

## Launching May 6, 2026, with Exclusive Member Experiences and Limited-Time Offers

**CHICAGO (May 6, 2026)** - Today, [Hyatt Hotels Corporation](#) (NYSE: H) announced [The Standard, Brussels](#) officially joins World of Hyatt, Hyatt's award-winning global loyalty program. The milestone marks a significant step in the continued integration of The Standard brand into Hyatt's global ecosystem, further expanding access to its culturally driven hotels for a growing base of loyalty members worldwide. The Standard, Brussels is the first Hyatt hotel in Belgium.

Following the broader integration of The Standard portfolio into Hyatt, the Brussels property represents another European addition to the program. With this launch, World of Hyatt members can earn and redeem points across nearly the full Standard portfolio, unlocking the brand's signature blend of design, nightlife, and cultural programming through Hyatt's global platform.

### The First by World of Hyatt in the Heart of Brussels

The Standard, Brussels is a dynamic destination for both locals and international travelers, embodying the brand's ethos of bold design, vibrant social spaces, and a strong connection to the cultural fabric of its city.

Positioned at the intersection of creativity and community, the hotel features distinctive interiors that reflect Brussels' evolving creative scene, lively food and beverage venues rooted in local and global influences as well as a robust calendar of cultural programming, from music to art and nightlife.

With its integration into World of Hyatt, guests can earn and redeem points during their qualifying stays, access elite member benefits, including complimentary room upgrades and exclusive perks, as well as progress toward tier status and milestone rewards.

### Limited-Time Launch Experiences

To celebrate its debut within World of Hyatt, The Standard, Brussels will launch two exclusive, limited-time World of Hyatt FIND experiences, auction launching at 11am EST on Friday, May 8, 2026 on [World of Hyatt FIND Experiences](#). Members can bid World of Hyatt points to win the two headline experiences including:

#### Experience 1: Stay in Brussels, Shop Antwerp: A Belgian Fashion Escape

- Step into the world of avant-garde elegance with an exclusive, one-time Belgian fashion escape
- Enjoy a two-night stay at The Standard, Brussels, paired with a curated excursion to Antwerp including a tour of the MoMu Fashion Museum and a private shopping tour and styling session with \$5,000 credit to spend at Antwerp Six designer stores
- 200,000 American Airlines AAdvantage® bonus miles toward your flights
- Starting bid: 10,000 World of Hyatt points
- T&Cs apply; see below for more details

#### Experience 2: City to Coast: The Ultimate Standard Europe Itinerary

- Experience Europe through The Standard brand's signature lens with a three-part trip across Brussels, London, and Ibiza featuring bespoke stays and dining
- Multi-city escape includes first-class train travel, seamless transfers throughout the journey, and airline miles, allowing the winner to book their own flight to Ibiza at a time that suits them
- Whether indulging in world-class cuisine, exploring dynamic local neighborhoods, or unwinding by the sea, this is European travel – elevated
- Experience includes a total of six nights, with a two-night stay in a Suite Spot at each of The Standard properties (Brussels, London, Ibiza), curated dining experiences in each destination, local transportation, a flight from London to Ibiza, and first-class train travel from Brussels to London
- 300,000 American Airlines AAdvantage® bonus miles toward your flights
- Starting bid: 10,000 World of Hyatt points
- T&Cs apply, see below for more details

Both experiences are available for bidding through World of Hyatt points from May 8 - May 20 2026 on [World of Hyatt FIND Experiences](#).

These experiences reflect The Standard brand's long-standing commitment to creating unforgettable moments, now amplified through Hyatt's global loyalty network.

With nearly all Standard properties now part of World of Hyatt, the integration enhances visibility for the brand while offering

members more opportunities to engage with its distinctive approach to hospitality across key international destinations.

The term "Hyatt" is used for convenience in this release to refer to Hyatt Hotels Corporation and/or one or more of its affiliates.

For PR inquiries please contact - [standardinternational@purplepr.com](mailto:standardinternational@purplepr.com)

## Experiences Terms & Conditions

### Experience 1: Stay in Brussels, Shop Antwerp: A Belgian Fashion Escape

- Trip must be completed between June 1 and December 12, 2026, blackout dates apply, subject to availability
- Normal arrival/departure restrictions apply.
- Standard guest policies apply to booking and stay.
- Experience excludes alcoholic beverages, service charges, mandatory resort fees, applicable taxes and other incidental expenses. Additional charges may apply for additional guests or room type upgrades.
- Both the World of Hyatt member and their guest will need to provide their AAdvantage® membership numbers in order to load miles to your AAdvantage® account. If member or guest is not an AAdvantage® member they must become one prior to booking.
- Experience is non-refundable. Once a member places a bid, it cannot be retracted, modified, or canceled. By bidding, you agree that you are entering into a legally binding contract to pay for that auction Experience with World of Hyatt points if you are the winner. You may not withdraw or alter a bid once submitted.
- Experiences won at auction cannot be cancelled or refunded. If any aspect of this auction item is unavailable or if any aspect of the auction item is cancelled or is rescheduled, Hyatt may, in its sole discretion, provide a substitute for that aspect or reschedule or cancel the auction item. No credit will be issued and no points will be returned for any portion of auction item that is not used.
- This auction item is subject to the FIND terms ([worldofhyatt.com/findterms](http://worldofhyatt.com/findterms)) and the World of Hyatt program terms ([worldofhyatt.com/terms](http://worldofhyatt.com/terms)). Additional terms may apply.
- Hyatt reserves the right to alter or withdraw this auction item at any time without notice.
- Both the World of Hyatt member and their guest will need to provide their AAdvantage® membership numbers, along with their first name, last name, and email as it appears on their AAdvantage® account, and be in good standing in order for the miles to be deposited into your AAdvantage® account. If a member is not an AAdvantage® member they must become one prior to booking. It's free to join the AAdvantage® program. Join now at [aa.com/enroll](http://aa.com/enroll). Please allow 4-6 weeks from providing your AAdvantage® membership information for the miles to be deposited into your AAdvantage® account.

*\*All miles awarded in connection with this promotion will be defined as bonus miles and are subject to the AAdvantage® program terms and conditions. Bonus miles do not count toward AAdvantage® status qualification or AAdvantage® Million Miler status. For AAdvantage® terms and conditions, visit [aa.com/aadvantageterms](http://aa.com/aadvantageterms). World of Hyatt and AAdvantage® cannot control how the member decides to use these bonus miles, nor can they guarantee the redemption price for their desired cabin for the dates / flights.*

### Experience 2: City to Coast: The Ultimate Standard Europe Itinerary

- Trip must be completed between June 1 and December 12, 2026, blackout dates apply, subject to availability.
- Normal arrival/departure restrictions apply.
- Standard guest policies apply to booking and stay.
- No air travel is included in this experience. Members and guests must book their own flights.
- Both the World of Hyatt member and their guest will need to provide their AAdvantage® membership numbers in order to load miles to your AAdvantage® account. If a member or guest is not an AAdvantage® member they must become one prior to booking.
- Experience is non-refundable. Once a member places a bid, it cannot be retracted, modified, or canceled. By bidding, you agree that you are entering into a legally binding contract to pay for that auction Experience with World of Hyatt points if you are the winner. You may not withdraw or alter a bid once submitted.
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### **About The Standard**

The Standard hotels are culturally driven entertainment destinations. Established in 1999, The Standard brand is a pioneer in the Lifestyle space with flagship properties in New York, London and Bangkok. The goal of every Standard hotel is to be "anything but," upping the aesthetic stakes and defying convention across dining, nightlife, events, wellness and residences. Enjoy World of Hyatt benefits with eligible stays at participating The Standard hotels – discover more [here](#).

### **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 December 31, 2025, the Company's portfolio included more than 1,500 hotels and all-inclusive properties in 83 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**, **Bahia Principe Hotels & Resorts**, **Alua Hotels & Resorts®**, and **Sunscape® Resorts & Spas**; 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®**, **Unscripted 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®, 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®, Unscripted by Hyatt, Hyatt Place®, Hyatt House®, Hyatt Studios®, Hyatt Select 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 63 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 World of Hyatt [FIND](#) experiences 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://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](#).

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