

## Hyatt Newsroom

ESTERO, FL – February 24, 2009 –Hyatt Hotels & Resorts and Simon Property Group today announce the opening of Hyatt Place Coconut Point, conveniently located in Estero, between Fort Myers and Naples and adjacent to Coconut Point.

The hotel offers:

- 108 spacious guestrooms, all of which feature a 42-inch HDTV, the plush Hyatt Grand Bed™ and an eight-foot sectional sofa-sleeper
- Complimentary Wi-Fi access throughout the hotel
- Complimentary continental breakfast featuring a variety of fresh fruits, hot and cold cereal, yogurt, breads, Starbucks® coffee and an assortment of juices
- Over 1,000 square feet of meeting space
- A complimentary shuttle service within a 5-mile radius for transportation to many local businesses and attractions

In addition to Coconut Point, which features more than 140 shops and restaurants, the hotel is also a short drive from some of Florida's most beautiful beaches.

"The opening of this hotel adds another great dimension to our already thriving retail center and community," said Jamie Grofik, mall manager, Coconut Point. "We welcome the many anticipated hotel guests to experience Coconut Point's fine retail and dining offerings."

"We believe the *Hyatt Place* guest experience will continue to set the standard for today's multitasking travelers," said Frank Dolley, general manager. "With free Wi-Fi access, freshly prepared food available 24/7, state-of-the-art in-room media options and a staff specially trained to handle any task gracefully, *Hyatt Place* has everything today's traveler needs."

"When creating *Hyatt Place*, we extensively researched the evolving needs of contemporary travelers to identify the right combination of style, service and amenities," said Alison Kal, vice president, marketing, Hyatt Hotels & Resorts. "Across the country, guest reactions have been tremendously positive and we're thrilled to enhance Hyatt's presence in Southwest Florida and bring the *Hyatt Place* experience to Coconut Point."

### HYATT PLACE COCONUT POINT LEADERSHIP

Hyatt Place Coconut Point will be under the leadership of General Manager Frank Dolley and Director of Sales Deidre Wetelainen.

In his role, Dolley will be directly responsible for managing the day-to-day operations of the hotel, including overseeing the hotel's 40 associates and ensuring guests encounter the purposeful service for which *Hyatt Place* is known.

Dolley will be joined by Deidre Wetelainen, director of sales, who will be responsible for providing sales service and support to travelers and meeting planners frequenting Lee and Colliers counties.

### HYATT PLACE BACKGROUND

*Hyatt Place*, ranked "Highest in Guest Satisfaction among Mid-Scale Hotel Chains with Full Service" by J.D. Power and Associates, combines contemporary design with innovative services and amenities to create an atmosphere of casual hospitality.

*Hyatt Place* was inspired by the changing landscape of contemporary, multi-tasking business travelers, who have successfully adapted to today's "24/7 lifestyle," seamlessly merging personal and professional activities. To help guests achieve this lifestyle, *Hyatt Place* offers a balanced mix of comfortable and functional amenities.

- **Guestrooms:** For work, guests can take advantage of the complimentary Wi-Fi, oversized desk and ergonomic chair in each room. And when it's time to relax, they can stretch out on the eight-foot Cozy Corner sectional sofa-sleeper and watch their favorite shows on the room's 42-inch LG™ flat panel, high-definition television. Each room's innovative Hyatt Plug Panel™ also allows guests to connect their own entertainment media to the television, including laptops, MP3 players, DVD players or any other portable device. At bedtime, the signature Hyatt Grand Bed™ ensures guests will enjoy a peaceful night's sleep.
- **Gallery:** An innovative welcoming arrival area where guests are greeted by a Gallery Host who assists guests with everything from check-in to preparing a freshly made snack, the Gallery offers two self-registration kiosks, an intimate coffee and wine café and bakery, free Wi-Fi, a TV den and an "e-room" with free access to public computers and a printer with secure print-ahead technology.

- **Mealtime:** Guests at *Hyatt Place* may purchase signature hot breakfast entrées along with Starbucks® specialty coffees or enjoy a free continental breakfast. *Hyatt Place* also offers a variety of freshly prepared, café-quality items, including made-to-order entrées, sandwiches, soups, salads and pizza, which guests can order 24/7 via a touch screen menu in the Guest Kitchen or from a Gallery Host.
- **StayFit@Hyatt:** To help guests stay physically and mentally productive, each Hyatt Place offers a StayFit@Hyatt gym featuring state-of-the-art Life Fitness® equipment.

Travelers are raving about *Hyatt Place* hotels already open in nearly 130 locations nationwide, including Atlanta, Birmingham, Chicago, Cincinnati, Dallas, Houston, Louisville, Miami, Phoenix, Orlando, San Antonio, Tampa and Washington, D.C.

### **About Hyatt Place**

Hyatt Place is a new kind of Hyatt for today's relaxed lifestyle. Hyatt Place is ranked *Highest in Guest Satisfaction Among Mid-Scale Hotel Chains with Full Service*™ according to the J.D. Power and Associates 2008 North America Hotel Guest Satisfaction Index Study<sup>SM</sup>. Catering to today's discerning travelers, Hyatt Place combines The Hyatt Touch® with stylish design, purposeful amenities and forward-thinking technology. Hyatt Place is a brand of Global Hyatt Corporation that currently offers nearly 130 locations nationwide. For Hyatt Place information or to make a reservation, call 1-888-HYATT-HP (888-492-8847) or visit [www.HyattPlace.com](http://www.HyattPlace.com).

Hyatt Place received the highest numerical score among mid-scale hotel chains with full service in the proprietary J.D. Power and Associates 2008 North America Hotel Guest Satisfaction Study<sup>SM</sup>. Study based on responses from 53,453 guests measuring 12 mid-scale hotels with full service and measures opinions of guests who stayed in a hotel May 2007-June 2008. Proprietary study results are based on experiences and perceptions of consumers surveyed June 2007-June 2008. Your experiences may vary. Visit [jdpower.com](http://jdpower.com).

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 44 countries through a passionate commitment to personalized service, cultural relevance, and the environment. Global Hyatt subsidiaries own, operate, manage or franchise more than 370 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 thousands of 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](http://www.hyatt.com).

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