

As the festival has its culmination in Park City, World of Hyatt will bring members closer to culture, creativity and community with branded activations, storytelling moments and more at the heart of Main Street

CHICAGO (January 20, 2026) – As Sundance Film Festival marks this meaningful year in Park City, [World of Hyatt](#) returns as the official travel sponsor and with the ultimate 72 hours in Sundance itinerary, designed to give members front-row access to the festival's most sought-after activations on Main Street.

World of Hyatt brings members to the heart of iconic cultural moments worldwide, with exclusive benefits and opportunities for VIP access that make every journey truly unmissable. With elevated, thoughtful programming that creates cinematic moments across this once-in-a-lifetime festival weekend, World of Hyatt can put members center stage for the 2026 Sundance Film Festival like never before. From premieres to behind-the-scenes experiences, every moment is designed to immerse members in the magic of Sundance Film Festival.

This exclusive presence at Sundance Film Festival reinforces that travel should be transformative, and only World of Hyatt can deliver these truly unmissable experiences at the center of the iconic film festival. Step inside 440 Main Street to experience the intentional energy of the festival that hums beyond the door:

- **Enjoy mindful moments during daily wellbeing mornings powered by Peloton:**
 - **8–9 a.m.:** Practice your wellness each morning with fitness classes powered by Peloton, led by Peloton instructors.
 - Find Zen in Yoga Flow with Zacharias Niedzwiecki on Friday, January 23.
 - Enjoy a restorative Pilates session with Emma Lovewell on Saturday, January 24 and Sunday, January 25.
- **Begin the day with intention and clarity by Headspace:**
 - **10–11 a.m.:** Hold space for meaningful meditations and activities with Dora Kamau from Headspace.

Elevate the Sundance Film Festival journey with World of Hyatt branded experiences:

- **Offered daily from noon–3 p.m.:** Members can immerse themselves in a variety of unique activities to deepen their discovery of the one-of-a-kind hospitality found only at Hyatt properties. These experiences include:
 - Joining an expert perfumer to bring “The Scents of Sundance” designed by [Alila Napa Valley](#) to Park City.
 - Uncovering the art of Aura Photography and Thai Milk Tea service inspired by Andaz properties from around the world.
- **From 7–9 p.m.:** Enjoy a Sundance Film Festival spin on the iconic “Not Your Standard Bingo,” inspired by bingo nights at The Standard properties, filled with special guest hosts and can't miss grand prizes.
- **Step into standout storytelling moments that are shaping this year's Festival including:**
 - **Saturday, January 24 from 4-5 p.m.:** Attend the sneak preview of ‘A Road Map to Happiness’. Discover wanderlust and travel inspiration in this sizzle reel from this new limited series, as it takes place at some of the most incredible destinations with World of Hyatt.
 - **Sunday, January 25 from 4–5 p.m.:** Catch a conversation with Variety Culture and Storytelling where filmmakers and actors will discuss the impact of immersing themselves in different locations and cultures, and how doing so helps create greater authenticity in their storytelling.
- **Own the night, live in the moment and hit the town on Main Street like never before at World of Hyatt After Dark experiences:**
 - **Friday, January 23 and Saturday, January 24 from 9 p.m.—11 p.m.:** From Sundance Film Festival screens to Main Street scenes, World of Hyatt After Dark ignites the night. Keep the festival energy alive with unforgettable surprise performances, inventive cocktails, and the ultimate celebration at Main Street's hottest hotspot.

World of Hyatt members can visit the Sundance Film Festival space on Main Street, located at 440 Main Street, between Friday, January 23 and Sunday, January 25, 2026.

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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, 2025, the Company's portfolio included more than 1,450 hotels and all-inclusive properties in 82 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, Sunscape® Resorts & Spas, Alua Hotels & Resorts®, and Bahia Principe 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. 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

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](#).

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