

Complimentary Wi-Fi, Distinctive Design, Make Hyatt Place™ the Ideal Solution for Travelers Needing to Maintain Productivity

CHICAGO, Illinois – March 12, 2008 – With nearly 7.4 million Americans saying the lines between their personal and professional lives blur, travelers are demanding the tools to allow that blended lifestyle to continue while on the road.¹ According to a new survey from Hyatt Place, 84 percent of business travelers want a hotel that allows for multi-tasking on the road exactly as they do at home.²

The Hyatt Place survey found productivity is a top concern for business travelers, with 78 percent of respondents saying they feel the need to be as productive when traveling as they are when they're in the office. Further emphasizing this point, more than 70 percent of business travelers will only consider hotels with guestrooms offering up-to-date technology.

"Hyatt Place conducted extensive research to determine how people's lifestyles have evolved and identified a need to marry technology and comfort. As a result, the guest's transition from home to our hotel is more seamless than ever before," said Alison Kal, vice president, marketing, Hyatt. "Hyatt Place provides access to the technology our guests need to maintain productivity in a comfortable, familiar environment."

Maintaining Productivity is a Top Concern for Business Travelers

In addition to the 78 percent of respondents who said they feel the need to be as productive when traveling as they are in the office, half of travelers say their companies do not cut them any slack in their productivity when they're traveling for business. Additional survey findings include:

- One third of business travelers will drive 10-30+ miles out of their way to ensure they stay in a hotel with free high-speed wireless internet access in guestrooms and public areas
- More than 80 percent of travelers choose business hotels that have the technology they need to work efficiently
- 81 percent of travelers say the guestrooms in their ideal business hotel are designed around the way people really live

Hyatt Place Designed Meets Travelers' Productivity Demands

Extensive research went into the design of Hyatt Place, which was developed to allow guests to seamlessly transition from their home or office to a hotel environment.

Because business travelers expect timesaving services and up-to-date technology, every Hyatt Place hotel offers guestrooms designed for efficiency and connectivity, and free Wi-Fi in both the guestrooms and public spaces. Guests can work in multiple areas of their guestroom, including an oversized, mobile desk and ergonomic chair; the Cozy Corner, an eight-foot sectional sofa-sleeper; or the Hyatt Grand Bed™. Thanks to the innovative Hyatt Plug Panel™ guests can plug their laptop, DVD or MP3 player directly into the 42-inch flat panel HDTV, allowing for optimal viewing of a big presentation or movie, or relaxing to their favorite music.

two self-registration kiosks, complimentary Wi-Fi and an "e-room" with free access to public computers and a printer with secure remote printing. Additionally, cross-trained Gallery Hosts can assist guests with everything from checking-in to providing tours of the hotel and preparing a freshly prepared meal 24/7.

About Hyatt Place

Hyatt Place, a new kind of Hyatt for today's relaxed lifestyle, combines The Hyatt Touch® with stylish design, purposeful amenities and forward-thinking technology. Catering to today's discerning travelers, 120 Hyatt Place hotels are to open across the U.S. by March 2008. Hyatt Place is a newly developed brand of Global Hyatt Corporation. For Hyatt Place information or to make a reservation, call 1-888-HYATT-HP (888-492-8847) or visit www.hyattplace.com. From the U.S. and Canada, reservations for Hyatt Hotels & Resorts worldwide may be obtained by calling 1-800-233-1234 or logging onto www.hyatt.com.

For further information:

About Global Hyatt Corporation

¹ Sterling Brands conducted a quantitative online study among 400 American travelers, ages 25-55, who stayed in hotels 3+ times in the past 12 months. The survey was conducted between December 12-15, 2006. ² On behalf of Hyatt, Sommers Marketing Research conducted a quantitative online study of more than 1,000 American travelers, ages 25-54, who stayed in hotels 1+ times for business in the past 12 months. The survey was conducted between February 16-18, 2008.

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