

World of Hyatt members can choose between romance in Yosemite or a thriller in Moab to immerse in curated reading moments at upscale outdoor settings with best-selling authors.

CHICAGO (MARCH 10, 2026) – After a page-turning debut in 2025, [Camp Unwritten](#) enters its next chapter this summer, inviting World of Hyatt members to trade notifications for one-of-a-kind, story-inspired upscale outdoor escapes. The curated camps will once again encourage members to unplug and be in the moment with compelling books and good company in picturesque settings.

“In a culture shaped by an increasingly digital world, members have told us they are craving shared stories and meaningful IRL connections. We saw this firsthand at last year’s Camp Unwritten where new friendships sparked, old ones deepened, and outdoor rituals gave members more space to recharge,” said Katie Casey, AVP, Global Marketing, World of Hyatt. “We can’t wait to bring this feeling back to our members with even more stories and unplugged experiences in new settings like Yosemite, thanks to our strong alliance with Under Canvas and their presence in iconic outdoor destinations.”

Chapter Two Unfolds: Experiences Inspired by Romance and Thriller Genres

Extending its collaboration with [Reese’s Book Club](#), part of Hello Sunshine, World of Hyatt is inviting members to two new limited time camps this summer, bringing romance reads to Under Canvas Yosemite and thriller tales to ULUM Moab, transforming luxury glamping into a literary adventure.

Designed for adults looking to step away from the day-to-day, members can join two celebrated Reese’s Book Club authors at each camp for an even more dynamic, conversation-filled experience for the next chapter of Camp Unwritten. Set against breathtaking landscapes, this year’s lineup pairs some of today’s most buzzed-about voices in fiction, encouraging members to step inside the worlds they’ve only read about and experience them together.

- **May 4-6 | Love Stories Under the Stars at Under Canvas Yosemite** : Just minutes from Yosemite National Park, [Under Canvas Yosemite](#), opening this year, combines safari-inspired accommodations with upscale comforts, and nature-focused experiences, designed to immerse guests in the beauty of the outdoors. This camp will host the first Camp Unwritten of the year with two authors, bestselling author Rainbow Rowell ([Reese’s Book Club August 2024 pick](#)), whose newest novel, “*Cherry Baby*,” releases on April 14, 2026 and Rainbow will be joined by a surprise additional Reese’s Book Club author, for moments devoted to meet-cutes, slow-burn storytelling and heartfelt connection, set against Yosemite’s cinematic backdrop. Book [here](#).
- **June 8-10 | Plot Twists in the Desert at ULUM Moab** : Steps from Looking Glass Arch with sweeping views toward Canyonlands National Park, [ULUM Moab](#) blends safari-inspired luxury accommodations with innovative design, immersive wellness experiences—including a massage cave and dipping pools—and elevated amenities for a refined outdoor retreat. Against this striking backdrop, acclaimed authors and real-life friends Lauren Ling Brown ([Reese’s Book Club October 2024 pick](#)) and Andrea Bartz ([Reese’s Book Club August 2021 pick](#)) will bring thrilling suspense to life through twist-filled discussions, genre-inspired programming and page-turning energy that lingers long after the final chapter. Book [here](#).

“At Hello Sunshine, we believe stories are meant to be experienced—not just read,” said Maureen Polo, CEO of Hello Sunshine. “We’re thrilled to collaborate with World of Hyatt for a second year to bring Reese’s Book Club to life in unforgettable settings across the country, where book lovers can gather under the stars, connect with beloved authors, and celebrate the power of storytelling together.”

Make this Chapter Even More Rewarding

Through its alliance with Under Canvas, [World of Hyatt](#) members can earn and redeem points at 14 Under Canvas locations, as well as ULUM Moab, Bar N Ranch and Fields of Michigan, unlocking access to distinctive outdoor stays that blend comfort with immersive natural settings.

From starlit skies to stories shared around the fire, there’s never been a more rewarding time to turn the page with [World of Hyatt](#) and Under Canvas.

- **Where Every Night Earns More**: World of Hyatt members can earn 2,000 Bonus Points for every eligible night stayed at Under Canvas destinations from March 13–July 1, 2026, when booked through Hyatt.
- **From Book Club to Bonus Points**: Reese’s Book Club Members can earn 500 Bonus Points for every eligible stay at Under Canvas destinations from March 13–July 1, 2026, when booked through Hyatt.

Whether you come solo or bring your bookworm bestie, Camp Unwritten is an invitation to step away from the daily scroll and step into something real. To reconnect with old friends, make new ones and remember what it feels like to be fully present in a moment. This is chapter two. And like any good story, it’s better when shared.

Not a member? Sign up for free at [hyatt.com/join](#).

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®, Hyatt Place®, Hyatt House®, Hyatt Studios, 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 64 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 FIND 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://www.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.

About Hello Sunshine

Founded by Reese Witherspoon, Hello Sunshine puts women at the center of every story it creates, celebrates and discovers. Hello Sunshine tells stories across all platforms – from scripted and unscripted television, feature films, animated series, podcasts, audio storytelling, and digital series – all shining a light on where women are now and helping them chart a new path forward. Hello Sunshine is also home to Reese's Book Club. Fast growing in reach and influence, this community is propelled by meaningful connections with stories, authors, and fellow members. Sunnie, Hello Sunshine's Gen Z–focused media, experiential, and lifestyle brand with a social-first book club, was created for and by the next generation of women.

About Under Canvas

The leader in upscale, outdoor hospitality, Under Canvas is the ultimate outdoor destination experience. Its safari-style accommodations perfectly embrace their natural surroundings while featuring indoor luxuries, allowing guests to discover their outdoor self in comfort and style. Under Canvas operates 14 camp locations: North Yellowstone – Paradise Valley, West Yellowstone and Glacier in MT.; Moab, Zion, Lake Powell – Grand Staircase and Bryce Canyon in UT; Mount Rushmore in SD; Great Smoky Mountains in TN; Grand Canyon in AZ; Acadia in ME; Columbia River Gorge in WA; and new in 2026, White Mountains NH and Yosemite, CA.. To grant further access to the nation's most coveted national parks, Under Canvas expanded their footprint in the luxury outdoor hospitality space with the launch of ULUM, a bespoke, MICHELIN Key resort brand that debuted its first location in Moab, Utah in spring of 2023. In 2025, Under Canvas introduced its Outdoor Collection- distinctive properties that offer nature-based stays and experiences, curated with place and purpose in mind. The Fields of Michigan in South Haven, MI, and Bar N Ranch in West Yellowstone, MT, are the first properties in the brand's new collection. For more information, please visit www.undercanvas.com and www.ulumresorts.com.

Media Contact

Kaitlyn Sheehy

kaitlyn.sheehy@hyatt.com

<https://stage.mediaroom.com/hyatt2/campunwritten26>