

Hyatt Administrative Professionals Survey Details Trends in Meeting Planning

CHICAGO (April 22, 2009) – Hyatt Hotels & Resorts is making it easier for administrative professionals and meeting planners to go on the trip of their dreams. Now anyone who schedules a qualifying meeting or event held at a Hyatt property can automatically receive Hyatt Gold Passport points that may be redeemed toward free stays at any Hyatt location, at any time, with no blackout dates. The Hyatt Gold Passport Planner Rewards program is free to join and meeting and events held at a Hyatt can earn administrative professionals who register credit toward Hyatt Gold Passport membership tier status and more rewards.

“In today’s challenging economy, Hyatt is proud to be able to reward administrative professionals with free travel for simply booking their corporate meetings and events at a Hyatt location,” said Scott Seed, director of leisure and business marketing, Hyatt Hotels & Resorts. “Whether they take their family away to their favorite beach or want to visit relatives across the country, the Hyatt Gold Passport Planner Reward program is their ticket to free stays.”

In recognition of Administrative Professionals Day 2009, Hyatt released today the results of a survey, conducted in association with members of the International Association of Administrative Professionals (IAAP). The survey details meeting planning trends and workplace topics including errands that administrative professionals have been asked to do as personal favors for their boss and what they expect, and wish, to receive this year on the special recognition day.

Key findings of the Hyatt Administrative Professional Survey, which was completed by more than 1,000 administrative professionals, include:

- **81 percent are responsible for planning meetings and events** and on average they plan four off-site meetings per year
- Meeting and event planning is an Administrative Professional’s **second most time consuming office activity**, accounting, on average, for 17 percent of their time (trailing only creating documents, which accounts for 26 percent of time)
- 95 percent of Administrative Professionals believe that the budgets to support off-site meetings will shrink in the current economic climate, however, **85 percent still view meetings as valuable**
- To stretch smaller budgets, event and meeting planners are choosing locations that require **less travel (82 percent) and are limiting food choices (65 percent)**
- **44 percent have been asked to do personal errands for their bosses**— with the top indiscretions being keeping secrets (24 percent), covering for their bosses (20 percent) and making personal travel arrangements (16 percent)
- 93 percent of Administrative Professionals **expect to receive flowers, a card or a lunch out** this year for Administrative Professionals Day, however, **more than 60 percent wish to be recognized with dinner at a favorite restaurant, a visit to a spa, or an overnight stay with a significant other in an upscale hotel**
- 61 percent state that **the title that best describe their role as an Administrative Professional is CEO – Chief Everywhere Officer**

“Administrative professionals are the backbone of companies from coast to coast, and on this Administrative Professionals Day, we are proud to join with Hyatt to recognize the work and the key role that these individuals play in corporations and organizations across the country,” Barb Horton CAP, president of the International Association of Administrative Professionals. “The survey results clearly show the important role that Administrative Professionals serve, and how they often go above and beyond the call of duty.”

Hyatt Gold Passport Planner Rewards is a new standout program in the industry, recognizing and celebrating the work of administrative professionals by giving them personal incentives. To maximize rewards, administrative professionals receive one Hyatt Gold Passport point for every qualifying dollar spent at a Hyatt hotel on accommodations, meeting room rentals, and catering, up to 50,000 points per event. More details on Hyatt Gold Passport Planner Rewards are available at <http://www.plannerrewards.hyatt.com>.

The Hyatt Gold Passport Planner Rewards program is available at all Hyatt hotels and resorts across all brands – Hyatt Regency, Grand Hyatt, Park Hyatt, Hyatt Place, Hyatt Summerfield Suites and Andaz.

For further information:

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