

## Industry Honor Celebrates Hyatt's Innovative Approach to Celebrating and Connecting with Loyal Customers

□ **CHICAGO (September 17, 2010)** – Hyatt Hotels & Resorts received the first-ever COLLOQUY Loyalty Award in the Travel/Hospitality category for its Hyatt Gold Passport® loyalty program. The awards, the only such honors determined by members of the loyalty industry itself, were announced at a gala event on Sept. 16, in Phoenix, Ariz.

Hyatt Hotels & Resorts' Hyatt Gold Passport loyalty program earned top honors in the Loyalty Innovation in the Travel/Hospitality category, which recognizes the travel/hospitality company that implemented innovative loyalty strategies resulting in improved financial and/or customer performance.

The award highlights Hyatt's focus on its loyalty program, which was recently enhanced to offer many new and valuable benefits creating stronger customer engagement with the program and the brand.

"We work hard to provide our guests with an experience worthy of the Hyatt name, and we pay particular attention to our Hyatt Gold Passport members – our best customers," said Jeff Zidell, vice president, Hyatt Gold Passport. "We are thrilled to receive the first-ever COLLOQUY Loyalty Award in Travel/Hospitality, as it really validates our focus on the customer experience across every part of our company."

During a time when the travel industry needed to go the extra mile for guests, Hyatt added a number of benefits to Hyatt Gold Passport membership including removing blackout dates for standard room redemption, providing complimentary Internet service for elite members and upgrading Diamond members to a suite four times annually when the reservation is made. The Hyatt Gold Passport enhancements were launched with "The Big Welcome," a global campaign that garnered mass attention and buzz with a contest offering three travelers a chance to win 365 complimentary nights at a Hyatt and a million airline miles. Entries poured in from all over the world with pictures and videos from guests sharing how they would use the prize.

Hyatt also launched its "Random Acts of Generosity" program, which further celebrated the guest experience by empowering Hyatt front line associates to surprise and delight guests with complimentary Hyatt services such as massage, laundry and dinner. This unexpected gesture of goodwill spread the Hyatt spirit of generosity to both employees and guests.

"As the voice of the loyalty industry since 1990, we wanted to showcase and honor stellar work in the loyalty field." said Kelly Hlavinka, managing partner, COLLOQUY. "Our voters applauded Hyatt's creativity in crafting a loyalty program that put member rewards into the hands of its staff during a down economy."

To learn more about the Hyatt Gold Passport program visit [www.goldpassport.com](http://www.goldpassport.com) or call +1-800-51-HYATT.

For further information:

### About Hyatt Hotels Corporation

**Hyatt Hotels Corporation**, headquartered in Chicago, is a leading global hospitality company with a proud heritage of making guests feel more than welcome. Thousands of members of the Hyatt family in 45 countries strive to make a difference in the lives of the guests they encounter every day by providing authentic hospitality. The Company's subsidiaries manage, franchise, own and develop hotels and resorts under the **Hyatt®**, **Park Hyatt®**, **Andaz®**, **Grand Hyatt®**, **Hyatt Regency®**, **Hyatt Place®** and **Hyatt Summerfield Suites®** brand names and have locations under development on five continents. **Hyatt Vacation Ownership, Inc.**, a **Hyatt Hotels Corporation** subsidiary, develops and operates vacation ownership properties under the **Hyatt Vacation Club®** brand. As of June 30, 2010, the Company's worldwide portfolio consisted of 445 properties. For more information, please visit [www.hyatt.com](http://www.hyatt.com).

###

Amy Patti  
Hyatt Hotels & Resorts  
+1-312-780-5620  
[amy.patti@hyatt.com](mailto:amy.patti@hyatt.com)

---

<https://stage.mediaroom.com/hyatt2/2010-09-17-HYATT-GOLD-PASSPORT-LOYALTY-PROGRAM-WINS-FIRST-ANNUAL-COLLOQUY-LOYALTY-AWARD-IN-THE-TRAVEL-HOSPITALITY-CATEGORY>