

The series' experts, and their advice, will be curated through guests' feedback and questions

□ **CHICAGO (November 19, 2013)** – To help make the travel experience even more seamless, [Hyatt Place](#) is enlisting experts to offer advice based on direct feedback, insights and questions from today's savvy travelers. Throughout the next year, Hyatt Place will crowdsource questions and travel topics on the minds of travelers – and find experts to help address those questions via digital and social media. This dynamic, real-time approach to an expert panel will evolve based on the needs of guests and builds on the brand's new "[You'll Know It's Right When You See It](#)" campaign, designed to showcase the brand's modern features and uncomplicated guest experience.

The Seamless Travel Series experts' unique perspectives, stories and advice – from tackling one's first business trip to maintaining a healthy lifestyle on the road – will arm guests with the information they want and need to ensure their travel experiences are just right. Travelers are invited to share topics of interest on the Hyatt Place Facebook page, join upcoming Twitter chats, and comment on each expert's social channels or blog, to inform the next addition to the Seamless Travel Series. The additional experts will unveil in early 2014.

"We have designed every aspect of the Hyatt Place experience with today's traveler in mind, from our spacious rooms, to the delicious and complimentary a.m. Kitchen Skillet™ breakfast, to free Wi-Fi. Guest research and third-party recognition tells us that we are getting it right, and offering our guests access to experts chosen based on real needs expands our efforts outside the bounds of our hotel walls," said Chris Walker, vice president of brands, Hyatt Place. "We are committed to keeping a finger on the pulse of our guests' needs, and by adding new experts based on guest feedback, we'll be able to ensure we are arming them with tips and tools for an uncomplicated travel experience from start to finish."

To kick-off the program, Hyatt Place has teamed up with two popular lifestyle experts, Jessica Harlow and Sonia Gil, who will offer their expertise during the busiest travel time of the year for travelers – the holiday season.

- Jessica Harlow, a "Lifestyle Maven," will help guests focus on feeling confident, relaxed and at their best no matter the destination or the situation.
- Sonia Gil, a "Globe Trotter," will provide the inside scoop on how to navigate the trickiest travel situations, from locating lost luggage at the airport to packing with ease.

On November 21, the Seamless Travel Series experts will host a Twitter chat to discuss Holiday Travel from A-Z at 2:30 p.m. CT. Travel enthusiasts and guests will have the opportunity to ask Sonia and Jessica travel questions and also have the chance to win a complimentary stay at Hyatt Place. During the discussion, the experts will be listening for participants' top travel challenges to address in future videos, blog posts and social media content.

This initiative comes on the heels of the brand's recently launched ad campaign featuring a brand new face [Mr. Gold E. Lahks](#) – who was modernly reimagined based upon the childhood favorite "Goldilocks and the Three Bears" and her search for the right fit. Mr. Lahks searches far and wide for the right hotel and lands upon Hyatt Place, finding it meets all of his needs.

The new campaign creative follows a refreshed brand identity for Hyatt Place, which highlights the key offerings that make the brand stand out among the competition, including:

- Free Wi-Fi everywhere
- Free a.m. Kitchen Skillet™ breakfast with a stay
- 24/7 Gallery Menu & Market
- Coffee to Cocktails Bar

- Plush Hyatt Grand Bed®
- Roomy Rooms
- Gallery 24/7 as a place to greet, eat and meet
- Swiveling 42" flat-screen HDTVs
- The in-room Cozy Corner

Hyatt Place combines style, innovation and 24/7 convenience to create a seamless stay with modern comforts. The brand was recently recognized by J.D. Power as highest in guest satisfaction among upscale hotel chains, and it also received a spot as one of the top 10 brands offering the best in customer satisfaction in both the Americas and around the globe by the Market Metrix Hospitality Index (MMHI). Additionally, Hyatt Place was ranked the No. 1 brand in its category for the second consecutive year in *Business Travel News*' annual Hotel Chain Survey.

For more information on Hyatt Place, visit www.HyattPlace.com to learn about the hotel's special offers, features and locations. Also visit Hyatt Place on Facebook.

ABOUT HYATT PLACE

Launched in 2006, Hyatt Place brings to the upscale select service hotel category the authentic hospitality for which Hyatt is known. Inspired by multitasking travelers' 24/7 lifestyle, Hyatt Place combines stylish design and practical amenities with forward-thinking technology and purposeful service. Roomy rooms feature multiple areas to work and relax, and include the in-room Cozy Corner; plush Hyatt Grand Bed®; and separate work space. Guests can also enjoy free Wi-Fi and remote printing everywhere, 24-hour StayFit Gym, Coffee to Cocktails Bar offering beverages made with specialty coffees and a variety of premium beers, wine and cocktails, and a Grab 'n Go case stocked with freshly made sandwiches and salads. The 24/7 Gallery Menu offers freshly prepared meals any time day or night, in addition to the complimentary a.m. Kitchen Skillet™ served daily for guests, featuring hot breakfast items, fresh fruit and more. Specially trained Gallery Hosts are on hand to offer assistance with everything from directions to check-in to a freshly made meal.

Hyatt Place, a brand of Hyatt Hotels Corporation, offers more than 180 locations in the United States, Costa Rica and India. For Hyatt Place information or to make a reservation, call 1-888-HYATT-HP (888-492-8847) or visit www.HyattPlace.com.

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For further information:

Stephanie Sheppard
Hyatt Hotels & Resorts
312-780-5399
stephanie.sheppard@hyatt.com

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