

Best Rate Guarantee Credited With 44 Percent Boost to Revenue

□ **Just six months after announcing the Hyatt.com Best Rate Guarantee, Hyatt Hotels Corporation has seen a 44 percent increase in Hyatt.com room revenue from year-to-date March 2003 vs. year-to-date March 2004.** The Hyatt.com Best Rate Guarantee assures guests the best published Internet rates at any Hyatt worldwide can be found on Hyatt.com. In fact, the **Hyatt.com Best Rate Guarantee** allows any customer finding a better published rate on another site to receive a price match and a 20 percent discount for the full stay (room nights only).

“The Hyatt.com Best Rate Guarantee is functioning exactly how we anticipated it would,” said Joan Lowell, vice president electronic distribution, Hyatt Hotels Corporation. “In addition to recognizing what an incredible resource Hyatt.com is for researching travel plans, customers understand better than ever before that they’ll always find the best value when booking their trip on Hyatt.com.”

In addition to 2004 year-to-date March revenue boasting a 44 percent increase, overall Hyatt.com revenue was up 47 percent from 2002 vs. 2003.

In response to the recent success of the Hyatt.com Best Rate Guarantee, it is again being advertised through a national television campaign with spots featured on *CNBC*, *CNN*, *Headline News*, and *MSNBC*; as well as other national marketing efforts.

Customers are finding that there is no need to search other Internet sites and taking advantage of the Hyatt.com Best Rate Guarantee is easy. Additionally, there is no need to fill out forms, and there is no waiting. If a customer finds a better Internet rate on another site, they simply call 888-96-HYATT or 402-593-5445 to make the claim. A Hyatt representative will verify the better price while on the telephone and confirm the rate meets the terms and conditions of the Hyatt.com Best Rate Guarantee. Upon verification, the Hyatt representative makes the reservation at the better rate, less the 20 percent discount.

For more information and terms and conditions for the Hyatt.com Best Rate Guarantee, visit Hyatt.com.

For further information:

Angie Sell
Hyatt Hotels Corporation
312/920-2325

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