

Credible advice from Hyatt's own expert concierges and in-the-know Hyatt Gold Passport travelers marks a first in online travel sites

March 31, 2008 (Chicago, IL)– **yatt'it**, the new online travel community from **Hyatt Gold Passport**, offers travelers an essential combination of candid, fellow-traveler advice and insider knowledge with a unique advantage – credibility. Designed for members of the **Hyatt Gold Passport** loyalty program, but rich in benefits for all travelers, yatt'it is the *first* travel site to offer expert insight and tips from local Hyatt concierges in over 40 destinations worldwide along with advice from *confirmed* frequent travelers. In addition, partnerships with well-trusted sources like **Frommers.com** and **FlightStats.com** will quickly establish yatt'it as a valuable online resource for worldwide travel tips.

All travelers will benefit from yatt'it's extensive content, knowing that it has been provided by confirmed, well-seasoned business and leisure travelers in a setting subject to genuine comments and ratings. However, only Hyatt Gold Passport members can contribute content to the site, post advice and make comments or offer ratings.

"Today, more and more people rely on social networking and the authenticity of user-generated content for credible advice and information," said **Rene Mizwicki, Director, Hyatt Gold Passport** "With yatt'it, we are employing Web 2.0 techniques to create a community that offers relevant, first-hand travel insights and tips from seasoned travelers and expert Hyatt concierges as a means of strengthening our relationship with current customers and engaging future customers by providing valuable information. Plans are already underway to enhance the yatt'it experience by adding features such as video posting and RSS feeds, as well as direct messaging and grouping capabilities."

For destination research and at-a-glance overviews, Frommers.com provides Fast Facts and entry-requirement information to assist first-time visitors right within the yatt'it site. "We are excited to expand our long-standing relationship with Hyatt and provide trusted travel advice to yatt'it," said **Craig Schickler, Director, E-business Development, Wiley Publishing (publisher of Frommer's)**. "We are pleased that Frommer's was chosen as an expert resource for travel tips for this innovative new site. Frommer's has created original content specifically for yatt'it based on its unique needs to ensure a great experience and high quality content for all of its members."

A partnership with FlightStats.com offers real-time flight updates to help fliers avoid unpleasant surprises at the airport. From the yatt'it site, travelers can check essential information such as arrival and departure times for all airlines, estimated wait times for security checks at any airport, and weather or local transportation delays.

"The partnership between yatt'it and FlightStats greatly improves the quality of travel for Hyatt guests by providing valuable information and timely data," says **Meara McLaughlin, VP of Marketing, Conductive Technology (creator of FlightStats)** "Hyatt's commitment to service makes the company an ideal partner for FlightStats, and we look forward to working with them on this innovative new project."

yatt'it also offers users a mobile download feature at **mobile.yattit.com**, making travel tips accessible anytime and anywhere in the world for travelers on the go.

As a new and innovative approach to putting guests first and keeping them connected, yatt'it brings Hyatt to the forefront of the travel industry once again.

For additional information, please contact Hawkins International PR at (212) 255-6541.

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