

## This summer, World of Hyatt members can escape to “Camp Unwritten” for a storybook-inspired glamping adventure that blends luxury, literature and the great outdoors

**CHICAGO (June 10, 2025)** – This summer, pack your bags for **Camp Unwritten** – a one-of-a-kind glamping getaway where you’re the star of the story – created by World of Hyatt with Reese’s Book Club and Under Canvas. Think summer camp vibes, but all grown up: these limited-time bookable camps transform glamping into a literary escape, complete with curated book moments, luxe campfire settings and outdoor adventures that turn every guest and member into the main character of their summer.

“With BookTok, Bookstagram, experiential travel and outdoor adventures all having a moment, we saw the perfect chance to bring it all together,” said Laurie Blair, senior vice president of global marketing, Hyatt. “Camp Unwritten lets our members unplug and capture that leading role feel – cozy reads by the fire, wide-open skies and a setting straight out of a summer novel. It’s one more way we’re continuing to lean into experiences for members that spark joy and connection.”

### Limited-Time Series Reimagining Campfire Tales from Check-in to Chapter One

This is not your average book club. World of Hyatt and Reese’s Book Club are bringing members face-to-face with today’s most talked-about authors – *The New York Times* bestsellers and Reese’s Book Club picks – in stunning, off-the-grid Under Canvas settings. These are bespoke escapes where guests can lean into their passion with campfire conversations, author inspired programming, curated menus and unforgettable moments with the minds behind the books you love. These limited-time and limited-availability experiences will offer immersive moments with fan-favorite books from young adult to murder mystery genres, including:

- **July 14-16: Under Canvas Columbia River Gorge with Alexene Farol Follmuth** the bestselling author of *Twelfth Knight*, which was Reese’s Book Club Summer 2024 Young Adult pick. You’ll enjoy fireside s’mores with the author, a private toast under the stars, a new copy of her newest unreleased book *Girl Dinner* and an intimate Q&A that brings the pages to life. Learn more and book [here](#).
- **July 28-30: Under Canvas Great Smoky Mountains with Ally Condie**, author of *The Unwedding*, which was Reese’s Book Club June 2024 pick. You’ll have the opportunity to get lost in the magic of campfire chats, a nightcap under the stars and a close-up conversation with the author that blurs the line between fiction and real life. Learn more and book [here](#).
- **August 19-21: ULUM Moab with Reese’s Book Club 2025 July pick**. This mystery author and their book will be announced in time for the Reese’s Book Club announcement in early July. From s’mores by the fire to guided adventure under the Looking Glass Arch, you’ll connect in a way that feels straight out of a novel. Stay tuned for more updates and book [here](#).

“At Hello Sunshine, we see books as a way to unite people,” said Sarah Harden, CEO of Hello Sunshine. “Collaborating with World of Hyatt allows us to bring beloved Reese’s Book Club stories to life in enchanting settings, fostering meaningful connections among like-minded travelers under the stars.”

### Missed This Chapter? Write Your Own

For members not able to participate in one of the limited-time experiences, World of Hyatt members can create their own “Camp Unwritten” experience with friends, family, with a book club or even solo to unplug this summer. Members who book stays at any of the Under Canvas or ULUM locations through Hyatt in June (for stays throughout this year) will also receive a complimentary Headspace subscription for a year to create moments of mindfulness beyond the camps. See [here](#) for more information, including offer terms.

### More Rewarding Ways to Camp This Summer

From starlit skies to campfire stories worth remembering, now’s the time to join World of Hyatt. With new destinations like [Fields of Michigan](#)—now bookable on World of Hyatt through Under Canvas’ acquisition of the South Haven, MI camp—your next unforgettable outdoor escape can be closer than ever.

Members can also be even more rewarded while reconnecting with nature at Under Canvas locations including ULUM Moab with two available offers:

- **Stars Above, Miles Ahead:** Earn 1 American Airlines AAdvantage® bonus mile per eligible \$1 spent at participating Under Canvas locations when booked through Hyatt for stays completed between June 15 and September 15, 2025. Members must register by September 14, 2025 to qualify. Learn more [here](#). Offer subject to terms.
- **Road Trip, Earn and Save:** Earn 500 World of Hyatt Points and save up to 35% off Avis car rental base rates. Book

through Avis using AWD number K817738 and provide your World of Hyatt number to earn points. Car rental must begin by December 31, 2025. Learn more [here](#). Offer subject to terms.

Not a member? Sign up for free at [hyatt.com/join](https://www.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 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, 2025, the Company's portfolio included more than 1,450 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, 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®, 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](https://www.hyatt.com).

### **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®, Dream® Hotels, Breathless Resorts & Spas®, JdV by Hyatt®, The Standard®, The StandardX and me and all hotels; the Inclusive Portfolio, 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. Lifestyle Portfolio brand Bunkhouse® Hotels will participate in World of Hyatt in the future. 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 56 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 [Twitter](#).

### **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.

Hello Sunshine is part of Candle Media, an independent, creator-friendly home for cutting-edge, high-quality, category-defining brands and franchises. By bringing together elite talent operating at the intersection of content, community, and commerce, it helps to position leading entertainment businesses for accelerated, sustainable growth in the current market and beyond. Candle is run by its Co-Chairmen and Co-CEOs, leading entertainment executives Kevin Mayer and Tom Staggs, and backed by investment capital from funds managed by Blackstone's flagship private equity business.

### **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 12 camp locations: North Yellowstone – Paradise Valley, West Yellowstone and Glacier in Mont.; Moab, Zion, Lake Powell – Grand Staircase and Bryce Canyon in Utah; Mount Rushmore in S.D.; Great Smoky Mountains in Tenn.; Grand Canyon in Ariz.; Acadia in Maine, and new in 2025 Columbia River Gorge in Wa. 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 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](http://www.undercanvas.com) and [www.ulumresorts.com](http://www.ulumresorts.com).

### **Media Contact**

Kaitlyn Sheehy

[kaitlyn.sheehy@hyatt.com](mailto:kaitlyn.sheehy@hyatt.com)

---

Additional assets available online:  (3)

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