

## Hyatt Announces Expansion of its Residential Spa Concept

□ **Chicago, IL, May 15, 2006** – After successfully introducing the residential spa concept in luxury hotels in 2004 with the award winning **Plateau** (Grand Hyatt Hong Kong), and 2005 with **i.sawan** (Grand Hyatt Erawan Bangkok), and **Amara** (Park Hyatt Dubai); **Hyatt Hotels and Resorts** has announced plans to feature **purpose-built spa rooms** offering a full range of treatments in all new Park Hyatt and select Grand Hyatt properties. 2006's Park Hyatt spa residence openings include Washington and Buenos Aires. Openings in 2007 and beyond include Park Hyatts in Beijing and Shanghai. Spa rooms will also be integrated at Grand Hyatt Moscow and Park Hyatt Goa.

Hyatt's spa rooms are currently enjoying 70% occupancy rates because the accommodations are completely functional for wellness (wet and dry inroom treatments, luxurious oversized soaking bathtubs, and steam showers) as well as business (wireless connectivity, for example).

Overseas travelers have been enjoying Plateau's groundbreaking concept of a self-sufficient spa environment since 2004, but the development of the project had been underway for five years. Hyatt recognized consumers' growing demand for health-conscious options while on the road, and with an eye on consistently providing new levels of service to the well-heeled traveler, the company rejoined forces with the renowned architect and designer John Morford (well-known for his work at Park Hyatt Tokyo) to create this innovative product for a new market of "lifestyle" travelers who are dedicated to health and wellness.

The 80,000 square foot Plateau, which cost \$10 million and features 14 spa guestrooms and suites, was an expensive and unique risk, but its success places Hyatt ahead of the curve when it comes to surpassing guests' expectations and experiences. "Since this was a new concept, we were very pleased at how well our guests, primarily discerning business travelers, embraced the idea of having all of their spa services in their private room," says Gordon Tareta, Director of Spa Operations for Hyatt Hotels and Resort. Plateau has been recognized around the world and awarded by such noteworthy publications as Luxury Spa Finder, Spa, UK Telegraph Daily, South China Morning Post, and others.

Hyatt progressed from Plateau to the "fifth level of heaven" with **i.sawan** at Grand Hyatt Erawan Bangkok (April 2005) and **Amara** at Park Hyatt Dubai (August 2005). These properties both present inspired wellness-dedicated accommodations that are a natural evolution of Plateau's goals and achievements although they are distinctive in design and feel. "Our approach to spas is zero-based. We start from scratch with each location. We consider the local setting: amount of sunshine, local altitude, and other climatic factors. We plan our services accordingly, creating an experience that is organically linked with the traditions of the destination," says Tareta.

"We are now expanding our "residential spa" concept to offer spa services in a selection of guestrooms," Tareta says. "It's a new way of thinking. Hyatt's design is to create a warm, cozy, culturally appropriate approach to the spa experience in an environment that is comfortable and residential." These large rooms (ranging from 500 square feet to 1,000 square feet) have been created with lavish spa-inspired bathrooms which encompass at least a third of each guestroom. They also feature rain showers, treatment benches, and deep soaking tubs, which allow water to spill over into the shower area.

HyattPure, the company's global spa portfolio, operates 80 spas that embrace the local culture of the spa's location. Hyatt's spa experts meticulously research and experiment with therapies found around the world. Revenue in 2005 was \$94 million, which showed a 15% growth over 2004. Women represented 65% of all guests while men represented 35% of all guests. 1,420,000 services were delivered at HyattPure spas with massage as the most popular service (923,000).

Intimate and residential in style, Park Hyatt hotels promise elegant and gracious service on a personal scale and are further distinguished by prime locations and exceptional interior design. Hyatt International Corporation and its subsidiaries operate 22 Park Hyatt brand hotels in 15 countries, with an additional ten hotels under development. There are seven Park Hyatt hotels in the United States and Canada.

There are 213 hotels and resorts (over 90,000 rooms) in 43 countries around the world, operating under the Hyatt, Hyatt Regency, Grand Hyatt and Park Hyatt brands. Currently, there are an additional 28 Hyatt hotels and resorts under development, including 10 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 Club, Inc. (timeshare), Hyatt Equities, L.L.C. (hotel ownership), and U.S. Franchise Systems, Inc. (which franchises Hawthorn Suites, Microtel and America's Best Inns & Suites). In January 2005, Global Hyatt Corporation also added an additional 143 U.S. properties to its growing portfolio with the acquisition of the upscale, limited service AmeriSuites hotel chain. These properties will be repositioned and renamed under a new Hyatt brand by early 2006. 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).

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