

## Continuing to immerse members in a world of rewarding travel experiences, Hyatt will bring unique brand-driven programming to Park City to celebrate the festival's opening weekend

**CHICAGO (JANUARY 17, 2025)** – [World of Hyatt](#) starts 2025 with one-of-kind experiences, inviting members to bask in the transformative powers of travel. Continuing to bring members closer to moments worth celebrating and exciting cultural experiences, World of Hyatt will return to the 2025 Sundance Film Festival in Park City, Utah as the Official Hotel Sponsor with member-exclusive, creative brand programming on Main Street.

“Our goal is to provide the perfect platform to help our guests and members thoroughly enjoy the magic that happens when they're truly present,” said Laurie Blair, vice president, global marketing, Hyatt. “Whether it's getting a front-row seat to discovering new filmmakers, experiencing a taste of a new destination from one of our iconic brands like Thompson Hotels right on Main Street, or retreating to the newly opened Grand Hyatt Deer Valley, Hyatt offers more choice and opportunities for enriching experiences.”

### Be More Here at the Sundance Film Festival

During the opening weekend of the 2025 Sundance Film Festival (Friday, January 24 to Sunday, January 26, 2025), members can visit the World of Hyatt space on Park City's Main Street to enjoy:

- A series of activations inspired by Hyatt's diverse brands including The Standard, Thompson Hotels, Grand Hyatt and more:
  - **Not Your Standard Bingo.** The Standard brand will bring its infamous 'Not Your Standard Bingo' to Sundance Film Festival. Anything goes at the Park City edition of the beloved bingo night.
  - **Warm up with Grand Hyatt Deer Valley-inspired drinks:** Members visiting the Main Street space can get a taste of Grand Hyatt Deer Valley through its famous High Chocolate experience.
  - **World of Hyatt FIND Experiences – Scents of Sundance** Join an Aftel-trained perfumer at “The Scents of Sundance,” designed by [Alila Napa Valley](#) to deepen your connection to the destination.
  - **Reset for the day with wellbeing mornings throughout the weekend**
    - **9-10am:** Enjoy a mindful moment with Headspace's meditation teacher Dora Kamau, a certified breathwork and somatic sound practitioner, to hold space for yourself and prepare for the day's activities.
    - **10:30-11:30am:** Reset for the day with wellbeing mornings throughout the weekend with Peloton. On Friday and Saturday, join Peloton Instructor Ally Love for an empowering Barre workout session. On Sunday, team up with Instructor Aditi Shah for a Pilates session to help wrap up your weekend on a relaxing note.

World of Hyatt members can visit the Sundance Film Festival space on Main Street, located at 440 Main Street, between Friday, January 24 and Sunday, January 26, 2025.

World of Hyatt encourages members to 'Be More Here' by taking advantage of a global portfolio of hotels and exclusive member invites – all while unlocking benefits that reward exploration. Not a World of Hyatt member yet? Sign up for free at [hyatt.com](#).

*The term “Hyatt” is used for convenience to refer to Hyatt Hotels Corporation and/or one or more of its affiliates. The Standard hotels do not participate in World of Hyatt at this time. Stay tuned for when and how they will join World of Hyatt.*

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®**, **Dream® Hotels**, **Breathless Resorts & Spas®**, **JdV by Hyatt®**, and **me and all hotels**; the *Inclusive Portfolio*, 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**. *Lifestyle Portfolio* brands **The Standard®**, **The StandardX** and **Bunkhouse® Hotels** will participate in World of Hyatt in the future. 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 51 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](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 September 30, 2024, the Company's portfolio included more than 1,350 hotels and all-inclusive properties in 79 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 Portfolio*, 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**. 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).

### **MEDIA CONTACT:**

Kaitlyn Sheehy

[kaitlyn.sheehy@hyatt.com](mailto:kaitlyn.sheehy@hyatt.com)

---

Additional assets available online:  (3)

<https://stage.mediaroom.com/hyatt2/sundance25>