

New program aims to provide corporate planners with a seamless, efficient, and centralized approach across the collection of Hyatt properties

CHICAGO (February 17, 2025) – Hyatt is proud to announce the launch of the [Hyatt Asia Pacific Meetings & Events Alliance](#), a strategic initiative designed to streamline multi-year, multi-city event planning across the Asia Pacific region. Building upon the success of the Hyatt Convention Alliance, Hyatt Wellbeing Collective and Hyatt Resort Alliance in the United States, this new Asia Pacific program aims to provide corporate planners with a seamless, efficient, and centralized approach to event management across multiple Hyatt properties in the region.

The Hyatt Asia Pacific Meetings & Events Alliance will initially include nine premier Hyatt properties across key business and convention hubs in Asia Pacific including Bali, Bangkok, Singapore and more. The combined collective power of these properties can elevate the meeting planning process by allowing event service teams to work together across locations to deliver on planner needs, and enabling benefits and operational efficiency for large-scale meetings and events clients.

“The strength of the Hyatt Asia Pacific Meetings and Events Alliance lies in our exceptional network of hotels strategically located across the region, supported by dedicated and experienced Event Planning Managers who collaborate closely. Seamless communication and collaboration allow our teams to anticipate planner needs and maintain consistency, enabling flawless experience at their events at participating hotels,” says Kate Atkinson, Vice President of Global Sales, Hyatt Sales Force, Asia Pacific. “When clients need to book across multiple destinations, they can benefit from the added advantage of incentives and offers from our hotels. At the heart of it all is the collaboration we build with our clients, creating lasting value and memorable experiences together.”

The Hyatt Asia Pacific Meetings & Events Alliance can provide planners with:

- **Dedicated Centralized Contact and Support:** Dedicated alliance hotel representatives will collaborate to streamline the negotiation and event planning process across participating properties, ensuring seamless transitions from one event to the next.
- **Customised Packages and Incentives Tailored to Planners’ Need** which could include:
 - Complimentary Suite Upgrades
 - Exclusive VIP Club Lounge Access
 - Curated Spa & Wellness Offerings
 - Exclusive Incentives for Multi-events
 - Special Offers on F&B Dining Packages
 - Up to Triple World of Hyatt Points

The nine participating Hyatt Asia Pacific Meetings & Events Alliance properties were strategically selected for their premier meeting and event facilities:

- Grand Hyatt Bali – A stunning resort offering 24 exceptional event spaces including a spacious 1,202 square meter ballroom that can cater up to 1,420 people.
- Grand Hyatt Singapore – A leader in luxury events and conferences in Southeast Asia with over 5,100 square meters of highly flexible spaces.
- Hyatt Regency Sydney – Australia’s largest upscale hotel, overlooking Darling Harbour offering over 4,000 square meters of space across 23 flexible spaces.
- Grand Hyatt Taipei – A premier venue for corporate events in Taipei offering 850 accommodation rooms and 13 versatile meeting and event spaces.
- Grand Hyatt Hong Kong – Offering 21 state-of-the-art event spaces with stunning harbour views including The Grand Ballroom, one of the largest in Hong Kong accommodating up to 1,600 people.
- Grand Hyatt Erawan Bangkok – A prime location for high-profile business meetings in Thailand with 3,330 square meters of event and meeting space across 14 versatile venues.
- Grand Hyatt Kuala Lumpur – A sophisticated venue in the heart of Malaysia’s capital offering 13 dynamic meeting rooms spanning 4,215 square meters of space.
- Grand Hyatt Manila – Delivering world-class service and event spaces in the Philippines with 2,281 square meters of meeting and event space including the Pillar-less Grand Ballroom and intimate Garden Pavilion.
- Grand Hyatt Incheon – A key meetings and events hub near Incheon International Airport ideal for large-scale meetings and events with 26 venues and 4,566 square meters of event space.

Among participating properties, the Grand Hyatt and Hyatt Regency brands represent the epitome of elegance and service when it comes to meeting the needs of meeting and event planners, business travellers, and more.

Hyatt customer Trina Butler, Senior Director, Global Accounts at HelmsBriscoe, says, “What truly stands out to me when working with Hyatt is how seamlessly its properties across the Asia Pacific region collaborate to deliver creative solutions that prioritize the client’s needs. The Hyatt sales teams, particularly within the Asia Pacific Meetings and Events Alliance, have deep knowledge of each property and maintain strong relationships, ensuring a smooth process for internal referrals and providing clients like me with a variety of exceptional options and benefits.”

This alliance underscores Hyatt’s event philosophy, Together by Hyatt, to create experiences and deliver more connected meetings and events, with customers at the heart of it all. For more information on the Hyatt Asia Pacific Meetings & Events Alliance, please visit <https://www.hyatt.com/collection/hyatt-meetings-and-events-alliance-in-asia-pacific>. [Click here](#) for images.


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

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 December 31, 2024, the Company’s portfolio included more than 1,400 hotels and all-inclusive properties in 79 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**, 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®**, **Hyatt Place®**, **Hyatt House®**, **Hyatt Studios**, 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.

Contact:

For Asia Pacific:
Joyce Cheng
Joyce.Cheng@hyatt.com

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