

# New kid-centric programming poised to launch across Dreams Resorts & Spas properties in Latin America and the Caribbean in 2025

**CHICAGO (January 14, 2025)** – [Hyatt Hotels Corporation](#) (NYSE: H) and Endemol Shine North America, a Banijay Americas company, producers of hit culinary competition series MasterChef Junior on FOX announced today a first-of-its-kind collaboration introducing dynamic culinary programming inspired by the beloved series at participating family-friendly Dreams Resorts & Spas, part of Hyatt's Inclusive Collection. Together, the brands will introduce families to a new level of adventure, offering interactive gastronomic experiences that make the all-inclusive experience even more delicious, sparking creativity and exploration for younger guests.

**For a limited time, and designed to target younger guests ages 6-12, the MasterChef Junior collaboration will include:**

## **Exclusive Explorer's Club programming**

Younger guests enrolled in the Dreams Explorer's Club will be put to the test with show-themed activities, including Mystery Box Challenges where they will compete against their peers using a box filled with secret ingredients to create a themed dish within a limited time. The challenges are meant to encourage experimentation, potentially inspiring a future generation of chefs in the hospitality space.

## **Surprise & Delight Pop-Up Activations**

From MasterChef Junior appearances to exclusive pool parties and captivating evening entertainment, guests will embark on a culinary journey filled with surprise and delight. These activities immerse travelers in the gastronomic experiences they crave, all part of the all-inclusive experience.

## **For-Kids-by-Kids Menu**

Designed by MasterChef Junior Season 9 Winner Bryson McGlynn and Season 8 semifinalist Ivy Childs, the for-kids-by-kids menu introduces younger guests to new foods and flavor profiles and is intended to inspire children to step outside their comfort zone while enabling parents to implement a new variety of foods into daily life, returning home with more than just cherished memories.

"Hyatt continues to lead the all-inclusive category by delivering meaningful experiences for guests of all ages," said Ana Tomicevic, Vice President, Global Brands, Inclusive Collection, Hyatt. "The introduction of MasterChef Junior programming at participating Dreams Resorts & Spas branded properties underscores our dedication to crafting unforgettable memories for guests and World of Hyatt members. With travelers seeking experiential travel with a compelling food and beverage focus, this collaboration meets guests where they are while making a lasting impact on the next generation of foodies."

A globally recognized brand with an unmatched following, MasterChef Junior's influence extends worldwide, making the franchise a perfect collaborator for Dreams Resorts & Spas, the growing family-friendly resort brand. Select properties will offer the brand's signature [Unlimited-Luxury®](#) inclusions, including gourmet à la carte dining and unlimited top-shelf spirits, dedicated programs for kids at the Explorer's Club and Core Zone Teens Club, and luxurious accommodations in picturesque destinations.

"MasterChef Junior has always been about inspiring young chefs to explore the kitchen with creativity and confidence," says Christopher Lucero, Executive Director, Licensing, Endemol Shine North America. "Working with Dreams Resorts & Spas allows us to bring this same spirit of discovery and fun to families on vacation, where kids can learn hands-on skills, try exciting flavors, and make memories in unforgettable locations. We're thrilled to expand our mission of culinary empowerment in a setting that's all about relaxation, adventure and family bonding."

To learn more about the Dreams Resorts & Spas MasterChef Junior culinary adventure or to book a reservation at a participating resort, visit [DreamsResorts.com](#) or follow along via social media at [@dreamsresorts](#) or #MasterChefJunioratDreams.

Catch up on episodes of MasterChef Junior on Hulu.

*The term "Hyatt" is used in this release for convenience to refer to Hyatt Hotels Corporation and/or one or more of its affiliates*

For further information:

## **About Hyatt Hotels Corporation**

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company guided by its purpose – to care for

people so they can be their best. As of September 30, 2024, the Company's portfolio included more than 1,350 hotels and all-inclusive properties in 79 countries across six continents. The Company's offering includes brands in the *Timeless Collection*, including **Park Hyatt®**, **Grand Hyatt®**, **Hyatt Regency®**, **Hyatt®**, **Hyatt Vacation Club®**, **Hyatt Place®**, **Hyatt House®**, **Hyatt Studios**, and **UrCove**; the *Boundless Collection*, including **Miraval®**, **Alila®**, **Andaz®**, **Thompson Hotels®**, **Dream® Hotels**, **Hyatt Centric®**, and **Caption by Hyatt®**; the *Independent Collection*, including **The Unbound Collection by Hyatt®**, **Destination by Hyatt®**, and **JdV by Hyatt®**; and the *Inclusive Collection*, including **Impression by Secrets**, **Hyatt Ziva®**, **Hyatt Zilara®**, **Zoëtry® Wellness & Spa Resorts**, **Secrets® Resorts & Spas**, **Breathless Resorts & Spas®**, **Dreams® Resorts & Spas**, **Hyatt Vivid Hotels & Resorts**, **Alua Hotels & Resorts®**, and **Sunscape® Resorts & Spas**. Subsidiaries of the Company operate the World of Hyatt® loyalty program, ALG Vacations®, Mr & Mrs Smith™, Unlimited Vacation Club®, Amstar DMC destination management services, and Trisept Solutions® technology services. For more information, please visit [www.hyatt.com](http://www.hyatt.com).

## **About Endemol Shine North America**

Endemol Shine North America delivers world-class content and compelling storytelling to multiple platforms in the U.S. and across the globe. A division of Banijay Americas, home to some of the biggest brands in television in the United States and Latin America, Endemol Shine North America is behind hit series Deal or No Deal Island (NBC), LEGO Masters (FOX), MasterChef (FOX), MasterChef Junior (FOX), Ripley (Netflix), The Summit (FOX) and Wipeout (TBS), along with the upcoming drama Como Agua Para Chocolate (Max) and a reimagined Extreme Makeover: Home Edition (ABC).

## **Forward-Looking Statements**

*Forward-Looking Statements in this press release, which are not historical facts, are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Our actual results, performance or achievements may differ materially from those expressed or implied by these forward-looking statements. In some cases, you can identify forward-looking statements by the use of words such as “may,” “could,” “expect,” “intend,” “plan,” “seek,” “anticipate,” “believe,” “estimate,” “predict,” “potential,” “continue,” “likely,” “will,” “would” and variations of these terms and similar expressions, or the negative of these terms or similar expressions. Such forward-looking statements are necessarily based upon estimates and assumptions that, while considered reasonable by us and our management, are inherently uncertain. Factors that may cause actual results to differ materially from current expectations include, but are not limited to, general economic uncertainty in key global markets and a worsening of global economic conditions or low levels of economic growth; the rate and pace of economic recovery following economic downturns; global supply chain constraints and interruptions, rising costs of construction-related labor and materials, and increases in costs due to inflation or other factors that may not be fully offset by increases in revenues in our business; risks affecting the luxury, resort, and all-inclusive lodging segments; levels of spending in business, leisure, and group segments, as well as consumer confidence; declines in occupancy and average daily rate; limited visibility with respect to future bookings; loss of key personnel; domestic and international political and geopolitical conditions and political or civil unrest or changes in trade policy; hostilities, or fear of hostilities, including future terrorist attacks, that affect travel; travel-related accidents; natural or man-made disasters, weather and climate-related events, such as earthquakes, tsunamis, tornadoes, hurricanes, droughts, floods, wildfires, oil spills, nuclear incidents, and global outbreaks of pandemics or contagious diseases, or fear of such outbreaks; our ability to successfully achieve certain levels of operating profits at hotels that have performance tests or guarantees in favor of our third-party owners; the impact of hotel renovations and redevelopments; risks associated with our capital allocation plans, share repurchase program, and dividend payments, including a reduction in, or elimination or suspension of, repurchase activity or dividend payments; the seasonal and cyclical nature of the real estate and hospitality businesses; changes in distribution arrangements, such as through internet travel intermediaries; changes in the tastes and preferences of our customers; relationships with colleagues and labor unions and changes in labor laws; the financial condition of, and our relationships with, third-party owners, franchisees, and hospitality venture partners; the possible inability of third-party owners, franchisees, or development partners to access the capital necessary to fund current operations or implement our plans for growth; risks associated with potential acquisitions and dispositions and our ability to successfully integrate completed acquisitions with existing operations; failure to successfully complete proposed transactions (including the failure to satisfy closing conditions or obtain required approvals); our ability to maintain effective internal control over financial reporting and disclosure controls and procedures; declines in the value of our real estate assets; unforeseen terminations of our management and hotel services agreements or franchise agreements; changes in federal, state, local, or foreign tax law; increases in interest rates, wages, and other operating costs; foreign exchange rate fluctuations or currency restructurings; risks associated with the introduction of new brand concepts, including lack of acceptance of new brands or innovation; general volatility of the capital markets and our ability to access such markets; changes in the competitive environment in our industry, industry consolidation, and the markets where we operate; our ability to successfully grow the World of Hyatt loyalty program and Unlimited Vacation Club paid membership program; cyber incidents and information technology failures; outcomes of legal or administrative proceedings; and violations of regulations or laws related to our franchising business and licensing businesses and our*

*international operations; and other risks discussed in the Company's filings with the U.S. Securities and Exchange Commission ("SEC"), including our annual report on Form 10-K and our Quarterly Reports on Form 10-Q, which filings are available from the SEC. These factors are not necessarily all of the important factors that could cause our actual results, performance or achievements to differ materially from those expressed in or implied by any of our forward-looking statements. We caution you not to place undue reliance on any forward-looking statements, which are made only as of the date of this press release. We undertake no obligation to update publicly any of these forward-looking statements to reflect actual results, new information or future events, changes in assumptions or changes in other factors affecting forward-looking statements, except to the extent required by applicable law. If we update one or more forward-looking statements, no inference should be drawn that we will make additional updates with respect to those or other forward-looking statements.*

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