

Extensive Research Yields New Design Featuring a Fresh Take on Comforts of Home and Neighborhood Conveniences

□ **CHICAGO – Feb. 2, 2009** – Hyatt Hotels & Resorts and Sequoia Development today announce the opening of Hyatt Summerfield Suites Salt Lake City/Sandy, the first Hyatt-branded hotel in Utah. The hotel is also the first-ever *Hyatt Summerfield Suites* to offer newly designed guest suites and public space, which allows travelers a new way to experience the comforts of home, the convenience of a neighborhood and the feel of a community.

Hyatt Summerfield Suites Salt Lake City/Sandy is ideally situated for business and leisure travelers, thanks to its proximity to Salt Lake City and some of Utah's most popular ski areas, Alta, Snowbird, Brighton and Solitude, as well as several prominent area businesses, including the BD Medical, Rio Tinto and Affiliated Computer Solutions. Owned by Sequoia Development and operated by LodgeWorks, the 137-suite hotel offers a variety of studio, one- and two-bedroom suites. The hotel is less than 30 minutes from Salt Lake City International Airport and located just off I-15 at 9685 S. Monroe St., making it the perfect place to settle in for an extended stay, a business trip or a ski weekend.

PUBLIC SPACE ENCOURAGES FACE-TO-FACE INTERACTION TRAVELERS CRAVE

The *Hyatt Summerfield Suites* emphasis on creating a sense of community through design and staff interaction derives from research suggesting that overall, people seek out opportunities for face-to-face interaction because they have fewer personal relationships. For example, one recent study found that Americans report having one less friend today than they did 20 years ago*. A separate survey indicates that nearly 60 percent of respondents would be reluctant to go longer than 24 hours without in-person human contact**.

At *Hyatt Summerfield Suites*, the effort to make travelers feel at home includes both the guest suite and public spaces, which are designed to facilitate interaction between guests and staff as well as socialization among guests. The lobby functions as a neighborhood; guests enter the hotel on a metaphorical "main street" which includes a central core of business essentials for daily living, such as a Guest Market, open 24/7 and an internet café area. The path through the public space leads to an outdoor area which features gathering spaces where guests can relax and socialize. At Hyatt Summerfield Suites Salt Lake City/Sandy, the outdoor spaces include a pool area, patio and a fireplace.

"Our research led us to expand the concept of 'home' to include a person's community. To achieve this, we created an experience that offers the comfort and sociability typically associated with both a home and a neighborhood," said Alison Kal, vice president, marketing Hyatt Hotels & Resorts. "We invite guests to settle in and lead the full lives they live everyday, and believe this new design makes it even easier to really find a home away from home."

NEW SUITE DESIGN REFLECTS LIFESTYLE EVOLUTION

At Hyatt Summerfield Suites Salt Lake City/Sandy and in future locations, guest suites have been redesigned to reflect how people live in their homes today. The new guest suites – like many modern condominiums and residences – are centered on the kitchen.

"The contemporary kitchen is the living room of 30 years ago. It has evolved into the heart of the house and gathering place – where work is done, guests are entertained and families spend time together," said Kal. "The full size kitchens featured in our guest suites enable travelers to utilize the space just like they would in their own home."

In addition to a design that emphasizes the kitchen, *Hyatt Summerfield Suites* guest suites also offer:

- A 32-inch flat panel high definition television in the living area and bedrooms
- The Hyatt Plug Panel™, which allows guests to plug their portable media devices such as MP3 players, directly into the television
- The plush Hyatt Grand Bed™
- A bright color palate of green, blue, orange and other earth tones inspired by couture fashion

HYATT SUMMERFIELD SUITES BACKGROUND

All *Hyatt Summerfield Suites* guest suites feature a contemporary design offering a full kitchen, living area and a separate bedroom. An oversized desk and ergonomic chair, vibrant artwork and warm lighting complete the comfortable, stylish atmosphere.

The public spaces provide the comfort and sociability of a neighborhood, including a lounge area with den-style seating for groups of all sizes. Here, guests will also find the enhanced complimentary full breakfast buffet, offered daily, as well as an Evening Social, which takes place nightly Monday through Thursday. The 24-hour Guest Market offers a variety of easy-to-

prepare items or guests can take advantage of complimentary grocery shopping services.

Hyatt Summerfield Suites also takes everyday comforts to the next level by offering a Business Center with public computers and a printer, a state-of-the-art fitness center, an indoor or outdoor pool, complimentary grill for guest use and laundry services.

About Hyatt Summerfield Suites

Hyatt Summerfield Suites are upscale, all-suite, residential-style hotels offering travelers spacious, contemporary studio, one- and two-bedroom suites ideal for any length of stay. Guests will find an atmosphere that provides the sociability of a neighborhood with features such as complimentary full breakfast buffet and evening socials, a guest market, laundry facilities and Internet café. There are currently 29 Hyatt Summerfield Suites hotels throughout the country and many more are under development. Hyatt Summerfield Suites is a newly developed brand of Global Hyatt Corporation. For information or to make a reservation, call 866 XS HYATT (866-974-9288) or visit www.HyattSummerfieldSuites.com. From the U.S. and Canada, reservations for Hyatt Hotels & Resorts worldwide may be obtained by calling 1-800233-1234 or logging onto www.hyatt.com.

About LodgeWorks

LodgeWorks, L.P., is a privately held hotel development and management company in the midst of an exciting portfolio expansion. Based in the American heartland, the LodgeWorks® team has a rich history as hospitality brand innovators with industry-leading guest satisfaction, sophisticated development acumen, and an experienced team that has successfully collaborated for more than 20 years. Among recent developments, the company has launched AVIAsm, a new boutique hotel collection with sophisticated, locally-inspired designs and an imaginative service culture crafted to bring authentic moments of discovery to discerning travelers. LodgeWorks is also introducing comfortable luxury to the upscale suite category with the innovative refresh of Hotel Sierrasm (previously branded Sierra Suites® Hotel). The new brand celebrates contemporary design and unexpected touches of luxury. LodgeWorks is also expanding its portfolio of owned and managed branded hotels including Hyatt Summerfield Suites®, Hyatt Place®, Aloft®, Hampton Inn & Suites®, Hawthorn Suites®, and Hilton Garden Inn®. For more information please visit www.aviahotels.com, www.hotel-sierra.com or www.lodgeworks.com.

About Sequoia Development

A real estate developer and general contractor based in Salt Lake City for more than 20 years, Sequoia Development, Inc. specializes in residential gated communities, resort condominiums, office parks, custom-built homes and hotels. For more information, visit www.sequoiadevelopment.com or call (801) 944-4669.

For further information:

About Global Hyatt Corporation

Global Hyatt Corporation, headquartered in Chicago, is one of the world's premier hotel companies. The hotels owned, operated, managed or franchised by its subsidiaries provide authentic hospitality to guests in 45 countries through a passionate commitment to personalized service, cultural relevance, and the environment. Global Hyatt subsidiaries own, operate, manage or franchise more than 365 hotels and resorts worldwide under the **Hyatt®, Hyatt Regency®, Hyatt Resorts™, Grand Hyatt®, Park Hyatt®, Hyatt Place®, Hyatt Summerfield Suites®** and **Andaz™** brands with additional properties under development on five continents. **Global Hyatt Corporation** is also the owner of **Hyatt Vacation Ownership, Inc.**, operator of **Hyatt Vacation Club®**. The success of Global Hyatt is driven by the commitment and energy of the approximately 90,000 men and women around the world who provide exceptional service to hotel guests. From the U.S. and Canada, reservations for any Hyatt hotel worldwide may be obtained by calling 1-800-233-1234 or visiting www.hyatt.com.

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*McPherson, M. American Sociological Review, June 2006. News release from the American Sociological Association.

**On behalf of Hyatt Summerfield Suites, StrategyOne conducted a nationally representative online study of 1,000 Americans, ages 18+. The survey was conducted between July 14-17, 2008.

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