

‘The Big Welcome’ ushers in a new era of authentic hospitality with a larger-than-life kickoff to an expanded Hyatt Gold Passport™ loyalty program

CHICAGO (April 2, 2009) – In extraordinary times, true hospitality and value become even more important. To celebrate our rich tradition of authentic hospitality, today Hyatt launches ‘The Big Welcome’— a large-scale global initiative that celebrates the introduction of an enhanced, more generously welcoming Hyatt Gold Passport™ guest loyalty program. With ‘The Big Welcome,’ Hyatt will also launch a 10,000 free nights sweepstakes and a larger-than-life 365 night giveaway – in three regions worldwide – for a total of 31,095 free Hyatt nights.

The tumultuous economy has led to some drastic changes in the way people travel. While cutting down on travel expenses overall, according to the Market Metrix Hospitality Index™, consumers are now more singularly focused on returning to the essential pleasures of traveling: pampering, relaxation and good, old-fashioned hospitality.

“‘The Big Welcome’ is the way in which we have chosen to introduce travelers, and especially our existing Gold Passport members, to our redesigned Hyatt Gold Passport loyalty program. At a time when others may be tempted to cut back, we consider these enhancements a long-term investment in our business,” said Mark S. Hoplamazian, President and Chief Executive Officer of Global Hyatt Corporation. “Three people will win 365 free nights, 30,000 people will win one free night (10,000 in each of three regions around the world), and countless others will have a chance to experience Hyatt world-class hospitality through our new programs. This is our way of showing our dedication to creating a unique, comfortable and welcoming experience for all guests.”

The Enhanced Hyatt Gold Passport Guest Loyalty Program

As part of the Hyatt commitment to making guests feel more than welcome, Hyatt Gold Passport, Hyatt’s global loyalty program, was redesigned to be more generous and more rewarding. Hyatt Gold Passport members can now take part in a wider range of exclusive privileges, ranging from free night awards with no blackout dates to complimentary Internet access, suite upgrades and exclusive check-in areas for elite members.

“The Hyatt Gold Passport program has evolved from a rewards-focused program into a true service and recognition initiative so that we can better deliver Hyatt’s unique brand of authentic hospitality to our most valued guests,” said Jeff Zidell, vice president, Hyatt Gold Passport. “The program’s many new offerings emphasize our ‘do whatever it takes’ culture by demonstrating Hyatt’s loyalty to its guests, and not the other way around.”

To learn more about Hyatt Gold Passport, or to enroll in the program, visit www.GoldPassport.com. New members can also enroll by calling 1-800-51-HYATT, or by filling out an application at any Hyatt hotel.

‘The Big Welcome’ Contest: 365 Free Nights

‘The Big Welcome’ Contest is a one-of-a-kind, larger-than-life contest that asks the question “How would you spend 365 free nights at Hyatt to create an unforgettable experience?” Three people (one person in each of North America, Europe and Asia) will win 365 free nights at any Hyatt hotel around the world. Whether you want to travel the globe, host a big family reunion or wedding at an exotic location, or leave it all behind to live the hotel life for a year, Hyatt has got you covered.

Contestants will be asked to submit a 250-word essay describing how they would create an unforgettable Hyatt experience. Essays will be awarded a maximum of 40 points for originality; 40 points for creativity; 10 points for incorporation of Hyatt brand attributes and 10 points for organization/clarity and grammar. To help tell their story, entrants have the option to submit video, audio, photo, or an original drawing to earn up to (5) bonus contest points.

The 365 free nights can be used at any Hyatt hotel worldwide (valid through June 30, 2014). To help winners make the most of this once-in-a-lifetime experience, Hyatt will also provide the winner with 1 million frequent flyer airline miles to be applied to a Hyatt Gold Passport travel partner.

To enter the contest, participants can visit TheBigWelcome.com, enter their Hyatt Gold Passport Number or enroll in the free Hyatt Gold Passport program. The contest begins on April 2, 2009 and entries must be submitted no later than May 13, 2009. All entries will be judged by Hyatt agency personnel in a Preliminary Round and up to 20 entries will advance to the Semi-Final Round, where visitors to TheBigWelcome.com will then have the chance to select the Top Five entries through online voting. The final Grand Prize winners will be announced on or around June 12, 2009. One Grand Prize Contest Winner will be selected per region (North America, Europe and Asia).

‘The Big Welcome’ Sweepstakes: 10,000 Free Nights

30,000 people (10,000 people per region – North America, Europe and Asia) will also have a chance to experience Hyatt

hospitality firsthand and at no cost to them. One Hyatt Gold Passport Free Night award (valid through June 30, 2010 at any Hyatt Hotel worldwide of the winner's choice) will be awarded to 30,000 people selected at random from all eligible entries received during the promotional time period (April 2, 2009 to May 13, 2009).

To enter the sweepstakes, participants can visit TheBigWelcome.com, enter their Hyatt Gold Passport Number or enroll in the free Hyatt Gold Passport program. Sweepstakes daily prize winners will receive notification by email approximately one day after being selected and the prize will be credited to their Hyatt Gold Passport Account within four to five business days after the confirmation email is received.

Please note that contestants must enter the Contest and the Sweepstakes separately in order to participate in both competitions. Entry into one promotion does not automatically enroll a consumer into the second promotion.

To learn more about 'The Big Welcome' and to enter the contest and/or sweepstakes, visit TheBigWelcome.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.

NO PURCHASE NECESSARY. See TheBigWelcome.com for rules and details. Ends 5/13/09.

NO PURCHASE NECESSARY TO ENTER, PLAY OR WIN THE BIG WELCOME SWEEPSTAKES FROM HYATT GOLD PASSPORT OR THE BIG WELCOME CONTEST FROM HYATT GOLD PASSPORT. Entry requires free membership to Hyatt Gold Passport. Membership is free and without further obligation other than normal member obligations. Register at www.TheBigWelcome.com. New and existing Hyatt Gold Passport ("Gold Passport") members are eligible to participate and win. Participants may cancel membership any time and /or request removal from sweepstakes or contest and deletion of personal data. Must be the age of majority in your home state/province/country and a legal resident of one of the following Regions: North America (the 50 U.S. (including D.C.) or Canada (excluding Quebec), Europe (EU, Russia, Turkey or Ukraine), or Asia Pacific (Australia, Hong Kong, India, Japan, New Zealand, People's Republic of China, Republic of Korea, Singapore, Taiwan or Thailand). Void where prohibited. Subject to Official Rules. Contest Grand Prize **for one winner each in North America, Europe and Asia Pacific** is 365 nights at Hyatt Hotels and 1 million miles on an airline frequent flyer program of winner's choice, from a participating Hyatt airline travel partner; Free nights for standard rooms only, subject to Gold Passport program terms, and expire on June 30, 2014; ARV \$94,350 (*or equivalent in local currency based on official exchange rate at redemption). 10,000 Daily Sweepstakes Prize winners **in each region** (North America, Europe and Asia Pacific) will receive one Hyatt Gold Passport Free Night award valid through June 30, 2010 at a Hyatt Hotel of winner's choice, based on availability. ARV of all sweepstakes prizes is \$1,900,000 USD*. Sweepstakes winners will be chosen by chance in weekly electronic drawings during the sweepstakes period. Contest participants must submit an essay answering, "How would you spend 365 free nights at Hyatt to create an unforgettable experience?" **See Official Rules for language requirements and word limits in each region.** Essays judged on a point system for originality, reflection of Hyatt brand attributes, clarity and grammar. Bonus points awarded for the submission of supporting photo, original drawing, video or audio file. The Grand Prize winner will be selected by a judging panel based on the same criteria as in the Preliminary Round. Events described must be legal and described in language suitable for all ages. For complete details, including Gold Passport registration requirements and Official Rules, click [here](#). The Big Welcome Sweepstakes and Contest from Hyatt Gold Passport both start at 12:01 a.m. CDT on April 2, 2009 and end at 11:59 p.m. CDT on May 13, 2009. Sponsored/Promoted 2009 by Hyatt Corporation, 71 South Wacker Drive, Chicago, IL 60606. **Administered in North America by GMR Marketing LLC (5000 South Towne Drive, New Berlin, WI 53151), in the U.K. for Europe (the EU, Russia, Turkey and Ukraine) by Smartfusion SV Ltd. (1 Riverside, Manbre Road, London W6 9WA, United Kingdom), and in Asia Pacific by Fleishman-Hillard Hong Kong (Hong Kong Ltd. Suite 1501, Cityplaza 4, 12 Taikoo Wan Road, Taikoo Shing, Hong Kong).**

The trademark HYATT and related marks are trademarks of Hyatt Corporation.© 2009 Hyatt Corporation. All rights reserved.

###

+1 312 780 5506
farley.kern@hyatt.com

<https://stage.mediaroom.com/hyatt2/2009-04-02-HYATT-LAUNCHES-GLOBAL-HOSPITALITY-INITIATIVE>