without skipping a beat.

#WhySettle Spirit Awards

To further celebrate today's hard-working business travelers, the Hyatt Place and Hyatt House brands will be honoring real people who never settle with the debut of the #WhySettle Spirit Awards. From October 5, 2016 to October 25, 2016, colleagues, family and friends in the United States will be able to nominate individuals who best embody that "why settle" spirit – someone with endless drive, traveling tirelessly to meet their goals and achieve that next big thing. #WhySettle Spirit Award recipients will have a chance to win a personalized prize and a two-night stay at Hyatt Place or Hyatt House hotel within the continental U.S. For more information on the #WhySettle Spirit Awards, please visit the [Hyatt Place](#) and [Hyatt House](#) Facebook pages on October 5, 2016.

The Hyatt Place and Hyatt House brands' "You've Come Too Far to Settle Now" video 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 Place

Hyatt Place, a brand of Hyatt Hotels Corporation, combines style, innovation and 24/7 convenience to create a seamless stay with modern comforts. There are more than 255 Hyatt Place locations in the United States, Armenia, Chile, China, Costa Rica, Honduras, India, Mexico, Morocco, Nicaragua, Panama, Puerto Rico, The Netherlands, and United Arab Emirates. To learn more about Hyatt Place hotels or to make a reservation, visit www.hyattplace.com. Join the conversation on [Facebook](#) and [Instagram](#), and tag photos with #HyattPlace and #WhySettle.

About Hyatt House

Hyatt House, a brand of Hyatt Hotels Corporation, launched in 2012 and offers 70 locations throughout the United States, China and Puerto Rico. Inspired by extensive research into guest experiences, Hyatt House hotels offer services, amenities, upscale spaces and a casual, comfortable environment that reminds guests of home. Join the conversation on [Facebook](#), and follow Hyatt House on [Pinterest](#) for inspiration on things to do, places to see and more in the neighborhood.

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.

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 [#WhySettle Spirit Awards Promotion Official Rules](#)

(274 KB)

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