

## From family-friendly stays in Punta Cana to adults-only escapes in Tenerife, World of Hyatt members can now earn and redeem points at participating Bahia Principe resorts, plus earn double points on stays for a limited time

**CHICAGO (March 25, 2026)** – [Hyatt Hotels Corporation](#) (NYSE: H) today announced that World of Hyatt members can now earn and redeem World of Hyatt loyalty points at participating Bahia Principe properties. The collection joining the program totals approximately 12,000 rooms across more than 20 Bahia Principe Hotels & Resorts-branded hotels in the Dominican Republic, Mexico, Jamaica and Spain.

This milestone marks a step forward in the strategic joint venture between Hyatt and Piñero that manages Bahia Principe Hotels & Resorts-branded properties and owns the Bahia Principe brand. With this integration, Bahia Principe becomes the ninth brand in Hyatt's Inclusive Collection portfolio, expanding the ways World of Hyatt members can enjoy all-inclusive vacations across highly sought-after leisure destinations.

Javier Águila, President of Hyatt's Inclusive Collection, said, "Bahia Principe has built over decades a strong reputation for warm hospitality, destination-rich resorts and experiences that bring people together, whether you're traveling as a family, as friends or for a grown-up getaway. Welcoming these resorts into World of Hyatt gives our members more ways to experience the joy of all-inclusive travel, while continuing to build momentum behind our strategic joint venture with a key partner such as Piñero."

Julio Pérez, CEO of Bahia Principe Hotels & Resorts, said, "We are excited to embark on this new chapter as we become part of World of Hyatt: a program with more than 63 million members that will offer us unprecedented visibility and deeper penetration in key strategic markets."

"This milestone takes place in parallel with the rebranding of Bahia Principe Hotels & Resorts, through which we have reorganized our resorts around two core segments: adults-only and families. This evolution introduces Bahia Principe Escape, designed exclusively for adult guests, and Bahia Principe Explore, created for families and groups seeking shared experiences," added Pérez.

### Celebrate with Double Points: A Limited-Time Offer at Bahia Principe Resorts

To mark the addition of Bahia Principe resorts to World of Hyatt, members can earn double points on qualifying stays at participating Bahia Principe hotels and resorts for a limited time.

Members can register at [hyatt.com/2x-points-bahia-principe](https://hyatt.com/2x-points-bahia-principe) between March 24, 2026 and May 30, 2026. Only Eligible Stays completed after registration and between April 1 and June 30, 2026 will qualify, and all stays must be completed by June 30, 2026. Registration is required.

### Wish You Were Here: Five Resorts to Put on Your Radar

With beaches, culture, entertainment and elevated adults-only retreats, these standout resorts offer a glimpse into what makes Bahia Principe a compelling new addition to World of Hyatt:

- **Bahia Principe Explore Esmeralda** (Punta Cana, Dominican Republic): Set on the beach in Punta Cana, this resort blends local spirit with modern comfort, featuring renovated rooms with home automation technology, including swim-up categories and personalized guest experience support throughout the stay. Guests can explore a wide culinary offering highlighted by Mongolian and Taíno specialty restaurants, while kids dive into dedicated fun with a kids club and water park. Architecture and experiences are infused with local culture and the timeless spirit of Taíno heritage.
- **Bahia Principe Explore Legend** (Punta Cana, Dominican Republic): The former Bahia Principe Fantasia Punta Cana has been elevated and repositioned to immerse families in a dreamlike world. This brings imagination to life through a show-stopping mapping spectacle at the resort's iconic main castle, alongside themed entertainment and creative activities designed for kids of all ages. Families can enjoy a water park, a kids club with differentiated areas and a teen-friendly "loft" with a cinema and disco. Spacious rooms accommodate up to five guests, making it easy to bring the whole crew along.
- **Bahia Principe Explore Akumal** (Riviera Maya, Mexico): Surrounded by lush tropical vegetation, this beachfront resort offers exclusive beach access for Akumal guests, plus premium accommodations, including swim-up options with private pools. Days can be spent on the PGA Riviera Maya golf course or moving between seven restaurants and eight bars, with lively entertainment offerings that capture the energy of Mexico from day into night.

- **Bahia Principe Escape Tequila** (Riviera Maya, Mexico): Created for entertainment and leisure, this adults-only resort channels Mexico's vibrant colors, music, traditions and the origin story of tequila into an experience built for celebration. Guests can lean into themed parties, live performers, DJs and shows, or slow down with wellbeing experiences like yoga, meditation, bike tours and nature-forward activities. Signature spaces include an authentic Chido Bar with a terrace inspired by Mexican style, plus La Casita de los Despechados: a themed venue rooted in local culture for unique nightlife moments.
- **Bahia Principe Escape Tenerife** (Tenerife, Spain): Recently renovated, this adults-only resort in the Canary Islands is designed for travelers seeking tranquility and sophistication. Guests can choose from all-inclusive or half-board options while enjoying architecture inspired by volcanic geology, the Atlantic and Canary Island culture, brought to life through local materials, panoramic views and intimate spaces. For an even more elevated stay, "The Club" offers just 48 rooms with personalized service and a serene infinity pool overlooking breathtaking vistas, alongside à la carte dining featuring both international and local cuisine.

## A Renewed Identity for a New Chapter

Bahia Principe hotels and resorts join World of Hyatt with a refreshed identity that reflects and elevates its renewed vision, purpose and distinctive values. This evolution strengthens its market positioning while offering a unique and complementary addition to the portfolio of brands within Hyatt's Inclusive Collection. The transformation is supported by a new brand architecture designed to more precisely meet evolving consumer expectations and strategically align with the broader portfolio, moving toward a model centered on delivering differentiated experiences tailored to each target audience.

## Check In, Earn Rewards, Now at Participating Bahia Principe Resorts

World of Hyatt members can earn and redeem at participating Bahia Principe resorts with the program benefits they know and love, including:

- Earn 5 Base Points per eligible \$1 USD spent at participating resorts.
- Earn credit toward earning elite tier status and Milestone Rewards with every qualifying stay.
- Unlock on-property elite benefits and additional perks through award chart participation (where applicable).

As Bahia Principe resorts join World of Hyatt, World of Hyatt Credit Card from Chase cardmembers can unlock even more destinations worldwide. Card members can earn up to 9X total points for Hyatt stays (4 Bonus Points per \$1 spent on qualifying purchases at Hyatt hotels and resorts with the card, plus up to 5 Base Points per eligible \$1 spent for being a World of Hyatt member). Plus, everyday spending can turn into rewarding stays, including at the newest additions to our growing portfolio.

For more information on World of Hyatt, visit [world.hyatt.com](https://world.hyatt.com). For details on participating Bahia Principe resorts and the Double Points promotion, visit [hyatt.com/2x-points-bahia-principe](https://hyatt.com/2x-points-bahia-principe).

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

For further information:

## About World of Hyatt


World of Hyatt is Hyatt's award-winning guest loyalty program uniting participating locations in Hyatt's 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, and Alua 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. Members who book directly through Hyatt channels can enjoy personalized care and access to distinct benefits including Guest of Honor, confirmed suite upgrades at time of booking, diverse wellbeing offerings, digital key, and exclusive member rates. With 63 million members and counting, World of Hyatt offers a variety of ways to earn and redeem points for hotel stays, dining and spa services, wellbeing focused experiences through the World of Hyatt [FIND](#) experiences platform; as well as the benefits of Hyatt's strategic loyalty collaboration with American Airlines AAdvantage®. Travelers can enroll for free at [hyatt.com](https://hyatt.com), download the World of Hyatt app for android and IOS devices and connect with World of Hyatt on [Facebook](#), [Instagram](#), [TikTok](#) and [X](#).

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