

## New collaboration introduces “AWAY, TOGETHER,” an immersive guest experience designed to foster deeper connection through innovative programming across participating Secrets Resorts & Spas

**CHICAGO (June 10, 2026)** – [Hyatt Hotels Corporation](#) (NYSE: H) and The Skin Deep, the Emmy Award-winning experience design studio and relationship platform known for its emotional storytelling and card-based conversation games, today announced a first-of-its-kind collaboration between [The Skin Deep and Secrets Resorts & Spas](#), part of Hyatt’s Inclusive Collection.

Expected to launch starting in June 2026, the collaboration is designed to elevate the all-inclusive guest journey through thoughtfully integrated digital and physical touchpoints that encourage Secrets guests to slow down, reconnect and create memorable shared experiences while on vacation.

As part of this exclusive experience, guests at participating Secrets Resorts & Spas can enjoy the limited-edition {THE AND} Away, Together Conversation Card Game, created with The Skin Deep, alongside curated digital prompts available through QR codes and the Hyatt Inclusive Collection app.

Designed to unfold naturally throughout the resort journey—from quiet in-suite moments and romantic dinners to cafés, poolside lounges and beachfront settings—the experience encourages couples to slow down, be fully present and engage in deeper, more meaningful conversation. QR codes are thoughtfully placed throughout the resort in natural gathering spaces, allowing guests to seamlessly access digital versions of the card deck in both English and Spanish directly from their phones.

Inspired by The Skin Deep’s Emmy Award-winning project {THE AND}, exploring of human relationships, {THE AND} Away, Together transforms everyday vacation moments into intentional opportunities for reflection, curiosity and emotional closeness. Whether sharing a sunrise breakfast, walking along the beach or unwinding together at the end of the day, guests are invited to reconnect in ways that feel authentic, memorable and lasting.

“At Inclusive Collection resorts, we know travelers are increasingly seeking experiences that help them reconnect in more meaningful ways,” said Ana Tomicevic, Vice President, Global Brand, Hyatt Inclusive Collection. “Our recent Time Rich survey, completed by Wakefield research found that 31% of couples say they don’t spend enough quality time together, while 84% believe time away strengthens their relationship long after returning home. Through our collaboration with The Skin Deep, we’re creating intentional experiences that help guests slow down, engage more deeply and make their time together feel even more valuable.”

The Skin Deep’s first-ever hospitality collaboration will be exclusive to Secrets Resorts & Spas and reflects the growing demand for travel experiences rooted in emotional wellness, intimacy and authentic connection. The collaboration reinforces Secrets Resorts & Spas’ commitment to creating elevated and immersive guest experiences that make time together feel more intentional, memorable and valuable.

“Deeper Connection doesn’t happen automatically—it happens when people intentionally enter a space of vulnerability, curiosity and presence,” said Topaz Adizes, Founder and Executive Director of The Skin Deep. “This collaboration with Secrets Resorts & Spas felt like a natural fit because travel has the unique ability to remove people from the distractions of everyday life and create opportunities for deeper conversation. Together, we designed an experience that encourages couples to move beyond surface-level interaction and reconnect in meaningful ways throughout their stay.”

The “{THE AND} AWAY, TOGETHER” experience will feature:

- **Custom Connection Card Experiences** – Co-branded physical and digital card decks designed exclusively for Secrets Resorts & Spas guests, available through QR-enabled activations and in key resort spaces.
- **Embedded Resort Touchpoints** – Interactive prompts integrated across the guest journey, including in-room experiences, cafés, elevators, VIP Bali beds, bars and dining venues.
- **Signature Romantic Programming** – Enhanced romantic dining experiences and curated “Last Bite” dessert moments designed to encourage conversation and connection.
- **Digital-First Guest Engagement** – Guests will be able to access conversation prompts through mobile-enabled QR codes and digital experiences in both English and Spanish.

The initial pilot phase of the collaboration will launch across select Secrets Resorts & Spas beginning in June 2026, including Secrets Moxché Playa del Carmen and Secrets Akumal Riviera Maya, with additional properties to follow.

The collaboration will also feature recognizable couples intentionally selected for their authentic representation of modern relationship dynamics and emotional storytelling. Featured couples span a range of life stages and experiences—from married couples navigating parenthood and demanding careers to newly engaged partners and LGBTQIA+ voices sharing their unique

perspectives on connection, intimacy and partnership.

Featured participants include Olympic gold medalist Shawn Johnson East and former NFL athlete Andrew East, DJ Dante Moreno and beauty personality Taty Cokley, LGBTQIA+ voices Amir Dean and Aamir Hassan, and NFL Super Bowl Champion JuJu Smith-Schuster alongside fitness personality Laura Kruk.

Together, the collaboration aims to create an always-on platform that extends beyond the stay through social storytelling, creator-led content, hosted media experiences and culturally relevant campaigns focused on relationships, intimacy and connection.

In a world that often moves too fast, Secrets Resorts & Spas and The Skin Deep invite guests to rediscover the idea that the most meaningful part of any getaway is not simply where you go, but how you connect while you are there. Through meaningful questions, shared moments and intentional experiences, "{THE AND} Away, Together" encourages couples to turn time away into something lasting — because real connection starts here.

As part of Hyatt's Inclusive Collection—a leader in the all-inclusive segment with more than 150 resorts and over 55,000 rooms across Latin America, the Caribbean, and Europe—Secrets Resorts & Spas continue to set the standard for adults-only luxury travel. Spanning 28 resorts and nearly 11,000 rooms across eight countries, including Mexico, Spain, and the Dominican Republic, the brand is known for its elevated all-inclusive experience, combining romantic beachfront settings, gourmet dining, personalized service, and immersive destination experiences for sophisticated travelers.

To learn more about Secrets Resorts & Spas and the new "{THE AND} AWAY, TOGETHER" experience with The Skin Deep, visit [SecretsResorts.com](https://SecretsResorts.com) or follow along on social media at [@SecretsResorts](https://twitter.com/SecretsResorts).

*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 March 31, 2026, the Company's portfolio included more than 1,500 hotels and all-inclusive properties in 83 countries across six continents. The Company's offering includes brands in the *Luxury Portfolio*, including **Park Hyatt**<sup>®</sup>, **Alila**<sup>®</sup>, **Miraval**<sup>®</sup>, **Impression by Secrets**, and **The Unbound Collection by Hyatt**<sup>®</sup>; the *Lifestyle Portfolio*, including **Andaz**<sup>®</sup>, **Thompson Hotels**<sup>®</sup>, **The Standard**<sup>®</sup>, **Dream**<sup>®</sup> **Hotels**, **The StandardX**<sup>®</sup>, **Breathless Resorts & Spas**<sup>®</sup>, **JdV by Hyatt**<sup>®</sup>, **Bunkhouse**<sup>®</sup> **Hotels**, and **Me and All Hotels**; the *Inclusive Collection*, including **Zoëtry**<sup>®</sup> **Wellness & Spa Resorts**, **Hyatt Ziva**<sup>®</sup>, **Hyatt Zilara**<sup>®</sup>, **Secrets**<sup>®</sup> **Resorts & Spas**, **Dreams**<sup>®</sup> **Resorts & Spas**, **Hyatt Vivid**<sup>®</sup> **Hotels & Resorts**, **Bahia Principe Hotels & Resorts**, **Alua Hotels & Resorts**<sup>®</sup>, and **Sunscape**<sup>®</sup> **Resorts & Spas**; the *Classics Portfolio*, including **Grand Hyatt**<sup>®</sup>, **Hyatt Regency**<sup>®</sup>, **Destination by Hyatt**<sup>®</sup>, **Hyatt Centric**<sup>®</sup>, **Hyatt Vacation Club**<sup>®</sup>, and **Hyatt**<sup>®</sup>; and the *Essentials Portfolio*, including **Caption by Hyatt**<sup>®</sup>, **Unscripted by Hyatt**, **Hyatt Place**<sup>®</sup>, **Hyatt House**<sup>®</sup>, **Hyatt Studios**<sup>®</sup>, **Hyatt Select**, and **UrCove**. Subsidiaries of the Company operate the World of Hyatt<sup>®</sup> loyalty program, ALG Vacations<sup>®</sup>, Mr & Mrs Smith, Unlimited Vacation Club<sup>®</sup>, Amstar<sup>®</sup> DMC destination management services, and Trisept Solutions<sup>®</sup> technology services. For more information, please visit [www.hyatt.com](https://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](#)<sup>®</sup>, [Hyatt Zilara](#)<sup>®</sup>, [Zoëtry](#)<sup>®</sup> [Wellness & Spa Resorts](#), [Secrets](#)<sup>®</sup> [Resorts & Spas](#), [Breathless Resorts & Spas](#)<sup>®</sup>, [Dreams](#)<sup>®</sup> [Resorts & Spas](#), [Hyatt Vivid Hotels & Resorts](#), [Alua Hotels & Resorts](#)<sup>®</sup>, [Sunscape](#)<sup>®</sup> [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](https://www.hyattinclusivecollection.com). Images and press material on the Inclusive Collection are available at [newsroom.hyatt.com](https://newsroom.hyatt.com).

**About The Skin Deep** The Skin Deep is an Emmy Award-winning experience design studio dedicated to unleashing the power of deeper human connection. They are the creators of {THE AND}, a globally recognized, multi-format project that has been exploring the intricate landscape of human relationships since 2014. Spanning live experiences, physical and digital products, an interactive documentary, a massive social media footprint, and the book *12 Questions for Love* (published by Penguin Random House), {THE AND} has become a cultural phenomenon. With nearly 1 million card games sold worldwide and closing in on 1 billion views across social media, The Skin Deep is an established global leader in using masterfully crafted questions to facilitate vulnerable, transformative conversations for people from all walks of life.

Learn more at <https://www.theskinddeep.com/>

## 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, including political or civil unrest or changes in trade policy; the impact of global tariff policies or regulations; 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 hurricanes, earthquakes, tsunamis, tornadoes, 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 specified 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 or realize anticipated synergies; failure to successfully complete proposed transactions, including the failure to satisfy closing conditions or obtain required approvals; our ability to successfully complete dispositions of certain of our owned real estate assets within targeted timeframes and at expected values; 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 manage the 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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