

Recognizing that planning is a key challenge for multigenerational trips, the “Roots to Reunion” program, available at popular vacation destinations like Hawaii and the UK, is designed for families of all ages with the help of a dedicated “Family Travel Expert.”

CHICAGO (October 7, 2024) – The [Destination by Hyatt](#) brand, a diverse global collection of hotels, resorts and residences that embody the true spirit of each location, is redefining multigenerational family vacations with its new “Roots to Reunion” program available through April 2025 at participating resorts. Designed to complement the newly introduced brand campaign “Discover Differently,” the program does exactly that by offering tailored travel experiences for multigenerational families to reconnect and rekindle connections in a variety of settings from top ski destinations to relaxing beach getaways.

Less Time Planning, More Family Adventures

Multigenerational travel has been on the rise, as families seek to spend extended time in picturesque locations and create lasting memories, but many find the planning process challenging when trying to choose options that can satisfy everyone. The Destination by Hyatt brand’s “Roots to Reunion” program is aimed at lessening these barriers. With the help of a dedicated “Family Travel Expert” at each participating resort, families can connect more deeply with the destinations and experience them like true locals, guided by curated itineraries that showcase one-of-a-kind adventures including hidden gems, excursions, premier dining and more.

“We know today’s travelers are seeking immersive and bond-building opportunities that push them out of their comfort zones. Many travelers look to spend more time with their loved ones in unforgettable destinations, but the process of planning can be overwhelming,” said Katie Johnson, Vice President, Global Brand Leader for Hyatt’s Independent Collection brands. “This insight was the spark behind the ‘Discover Differently’ brand campaign we launched this year and why we introduced the ‘Roots to Reunion’ program to address these potential challenges with what makes the hotels within the brand different: personalized guest experiences and enriching local offerings to help reignite familial connections.”

From Sandcastles to Snow Angels: Take Multigenerational Family Travel to the Next Level

The new “Roots to Reunion” program offers a range of personalized touches designed to help multigenerational families reconnect in unique ways for a limited time:

- **Family Travel Expert:** Reimagine multigenerational travel with a dedicated expert to help guide families on how to make the most of their stays, so they can focus on the most important thing – discovering and reconnecting differently.
- **Curated Itineraries:** Get inspired by customizable itineraries that capture the distinct essence of each destination for families to use during stays.
- **Reunion Ready Kit:** Borrow items at select properties to maximize family fun time, such as snowball makers at The Lodge at Spruce Peak or pickleball essentials at Hana-Maui Resort to enhance and complement the needs of guests of all ages.
- **Digital Takeaways:** Memorialize precious moments through [After the Tone](#), an audio guestbook service that captures priceless voice recordings from the entire family at select Roots to Reunion resorts.

Just in time for families planning holiday season and spring break travel, the program is now available at six Destination by Hyatt resorts globally, including:

- [Everline Resort & Spa Lake Tahoe](#) (*California*): A year-round hub for our outdoor activities in Olympic Valley, this family-friendly resort offers ski-in/ski-out access and boasts a championship golf course, cross-country ski and fly-fishing centers, ice-skating rink, heated swimming pools, water slide and scenic hiking and biking trails.
- [Hana-Maui Resort](#) (*Hawaii*): A secluded, luxury resort that offers families a beautiful place to unwind among the palms on Hawaii’s eastern coast, with proximity to renowned beaches, Bamboo Forests and waterfalls, and located along the famed Road to Hana.
- [SCHLOSS Roxburghe](#) (*Scotland, United Kingdom*): Nestled in the Scottish Borders, this countryside retreat surrounded by wildlife features self-catering cottages with living space for the whole family, as well as a championship golf course, sumptuous spa and a range of outdoor activities like shooting, fishing and archery.
- [Suncadia Resort](#) (*Cle Elum, Washington*): Set against more than 6,000 acres of forested mountain landscape, this picturesque Washington State resort offers activities for all ages, including 40+ miles of hiking and biking trails, three championship golf courses, Pacific Northwest wining & dining and world class spa treatments.
- [The Lodge at Spruce Peak & Residences](#) (*Stowe, Vermont*): Known as Stowe’s only ski-in/ski-out luxury lodging, this resort offers year-round seasonal recreation for the entire family, from alpine skiing and snowboarding to mountain biking and fly fishing, local museums and galleries, as well as a mountain golf course and mouthwatering farm-to-table fare from

Stowe's best farmers and growers.

- [Wild Dunes Resort & Residences](#) (Charleston, South Carolina): This 1,600-acre resort is the ideal getaway for families seeking luxury and an array of inspired amenities, including a full-service spa, low country tasting experiences, kid's nights out and world-class golf courses.

Connect More Deeply to Places and People

The "Roots to Reunion" program brings to life the new Destination by Hyatt brand campaign that invites travelers to "Discover Differently," with every hotel under the brand as unique as the destinations they call home. Curated for discovery, Destination by Hyatt branded hotels, resorts and residences are designed to serve as the basecamp for adventures whether traveling as a multigenerational family, couple or with a group of friends. Travelers may see the new campaign assets on various channels, including digital platforms like YouTube as well as in influential print publications.

For more information on the Destination by Hyatt brand, please visit the brand [website](#). To book your next multigenerational family getaway, please reach out to resort contacts listed below.

- Everline Resort & Spa Lake Tahoe: *Brett Fox*, bfox@everlinerestort.com
- Hana-Maui Resort: *Haunani Roback*, haunani.robback@hyatt.com
- SCHLOSS Roxburghe: *Jack Cameron*, jack.cameron@schlossroxburghe.com
- Suncadia Resort: *Kasey Scott*, meetings@suncadia.com
- The Lodge at Spruce Peak & Residences: *Danielle Yuele*, danielle.yuele@destinationhotels.com
- Wild Dunes Resort & Residences: *Jennifer El Khessassi*, jennifer.elkhessassi@wilddunesresort.com

About Destination by Hyatt

The Destination by Hyatt brand is a diverse collection of independent hotels, resorts and residences that are individual at heart yet connected by a commitment to embody the true spirit of each location. Ranging from upper-upscale to luxury, each property is purposefully crafted to be a place of immersive discoveries, authentic design, and warm and welcoming service. As an honored host, each Destination by Hyatt location connects guests to both people and place—offering a sense of belonging that invites all to *make our destination yours*. For more information, visit destinationbyhyatt.com. Follow the Destination by Hyatt brand on Instagram: [@destinationhotels](https://www.instagram.com/destinationhotels), Twitter: [@Destination](https://twitter.com/Destination), and Facebook: [Destination Hotels](https://www.facebook.com/DestinationHotels).

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, 2024, the Company's portfolio included more than 1,350 hotels and all-inclusive properties in 78 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.

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