

As part of Mr & Mrs Smith's participation in World of Hyatt, members can be more immersed in East Africa's diverse wildlife through stays at Asilia Africa's safari camps, where they can earn and redeem loyalty points to make every adventure even more rewarding.

CHICAGO (December 9, 2025) – [Hyatt Hotels Corporation](#) (NYSE: H) today announced World of Hyatt members can discover 15 luxury safari escapes across East Africa with Asilia Africa on Hyatt's booking channels through Mr & Mrs Smith. This will offer members access to some of the region's most iconic landscapes from safari camps that contribute to community-led conservation efforts across Kenya, Tanzania and Uganda.

"Asilia has shaped what luxury safari travel looks like, blending thoughtful design, warm, genuine hospitality, and a deep love and respect for wild places," said Laurie Blair, senior vice president, global marketing and loyalty, Hyatt. "We know affluent travelers are increasingly seeking journeys with meaningful, measurable impact. Asilia's approach combines outstanding safari experiences with long-term investment in the people and ecosystems that are designed to help keep these landscapes viable. That's why we're delighted to welcome Asilia to World of Hyatt through Mr & Mrs Smith, connecting members to experiences that inspire adventure, reflection, and connection, while making it even more rewarding."

Discover and Book with World of Hyatt and Mr & Mrs Smith

With 15 different luxury safari options, World of Hyatt members can find many rewarding journeys across East Africa, including:

- **Dunia Camp, Serengeti National Park, Tanzania**— The first safari camp in East Africa run entirely by women. Now in its tenth year, Dunia Camp has produced role models for young women and created an inclusive training environment. The camp sits in the heart of the central Serengeti, tucked between the open plains to the south and the granite kopjes that rise across the Moru area. This part of the Serengeti is rich year-round, with resident lions, leopards along the tree-lined drainage channels, and cheetahs hunting in the open grasslands.
- **Jabali Ridge, Ruaha National Park, Tanzania**— Jabali Ridge sits high on a tumble of ancient boulders in southern Ruaha, Tanzania. The elegant accommodation is located along winding stone paths that climb and dip with the rocks. Exploring Ruaha National Park, guests might follow lion tracks pressed into powdery sand, catch a glimpse of a leopard melting into shade or sit and watch elephants pass by their footsteps lifting small puffs of dust in this remote corner of Tanzania.
- **Namiri Plains, Serengeti National Park, Tanzania**— Namiri Plains pioneered tourism in the Eastern Serengeti with an elegant camp, delivering the ultimate big cat safari experience. Set among golden grasslands, guests and members are well-located to witness some of the region's most dramatic predator action, as sunrise drives reveal lions on the hunt and evenings are spent under an untouched sky.
- **The Highlands, Ngorongoro Conservation Area, Tanzania**— A striking blend of contemporary design and wilderness seclusion, the camp sits on the slopes of Olmoti Volcano. Guests can trek to the crater's rim, and witness sweeping views of the Ngorongoro Crater, one of Africa's most breathtaking natural wonders.
- **Usangu Expedition Camp, Ruaha National Park, Tanzania**— Situated beyond the high-water mark under the shade of miombo woodlands, this intimate camp of just six tents has been carefully positioned to offer a personalized and exclusive experience. Evenings bring breathtaking sunsets across the park, while a delicious and wholesome dinner is prepared over the open campfire.
- **Oi Pejeta Bush Camp, Oi Pejeta Conservancy, Kenya**— Featuring spacious and comfortable canvas tents along the Ewaso Ngiro River, where elephants are frequently seen from camp, Oi Pejeta Bush Camp offers iconic landscapes and stunning backdrop views of Mount Kenya.

"At Mr & Mrs Smith, we curate stays that tell a story – and Asilia's story is one of purpose, beauty and connection," said Marion Barrère, Strategic Development Director, Mr & Mrs Smith. "Asilia is a certified B Corporation, just like us, and that shared commitment to people and planet is something we value deeply. At Asilia, sustainability efforts are woven into the very fabric of their business—it's at the heart of everything they do, from community partnerships to conservation projects that support Africa's wild places thrive. This collaboration has significantly expanded our African collection, giving Mr & Mrs Smith and World of Hyatt members access to some of the most extraordinary safari experiences across Kenya, Tanzania – and now Uganda, a new destination for us and one we're thrilled to introduce."

Safari with Purpose

Asilia, meaning authentic in Swahili, operates in some of the world's most ecologically sensitive landscapes. In 2012, Asilia was the first African travel company to achieve B Corp certification, leading the way within the safari industry. B Corp certification is a globally recognized standard that measures a company's social and environmental impact – not just its products – through rigorous independent assessment. Asilia is committed to balancing profit with purpose and undergoes regular audits to maintain transparency and accountability.

“Impact is not an add-on for us,” said Matt Starkey, Managing Director, Asilia Africa. “For conservation to work, the people who live with wildlife must benefit from it. We channel significant investment into schools, training, governance and diversified livelihoods in the landscapes in which we operate. Every traveler who stays with us becomes part of a shared effort to ensure these wild places and the people who call them home, thrive. Working with Hyatt and Mr & Mrs Smith helps us broaden that support and sustain it over time.”

As part of NawiriGroup, Asilia operates within an impact framework that contributed over \$11 million in 2024 to nature protection and community-led projects, including park fees and levies. Funding is directed to programs that strengthen governance, education, livelihoods, regenerative agriculture and land restoration across East Africa, such as Honeyguide in southern Tanzania supporting local Wildlife Management Areas. These investments help communities gain value from keeping large wilderness areas intact. Asilia is also a founder in the creation of the Naboisho Conservancy, which has driven one of the most substantial recoveries of land and wildlife in East Africa. Naboisho continues to sustain some of the highest predator densities in the region, and vital migration corridors remain open.

Asilia’s expanded reach through participation in the World of Hyatt program helps direct more guest stays to its camps, which supports a model where downstream, local communities and national parks are supported by conscientious tourism.

Rewarding the Journey

World of Hyatt members can now turn their safari dreams into rewarding reality, earning, and redeeming points on eligible stays at Asilia camps booked through Hyatt. When paying with the World of Hyatt Credit Card by Chase, members will earn up to 9x total points (4 Bonus Points per eligible \$1 USD spent on the card on qualifying purchases at Hyatt hotels and resorts participating in the World of Hyatt program. Plus, up to 5 Base Points per eligible \$1 from World of Hyatt). Members can redeem these points for their next unforgettable getaway including guided wildlife encounters, community visits, and dinners beneath endless star-filled skies. To learn more, please visit: chase.com/gethyattcard.

From arrival to final sunset, every element of a member’s safari is crafted for comfort, connection, and adventure. World of Hyatt members are invited to create a multi-destination safari journey, combining multiple camps and lodges across East Africa. Asilia’s dedicated travel coordinators provide seamless support with planning, logistics, and transport between locations. Once a booking is confirmed, the Asilia team will connect within 48 hours (excluding weekends and holidays) to help finalize every detail of the adventure.

Start planning your Asilia safari through World of Hyatt [here](#) and discover where purpose meets adventure. For more information on World of Hyatt, visit world.hyatt.com.

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 61 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, download the World of Hyatt app for android and IOS devices and connect with World of Hyatt on [Facebook](#), [Instagram](#), [TikTok](#) and [X](#).

About Mr & Mrs Smith

Mr & Mrs Smith is the travel club for hotel lovers: an award-winning boutique-hotel booking service specialising in the world’s most seductive stays. Founded in 2003, there are now over 2,400 boutique and luxury hotels in the collection, all hand-picked and anonymously reviewed. With Smith you’ll get the best prices guaranteed, free extras on arrival and round-the-clock service from Smith24, our in-house travel specialists. Go to mrandmrsmith.com to browse and book.

About Asilia Africa

Asilia Africa has its roots deep in East Africa, born from a shared love for the wild and a belief that travel, done well, can be a

powerful force for good. For over two decades, we've been crafting journeys that are authentic, responsible, and deeply connected to the places we call home. Our carefully placed camps across Tanzania, Kenya, and Uganda bring guests into the heart of nature's most extraordinary stories, guided by people who have grown up alongside the wildlife and landscapes and know them best.

Every detail, from our solar-powered camps to our long-standing community partnerships, reflects our commitment to sustainability and our belief that meaningful travel should leave a positive legacy. When guests travel with Asilia, they become part of this ongoing story, turning awe into awareness where every encounter, every conversation, and every moment contributes to a shared vision to protect East Africa's great wilderness areas and ensure the people who live beside them benefit from their continued vitality.

Media Contact: Hyatt

Emily Mekstan

emily.mekstan@hyatt.com

Connie McCauslin


connie.mccauslin@hyatt.com

Media Contact: Asilia Africa

Lezl Swart

Lezl@nawirigroup.com

###

Additional assets available online:  (3)

<https://stage.mediaroom.com/hyatt2/news-releases?item=124717>