

## Unique Program Allows Customers to Interactively Book Services at Hyatt Hotels Worldwide

Hyatt Hotels & Resorts has contracted with Cendyn for its **E-Concierge** customer relationship tool for use by the 216 Hyatt hotels and resorts in 44 countries around the world, operating under the Hyatt®, Hyatt Regency®, Grand Hyatt® and Park Hyatt® brands.

Hyatt's **E-Concierge** online planner allows guests to plan the ultimate customized itinerary prior to arrival with the simple click of a mouse. Hyatt's guests traveling on leisure or business can better plan for meals or schedule a relaxing spa visit around their busy schedules. Likewise, reserving tee times or arranging adventure travel excursions in advance of arrival means travelers do not have to waste time making decisions once on property.

"**E-Concierge** assists hotels in creating a streamlined reservations process which ultimately increases guest loyalty. We are delighted that Hyatt has chosen Cendyn for this important company initiative" said Charles Deyo, Cendyn's President.

Hyatt's **E-Concierge** program allows customers to interactively book services at hotels prior to arrival. The types of services include room service, dinner reservations, transportation, room requests, golf, tennis, arrival amenities, spa treatments and more. With Hyatt's **E-Concierge** system outside activities can also be arranged such as adventure and jeep tours, theatre tickets and hot air balloon rides. The system is also being interfaced to other third party reservation systems for real time confirmation of customers' requests.

"Many of our guests prefer to book their travel and associated activities online. Enhancing the overall travel experience for our guests through the convenience provided by E-Concierge suits their desires and we are delighted to be providing this service for them," said, Joan Lowell, Vice President of Electronic Distribution for Hyatt Hotels Corporation.

### About Hyatt Hotels & Resorts

There are 216 Hyatt branded hotels and resorts (over 90,000 rooms) in 44 countries around the world, operating under the Hyatt®, Hyatt Regency®, Grand Hyatt® and Park Hyatt® brands. Currently, there are an additional 30 Hyatt hotels and resorts under development, including 11 new hotels in China. Hyatt Corporation (domestic U.S., Canada and Caribbean hotels) and Hyatt International Corporation (international properties) are subsidiaries of Chicago-based Global Hyatt Corporation. Global Hyatt Corporation is also the owner of Hyatt Vacation Ownership, Inc. operators of the Hyatt Vacation Club (timeshare and fractional residential products), Hyatt Equities, L.L.C. (hotel ownership), Select Hotel Group LLC (which owns, operates and franchises AmeriSuites hotels, Hyatt Place, and Summerfield Suites hotels) and U.S. Franchise Systems, Inc. (which franchises Hawthorn Suites, and Microtel Inns and Suites).

From the U.S. and Canada, reservations for any Hyatt hotel worldwide may be obtained by calling 1-800-233-1234 or logging onto [www.hyatt.com](http://www.hyatt.com).

### About Cendyn

Cendyn ([www.cendyn.com](http://www.cendyn.com)) is a full-service electronic marketing firm established in 1996. Cendyn has won several prestigious industry awards for its design, innovation and marketing efforts.

Specializing in turnkey solutions for the travel and hospitality industry as well as other business-to-business and consumer-focused industries, this Boca Raton, Florida-based company provides highly personalized customer service. Its comprehensive range of services include website marketing, website design and development, search engine marketing, branding and logo development, along with many other interactive products such as eProposal™, eConcierge™, eSurvey™, eConnectivity™, eBooker™, ePlanner™, eMenu™ and eBrochure™ among others. For a complete list of products and services, please visit our website [www.cendyn.com](http://www.cendyn.com).

Let Cendyn show you how far an idea can go!

Cendyn is headquartered at 1515 North Federal Highway, Suite 204, Boca Raton, FL 33432. For more information, contact Robert Magliozzi, Vice President of Integration and Product Sales at 1-866-625-4518, [rmagliozzi@cendyn.com](mailto:rmagliozzi@cendyn.com) or Robin Deyo, Executive Vice President at (561) 314-3212, [rdeyo@cendyn.com](mailto:rdeyo@cendyn.com).

For Cendyn media inquires, contact Sarah E. Flynn at 561-243-1922 or [sarahf@willcarocomm.com](mailto:sarahf@willcarocomm.com).

For further information:

Sarah E. Flynn  
Willcaro Communications LLC  
[willcarocomm@bellsouth.net](mailto:willcarocomm@bellsouth.net)  
561.243.1922 (EST)

Jamie Izaks  
Hyatt Hotels Corporation  
[Jamie.izaks@corphq.hyatt.com](mailto:Jamie.izaks@corphq.hyatt.com)  
312.780.5701 (CST)

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