

New Camp Hyatt offerings and a summer package bring fun and value to family vacations at Hyatt resorts

CHICAGO (June 1, 2009) – Through a new collaboration with National Geographic Kids, Hyatt Hotels & Resorts re-launches its well-known, year-round Camp Hyatt program, providing more opportunities for children, ages three to 12, to experience fun and culturally authentic activities at participating Hyatt resorts in North America. The new kids program kicked off on May 29 with the debut of a Camp Hyatt-National Geographic Kids Web site available at www.camphyatt.com. Also beginning this month, new Camp Hyatt program elements, including exclusive National Geographic Kids' activities adapted to each participating resort location, will be available.

The new Web site and the reinvigorated Camp Hyatt program will be dedicated to teaching kids about *animals, culture, recycling, and water* in ways that are fun, interactive, and age-appropriate. While these themes will be the foundation for every Camp Hyatt experience, no two Camp Hyatt programs will be the same, since all will offer an authentic sense of place with experiences inspired by the cultural traditions and natural environment of each Hyatt resort location.

In advance of their trip, Camp Hyatt kids can build up their excitement and anticipation for their family vacation by visiting www.camphyatt.com and linking to kid-friendly online games where they can learn about the culture, geography, and animals native to the place they will visit.

Kids can also print travel-friendly activities from the new Camp Hyatt-National Geographic Kids Web site to enjoy on the plane or in the car on the way to their Camp Hyatt resort vacation. Upon arrival, campers will receive a colorful magazine filled with stories from National Geographic Kids on wildlife protection and recycling, a directory listing of all Camp Hyatt locations, travel games and activities, journal pages where they can write about their vacation experience, and address book pages so they can keep in touch with their new Camp Hyatt friends.

Enhanced on-site features include more than a dozen new vacation activities for kids including:

Environmental awareness and appreciation - For example, properties that adapt the "Be a Water Detective" experience – an activity created exclusively for the Camp Hyatt program – will take their Camp Hyatt kids for a visit to a nearby shoreline or river to learn about the local aquatic ecosystem with magnifying lenses and microscopes.

Animal games and art - For example, with the exclusive "Follow That Footprint" activity, kids will discover ways to identify different animal footprints native to the area they are visiting and later will use finger paint to create their own hand and footprints.

Culturally-relevant arts and crafts - The "Vacation Memory Frame" activity, made just for the Camp Hyatt program by National Geographic Kids, sends kids on a guided hike to explore the local surroundings and to collect items like shells, leaves, flowers or stones that they can use to decorate a picture frame reminding them of their Camp Hyatt vacation.

A National Geographic Kids Entertainment Library - More games, magazines, and DVDs will be available at each resort to enhance the Camp Hyatt experience.

"Both Camp Hyatt and National Geographic Kids have a long history of teaching children about cultural and environmental appreciation in ways that are fun and engaging, so this partnership is a natural fit for Hyatt," said Brigitta Witt, vice president of environmental affairs, Hyatt Hotels & Resorts. "Through exclusive new offerings from National Geographic Kids, our newly enhanced, year-round Camp Hyatt program immerses children in their surroundings, allowing them to discover different cultures while learning about how to help protect the planet."

Since its inception twenty years ago, Camp Hyatt – one of the first resort programs created just for kids – has been dedicated to providing children with authentic travel experiences that are inspired by each resort's location and culture. The Camp Hyatt program has long been a leader in resort family offerings designed specifically for children and is now forging a new direction through its collaboration with National Geographic Kids.

"This collaboration between National Geographic Kids and Hyatt Hotels & Resorts underscores the National Geographic Society's commitment to providing our full and diverse array of available assets," said Stephen Giannetti, senior vice president and group publisher of National Geographic magazines. "The wide range of materials found at Camp Hyatt allows kids to learn about the world around them while also having fun on vacation."

To celebrate the new Camp Hyatt program, Hyatt Hotels & Resorts is reviving the [Classic Family Vacation](#) with a new package. In addition to guestroom accommodation, the Classic Family Vacation package at Hyatt resorts includes:

- Full daily breakfast for all registered guests including adults and children
- 15% savings on restaurant dining

- 15% savings on Hyatt Pure spa services (where available)
- Complimentary half day of Camp Hyatt for one child
- A welcome snack amenity for the kids
- Exclusive access to a 20% shopping discount on NationalGeographic.com
- Option to add on second room for the kids for 50% off the Hyatt Daily Rate

The family package is available for stays at participating Hyatt hotels through September 7, 2009. To see full terms and conditions of the offer and to make reservations, use offer code FAMVAC at classicfamilyvacation.com or call 1-800-233-1234.

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.

About National Geographic Kids

National Geographic Kids, a multi-topic, photo-driven magazine for 6- to 14-year-olds, empowers its readers by making it fun to learn about the world. Its numerous industry awards include Periodical of the Year in 2005 and 2006 from the Association of Educational Publishers. Published 10 times a year, National Geographic Kids has a circulation of 1.2 million and is available by subscription for \$19.95 a year and on newsstands for \$4.99 a copy. Its Web site is kids.nationalgeographic.com.

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