

New Hyatt Resorts Survey Finds Majority of Americans Prefer Culinary and Cultural Adventure; Harrison Ford and Angelina Jolie Emerge as Top Dream Adventure Guides

Americans' definition of adventure travel is broadening, a new Hyatt Resorts survey* reveals, showing more travelers look to food and culture to spice up their vacations. In fact, two-thirds (66 percent) of Americans consider unique cuisines, such as a Hawaiian Luau or a Texas barbeque, an adventure travel activity they would want to participate in on vacation. Consumers ranked cuisine ahead of such activities as water sports (tubing, white water rafting, kayaking), mountain biking and rock climbing.

"Although many will be surprised that food and culture ranked higher than activities more traditionally thought of as adventurous, Hyatt Resorts has always considered these a key part of the adventure vacation experience," said Scott Seed, director of resort marketing for Hyatt Resorts. "From sampling local delicacies to participating in cultural activities, Hyatt Resorts properties offer guests a unique vacation while also helping them 'go green' by incorporating indigenous local ingredients." Hyatt Resorts continues to provide guests with the full range of adventure activities along with the culinary and cultural pursuits at their resort properties in North America.

*The survey was fielded by Opinion Research Corporation from September 20-24, 2007 among a sample of 1000 adults using an Omnibus methodology. The results are representative of, and projectible to, the U.S. adult population. The margin of error is +/-3%.

For example:

- **Hyatt Regency Hill Country Resort and Spa** specializes in regional dishes, capturing the essence and true flavors of Texas Hill Country and San Antonio. Executive Chef Jeff Foresman's philosophy is to use only the freshest and most local ingredients to offer a unique culinary experience while supporting local purveyors to stimulate area economy. Regional dishes include: Rattlesnake Tamales, Bison Tenderloin, Texas Raised Venison, Antelope Loin and Wild Boar Chops.
- In celebration of the beautiful surroundings in Maryland, **Hyatt Regency Chesapeake Bay Golf Resort, Spa and Marina** allows guests to embrace the Eastern Shore with a very personal fishing experience. Adventure-seekers can enjoy a private chartered fishing trip where they can learn how to fish like Chesapeake watermen, and any catches of the day can be prepared by the executive chef for an evening feast.
- Guests at the **Hyatt Regency Tamaya Resort and Spa** can experience the art of traditional bread-making using a "kiva" oven. A visit to New Mexico is a great opportunity for the whole family to learn about Pueblo native culture. For those who may wish to just look on, guests can still taste the homemade bread for free (with jams and butters) when it comes out of the oven.

Americans Choose Favorite Celebrity "Adventurers"

Who would Americans want to accompany on an adventure vacation? Top choice for adventure companion was actor **Harrison Ford**, who emerged as leading man, "dream" adventure travel guide. While a third of the survey respondents chose Indiana Jones, the debonair **George Clooney** came in a close second with 22 percent of the votes, particularly high from the female respondents who ranked him on par with Mr. Ford. In terms of leading ladies, it should come as no surprise that **Angelina Jolie** received the most votes overall as well as the most votes from the male respondents (with 29 percent and 36 percent of votes respectively), as female "dream adventure guide." However, **Jodie Foster** emerged as today's top pick for female respondents and a close second overall to Ms. Jolie (with 28 percent and 18 percent of the votes respectively).

As the definition of an "adventure vacation" has evolved, travelers seek out more diverse activities ranging from rope swinging, trying their luck at a casino, exploring new cultures or tasting culinary specialties – all features guests can enjoy at Hyatt Resorts.

Survey Highlights

Which, if any, of the following adventure travel activities would you participate in on vacation?

	<u>Total</u>	<u>Male</u>	<u>Female</u>
a. Cuisine: Hawaiian luau, Texas BBQ	66%	69%	63%
b. Water tubing	45%	49%	40%
c. White water rafting	44%	49%	39%

d. Cultural: Hula dancing, native dance	38%	36%	41%
e. Kayaking	37%	41%	34%
f. Hot air ballooning	37%	38%	35%
g. Mountain biking	36%	43%	30%
h. Sand castle building	33%	28%	38%
i. Jungle obstacle course (zip-line, etc.)	27%	34%	20%
j. Western rodeo	23%	25%	22%
k. Rock climbing	23%	26%	21%
l. Desert survival training	23%	28%	18%
m. None of these	14%	13%	15%

Which of the celebrities would appeal to you most as an adventure travel guide?

	<u>Total</u>	<u>Male</u>	<u>Female</u>
n. Harrison Ford	33%	40%	27%
o. George Clooney	22%	17%	27%
p. Matthew McConaughey	16%	14%	19%
q. Brad Pitt	14%	12%	16%
r. Don't know/None of these	14%	18%	11%
	<u>Total</u>	<u>Male</u>	<u>Female</u>
a. Angelina Jolie	29%	36%	23%
b. Jodie Foster	23%	18%	28%
c. Rachael Ray	17%	13%	21%
d. Catherine Zeta Jones	15%	16%	13%
e. Don't know/None of these	16%	18%	15%

For further information:

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Lori Alexander
Hyatt Hotels & Resorts
312-780-5709

Michelle Betrock
Ketchum
646-935-3910

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