

Further strengthening Hyatt’s leadership position within the region, more than 20 European all-inclusive resorts are now bookable through Hyatt channels as part of Hyatt’s Inclusive Collection, a global portfolio of nine distinct all-inclusive resort brands

CHICAGO (December 14, 2022) – [Hyatt Hotels Corporation](#) announced today the integration of 20+ European Inclusive Collection resorts into the World of Hyatt loyalty program, as well as the rebranding of AMR Collection to Inclusive Collection, part of World of Hyatt. Following the Inclusive Collection launch in May 2022, guests and members will now have more all-inclusive resort options to choose from in the Americas and Europe, with additional European resorts in the Inclusive Collection expected to join World of Hyatt soon.

After entering the all-inclusive segment with the launch of Hyatt Ziva and Hyatt Zilara brands in 2013, followed by the addition of the AMR Collection portfolio in 2021, Hyatt has been further strengthening its leadership position with the introduction of the Inclusive Collection in May 2022. In the last four years alone, Hyatt has doubled the number of luxury rooms and tripled the number of lifestyle and resort rooms in its global portfolio.

“Since Hyatt’s acquisition of Apple Leisure Group in 2021, we have been thoughtfully integrating AMR Collection brands into the Inclusive Collection and the World of Hyatt loyalty program,” said Erica Doyne, senior vice president of marketing & communications, Inclusive Collection, Hyatt. “As of today, all brands that were previously part of AMR Collection will now live under the Inclusive Collection umbrella, alongside Hyatt Ziva and Hyatt Zilara. With this latest milestone, we’re unifying our complementary brands under one portfolio and continuing to capture the unwavering leisure demand.”

Hyatt’s portfolio of nine global all-inclusive brands will continue to bring exceptional and immersive experiences to guests and members with Hyatt Ziva, Hyatt Zilara, Zoëtry Wellness & Spa Resorts, Secrets Resorts & Spas, Breathless Resorts & Spas, Dreams Resorts & Spas, Hyatt Vivid Hotels & Resorts, Alua Hotels & Resorts and Sunscape Resorts & Spas brands.

World of Hyatt Offers More Global Leisure Travel Options Through Expanded Footprint

The Inclusive Collection offers travelers one of the largest portfolios of all-inclusive resorts in the world including 20+ new resorts in Spain with other destinations expected to join soon.

World of Hyatt’s increasing member base (up 20% in 2022 alone) will drive incremental demand, including to beach destinations such as Mallorca and Menorca in Spain, further expanding Hyatt’s brand footprint.

High-End Traveler Segment and Strong Member Base Expected to Drive Business to European Destinations

Through the acquisition of Apple Leisure Group in 2021, Hyatt has made a transformational move to strengthen its business and provide more all-inclusive offerings to cater to leisure travelers.

Upcoming openings in Europe include:

- Five distinct all-inclusive resorts in Bulgaria’s popular Black Sea destinations, Sunny Beach and Obzor, are expected to open in 2023 and 2024. The properties are expected to be branded Secrets Resorts & Spas, Dreams Resorts & Spas, Breathless Resorts & Spas and Alua Hotels & Resorts and will bring Hyatt’s all-inclusive brand experiences to Eastern Europe, providing guests and members further access to leisure travel options in desirable locations.
- The first Dreams Resort & Spa in Portugal’s serene island of Porto Santo in Madeira will further strengthen Hyatt’s European brand footprint and offer guests of all ages the ability to enjoy access to more than 10 a la carte restaurants, seven bars, unlimited international and domestic top-shelf spirits, 24-hour room service, daily activities, nightly entertainment and more following the resort’s planned 2024 opening.

In addition, Hyatt Vivid Hotels & Resorts, the newest brand under the Inclusive Collection portfolio, is designed for the next generation traveler seeking engaging, adults-only, all-inclusive vacation experiences in a unique and down-to-earth atmosphere. The brand will offer crafted culinary experiences, wellness, and nutrition classes, as well as engaging activities and entertainment in a relaxed, casual setting.

To discover the impressive global footprint of Hyatt’s luxury all-inclusive resorts and learn more about all the rewarding ways members can enjoy luxury all-inclusive travel through World of Hyatt, visit [hyatt.com/new](https://www.hyatt.com/new).

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 September 30, 2022, the Company's portfolio included more than 1,200 hotels and all-inclusive properties in 72 countries across six continents. The Company's offering includes brands in the *Timeless Collection*, including **Park Hyatt®**, **Grand Hyatt®**, **Hyatt Regency®**, **Hyatt®**, **Hyatt Residence Club®**, **Hyatt Place®**, **Hyatt House®**, and **UrCove**; the *Boundless Collection*, including **Miraval®**, **Alila®**, **Andaz®**, **Thompson Hotels®**, **Hyatt Centric®**, and **Caption by Hyatt**; the *Independent Collection*, including **The Unbound Collection by Hyatt®**, **Destination by Hyatt™**, and **JdV by Hyatt™**; and the *Inclusive Collection*, including **Hyatt Ziva®**, **Hyatt Zilara®**, **Zoëtry® Wellness & Spa Resorts**, **Secrets® Resorts & Spas**, **Breathless Resorts & Spas®**, **Dreams® Resorts & Spas**, **Vivid Hotels & Resorts®**, **Alua Hotels & Resorts®**, and **Sunscape® Resorts & Spas**. Subsidiaries of the Company operate the World of Hyatt® loyalty program, ALG Vacations®, Unlimited Vacation Club®, Amstar DMC destination management services, and Trisept Solutions® technology services. For more information, please visit www.hyatt.com.

About World of Hyatt


World of Hyatt is Hyatt's award-winning guest loyalty program uniting participating locations in the **Park Hyatt®**, **Miraval®**, **Grand Hyatt®**, **Alila®**, **Andaz®**, **The Unbound Collection by Hyatt®**, **Destination by Hyatt™**, **Hyatt Regency®**, **Hyatt®**, **Hyatt Ziva™**, **Hyatt Zilara™**, **Thompson Hotels®**, **Hyatt Centric®**, **Caption by Hyatt**, **JdV by Hyatt™**, **Hyatt House®**, **Hyatt Place®**, **UrCove**, and **Hyatt Residence Club®** brands as well as resort and hotel brands part of the *Inclusive Collection*, which are joining World of Hyatt in phases and include **Zoëtry® Wellness & Spa Resorts**, **Secrets® Resorts & Spas**, **Breathless Resorts & Spas®**, **Dreams® Resorts & Spas**, **Hyatt Vivid Hotels & Resorts**, **Alua Hotels & Resorts®**, and **Sunscape® Resorts & Spas**. 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, mobile key, and exclusive member rates. With more than 30 million members, 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 collaborations with American Airlines AAdvantage®, Small Luxury Hotels of the World™, Lindblad Expeditions and MGM Resorts International. Travelers can enroll for free at hyatt.com, download the World of Hyatt app for [android](#) and [IOS](#) devices and connect with Hyatt on [Facebook](#), [Instagram](#) and [Twitter](#).

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