

## A new report highlights travel as a powerful solution for those seeking deeper connections and intentional moments with friends and loved ones

**CHICAGO (September 25, 2025)** – [Hyatt's Inclusive Collection](#) today released the *Time Rich Report*, a national consumer survey designed to examine how people perceive and manage one of their most valuable resources – time. Conducted in collaboration with Wakefield Research, the study explores the connection between current definitions of “quality time” and perceptions about travel and the powerful role it plays in helping people reconnect with loved ones, with self, and with what’s important.

When it comes to quality time, the report reveals that a vast majority of Americans conceptualize it as meaningful moments spent with those they care about, and most are seeking more of it. Specifically, **82% of Americans feel they aren’t getting enough time with the people who matter most**, suggesting a widespread desire to forge deeper connections with others. At the same time, **62% of survey respondents say they consider travel to be quality time**. Whether reconnecting as a couple, bonding as a family, or simply recharging, respondents expressed a clear desire for purposeful travel moments that allow them to join with others and find meaning in the journey.

“Our first-ever *Time Rich Report* shows that travel is about much more than getting away – it’s about arriving at powerful moments and shared experiences,” said Ana Tomicevic, vice president, global brand leader, Hyatt’s Inclusive Collection. “For the travel industry, these findings suggest the need for a strong focus on creating strategies and delivering services that maximize quality time and reduce planning headaches and distractions for guests, all while allowing connections and personal time to flourish. This approach is already central to Hyatt’s Inclusive Collection and our more than 140 all-inclusive resorts, and we will be amplifying our mission with new programs and an exciting partnership with global mindfulness pioneer Deepak Chopra, M.D.”

The results of the survey clearly demonstrate the frustrations that individuals, couples, and families face in their daily lives and in the routine management of their time. But the data also highlights shifting traveler priorities and the role travel plays in reclaiming quality time:

- **Family First, Devices Second: The Need for More Intentional Time**  
Parents are stretched thin. According to the survey, 86% say they are lacking quality time and, on average, are spending nearly as much time on devices as with their kids. At the same time, if money were no object, 42% would take a dream trip with their family, believing in the power of travel to bring everyone together.
- **Reclaiming Romance, One Trip at a Time**  
31% of couples say they don’t get enough time together, while 84% report that time away together had a positive effect even after they returned home, suggesting that the post-vacation glow is real.
- **The New Self-Care – Solo Travel with Purpose**  
Loneliness is rising, with 55% of respondents saying they feel lonely, and just half saying they had a meaningful conversation in the last week. But at the same time, travel offers a solution. 50% say simply planning a trip boosts their mood, and 1 in 4 would travel alone or with friends.

Hyatt’s Inclusive Collection is leveraging the *Time Rich Report* findings into a new portfolio-wide campaign, “Time Here Is Worth More.” Offering enhanced services and experiences that help guests achieve greater presence and more intentional time away, the campaign aims to help guests focus on their personal journeys and the joy of forging deeper connections with others.

In addition, the Inclusive Collection is collaborating with **Deepak Chopra, M.D.**, who serves as a member of Hyatt’s new [Wellbeing Collective Advisory Board](#), to complement its robust in-resort experiences. Chopra brings an informed perspective – one that inspired the creation of “Mindful Moments,” a series of offerings with tools like DeepakChopra.ai, which are designed to help guests at Hyatt’s Inclusive Collection resorts feel grounded and reflective during their stay.

“Time is more than just a measure; it reflects what we value,” said Deepak Chopra, M.D. “Through this collaboration with Hyatt’s Inclusive Collection, we’re offering travelers tools to be more intentional, equipping them with practices that leave a positive impact to last long after their vacation ends.”

With resorts across Mexico, the Caribbean, Central America, and Europe, Hyatt’s Inclusive Collection is a portfolio of brands redefining the all-inclusive experience with immersive stays, unlimited programming, and the kind of endless hospitality that travelers crave. With thoughtfully curated family-friendly offerings to adult-only options, the portfolio offers a distinctive experience for every stage of life and stay occasion.

To access the full *Time Rich Report*, explore on-site programming, and book your next stay, please visit [www.HyattInclusive.com](http://www.HyattInclusive.com).

\*The survey was conducted by [Wakefield Research](#) among 2,000 nationally representative U.S. adults ages 18 and older, between June 11 and June 17, 2025, using an email invitation and an online survey

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 June 30, 2025, the Company's portfolio included more than 1,450 hotels and all-inclusive properties in 80 countries across six continents. The Company's offering includes brands in the *Luxury Portfolio*, including *Park Hyatt*®, *Alila*®, *Miraval*®, *Impression by Secrets*, and *The Unbound Collection by Hyatt*®; the *Lifestyle Portfolio*, including *Andaz*®, *Thompson Hotels*®, *The Standard*®, *Dream*® Hotels, *The StandardX*, *Breathless Resorts & Spas*®, *JdV by Hyatt*®, *Bunkhouse*® Hotels, and *Me and All Hotels*; the *Inclusive Collection*, including *Zoëtry*® Wellness & Spa Resorts, *Hyatt Ziva*®, *Hyatt Zilara*®, *Secrets*® Resorts & Spas, *Dreams*® Resorts & Spas, *Hyatt Vivid Hotels & Resorts*, *Sunscape*® Resorts & Spas, *Alua Hotels & Resorts*®, and *Bahia Principe Hotels & Resorts*; the *Classics Portfolio*, including *Grand Hyatt*®, *Hyatt Regency*®, *Destination by Hyatt*®, *Hyatt Centric*®, *Hyatt Vacation Club*®, and *Hyatt*®; and the *Essentials Portfolio*, including *Caption by Hyatt*®, *Unscripted by Hyatt*, *Hyatt Place*®, *Hyatt House*®, *Hyatt Studios*, *Hyatt Select*, and *UrCove*. 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 Hyatt's Inclusive Collection**


The Inclusive Collection includes 11 distinct resort and hotel brands designed to celebrate every moment for every lifestyle and stage of life 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](#)®, [Sunscape](#)® Resorts & Spas, and [Bahia Principe](#). The Inclusive Collection continuously raises the all-inclusive concept to a new level of luxury with award-winning properties that offer elevated accommodations, desirable locations, and thoughtful inclusions. For more information, visit the Inclusive Collection at [www.hyattinclusivecollection.com](http://www.hyattinclusivecollection.com). Images and press material on the Inclusive Collection are available at [newsroom.hyatt.com](http://newsroom.hyatt.com).

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