

Extended collaboration between Hyatt and Hyatt is a winning move as the former college athlete suits up professionally

CHICAGO (September 6, 2023) – [World of Hyatt](#) announces a continued collaboration with wide receiver Jalin Hyatt as he embarks on his professional football career in New York this fall. From showing blazing speeds during training camp to scoring his first pre-season touchdown, Hyatt is celebrating Jalin's professional debut with a limited time offer. Starting today, guests and members can receive 15% off at participating properties with the code *GOJALIN15* through the end of the football season in February 2024.

In 2022, Hyatt became one of the first hotel brands to announce a name, image and likeness (NIL) deal with a college athlete and now the brand is inviting guests and members to experience the benefits of the continued collaboration. Football fans and travel aficionados can follow along on World of Hyatt social channels to get exclusive access to World of Hyatt brand experiences and new member deals featuring the rookie wide receiver, launching throughout the season.

"We are immensely proud of Jalin for his outstanding performance during pre-season and thrilled to extend our collaboration with such an emerging talent who shares our name," said Mark Vondrasek, Chief Commercial Officer, Hyatt. "We originally started working together when Jalin was a college athlete, and we couldn't be happier to continue cheering him on as he graduates into pro status."

In addition to sharing a name, Jalin Hyatt and World of Hyatt have exemplified a joint dedication to caring for others so they can be their best. This collaboration goes beyond traditional sponsorships by creating a shared vision of collaborative moments both on the field for Jalin and his family and throughout Hyatt hotels.

"This is a monumental moment for me, and I can't wait to make my mark both in football and through my work with World of Hyatt to provide my family and fans exclusive access to unlock new travel opportunities this season," said Jalin Hyatt, professional football player. "Alongside Hyatt, I'll be able to make sure my family is there to support me at all of my games as well as enjoy the off-season in some of our favorite destinations."

Hyatt has a number of hotels in close proximity to stadiums in nearly every market in the U.S. for football fans that plan to hit the road to see their favorite teams compete this season. To join Jalin in earning points on travel, enroll in the World of Hyatt loyalty program for free at [hyatt.com/join](https://www.hyatt.com/join).

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 World of Hyatt

World of Hyatt is Hyatt's award-winning guest loyalty program uniting participating locations in Hyatt's *Timeless Collection*, including in the *Park Hyatt*®, *Grand Hyatt*®, *Hyatt Regency*®, *Hyatt*®, *Hyatt Vacation Club*®, *Hyatt Place*®, *Hyatt House*®, and *UrCove* brands; *Boundless Collection*, including in the *Miraval*®, *Alila*®, *Andaz*®, *Thompson Hotels*®, *Dream*® Hotels, *Hyatt Centric*®, and *Caption by Hyatt*® brands; *Independent Collection*, including in *The Unbound Collection by Hyatt*®, *Destination by Hyatt*®, and *JdV by Hyatt*® brands; and *Inclusive Collection*, including in the *Impression by Secrets*, *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. 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 more than 36 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™, and Lindblad Expeditions. 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 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 June 30, 2023, the Company's portfolio included more than 1,250 hotels and all-inclusive properties in 76 countries across six continents. The Company's offering includes brands in the *Timeless Collection*, including ***Park Hyatt*®, *Grand Hyatt*®, *Hyatt Regency*®, *Hyatt*®, *Hyatt Vacation Club*®, *Hyatt Place*®, *Hyatt House*®, *Hyatt Studios*, and *UrCove***; the *Boundless Collection*, including ***Miraval*®, *Alila*®, *Andaz*®, *Thompson Hotels*®, *Dream*® 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 **Impression by Secrets**, **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**. 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.

Offer Terms & Conditions


Offer valid for qualifying reservations made between September 6, 2023, and February 28, 2024, for stays at participating hotels from September 6, 2023, and completed by December 31, 2024. Use **Special Offer Codes GOJALIN15 or TOUCHDOWN** at time of reservation to receive discount. For information about the cancellation, refund and deposit policies associated with this offer, please see the information provided at time of booking. **Discount percent applies to room rate only.** Reservations subject to availability. Offer must be booked on hyatt.com, via the World of Hyatt app, via a Global Care Center, via the Hyatt WeChat mini program or by contacting your personal travel professional and requesting the relevant discounted rate. Discount percent applies to room rate only and represents a discount off the Standard Rate.

Offer not valid with groups, conventions, other promotional offers, tour packages or special rate programs. Rate is per room, per night, based on double occupancy unless otherwise noted and excludes, unless specifically noted, service charges, mandatory resort fees, applicable taxes and other incidental expenses. Additional charges may apply for additional guests or room type upgrades. Offer not valid in conjunction with previously booked or held stays and may not be combined with other offers. Not redeemable for cash or other substitutions. Any unauthorized transfer, sale, distribution or reproduction constitutes fraud. Offer not valid at Hyatt Ziva, Hyatt Zilara, AMR Legacy Collection, Hyatt Vacation Club, Hyatt Residence Club, Miraval, MGM, UrCove and Small Luxury Hotels of the World locations.

Promotional blackout periods may apply due to seasonal periods or special events, and normal arrival/departure restrictions apply (unless otherwise noted). This offer may be altered or withdrawn at any time without notice. Where required, an alternate offer of similar value will be offered. Void where prohibited by law. Hyatt®, World of Hyatt® and all related marks are trademarks of Hyatt Corporation or its affiliates. ©2023 Hyatt Corporation. All rights reserved.

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