

VIP treatment for Very Important Residents, made-to-order breakfast omelets and Hyatt Has It - Borrows program help guests keep routines rolling on the road

CHICAGO (May 20, 2013) – As *HYATT house*® continues to expand across the country, the brand is rolling out the welcome mat even further to extended stay guests with the debut of the Very Important Resident (VIR) program. Providing guests staying 30 or more nights with a personal touch, the program offers a variety of new services to help guests keep their routines rolling on the road. In an effort to make the transition from home to hotel even easier, VIRs will enjoy unique benefits, including complimentary food and laundry credits and the option to arrive with a refrigerator fully stocked with groceries of their choice.

HYATT house is also offering two new benefits for all guests – The Morning Spread, a complimentary breakfast featuring a made-to-order Omelet Bar, and Hyatt Has It - Borrows, a service that allows guests to borrow items commonly forgotten at home or that just weren't practical to pack, such as phone chargers, curling irons, blenders and more. These additions to the *HYATT house* experience were a result of extensive brand research and are tailored to meet the unique needs of extended stay guests.

"With *HYATT house*, we are in the business of building lasting relationships and really getting to know our guests. It's hard to be away from home, and these new offerings show our commitment to easing that transition and keeping guests in their routines, especially for those who will be with us for an extended stay," said Chris Walker, vice president of Hyatt Place and *HYATT house*, Hyatt Hotels & Resorts. "We've done in-depth research around what guests want and need from an extended stay brand, and we're focused on offering innovative experiences intended to help build lasting relationships with guests and make *HYATT house* a place where guests can live, not just stay."

HYATT house is making sure that the emphasis on personal rapport and personal connections is not just confined to hotel visits. The brand is helping guests stay connected to their friends, family and colleagues while on the road, too. Beginning today, travelers can create, customize and send two free Postagram postcards from the [HYATT house Facebook page](#), courtesy of a relationship with Sincerely. Additionally, *HYATT house* has teamed up with Patricia Rossi, author of *Everyday Etiquette*, to provide tips and advice on how guests can build and maintain business and personal relationships while traveling.

"When you're on the road, it's important to carve out time for you – and for your relationships. With *HYATT house*, you know many of your creature comforts are taken care of so you can focus on connecting with your loved ones and networking with your colleagues," Rossi said. Rossi's tips will be available on *HYATT house*'s social media channels, and select members of the VIR program will receive a copy of her book.

Very Important Residents

Guests staying a total of 30 nights or more at *HYATT house* earn status as a Very Important Resident. House Hosts at each property will go above and beyond to make sure VIRs enjoy an easy transition from home to hotel. VIRs will enjoy:

- **Personalized service:** From learning guests' personal preferences to building a relationship with them during their stay, each property is committed to making guests feel like they're right at home.
- **Pick-Your-Suite:** Guests will have the opportunity to pick their own suite from available rooms in their room type at the time of their arrival.
- **VIR Key Card:** Each key card will reflect guests' VIR status so that hotel staff can quickly recognize a VIR guest and provide them with above and beyond personalized service.
- **VIR Tour:** A personalized hotel tour from hotel management staff.
- **"Favorites" Folio:** A place to make note of guests' likes, dislikes and special requests so *HYATT house* can personalize their stay in every way, every time.
- **Grocery Shopping Service:** By providing a grocery list to the House Host, the staff will stock guests' refrigerators and kitchens with their favorite food items before their arrival or for when they come home.
- **Grub Stub:** Redeem for a \$10 food and beverage credit from the H BAR or the Guest Market.
- **Scrub Stub:** This voucher can be redeemed for one washer and dryer cycle.
- **VIP Welcome Amenity:** Guests can select an amenity of their choice to be waiting for them when they arrive.

The Morning Spread

The new complimentary Morning Spread offers a build-your-own Omelet Bar, oatmeal, yogurts, fresh fruit and other breakfast goodness. Guests will also find more balanced items, including vegetarian and gluten-free options. As always, breakfast is free for guests and served daily at *HYATT house*.

Hyatt Has It - Borrows

From curling irons to cell phone chargers to blenders – these commonly forgotten items are now available to borrow from House Hosts. An expanded list of items to borrow will be available June 1, including family-friendly board games, noise machines and laundry baskets.

For more information on the VIR program, The Morning Spread and Hyatt Has It - Borrows, please visit www.hyattthhouse.com.

ABOUT HYATT house

HYATT house, a brand of Hyatt Hotels Corporation, launched in 2012 and offers more than 50 locations throughout the United States. Inspired by extensive research of guest experiences, *HYATT house* is designed to welcome residents rather than guests and offer services, amenities, upscale spaces and a casual, comfortable environment that reminds guests of home. Residentially inspired studios, one- and two-bedroom suites feature contemporary full kitchens, living space with flat panel HDTVs and bedrooms with a plush bed. Complimentary Wi-Fi is available throughout the hotel. The Morning Spread, a complimentary full hot breakfast featuring a made-to-order Omelet Bar, is served daily as well as a complimentary Evening Social with savory bites, beer and wine. In lieu of the Evening Social, some locations have an H BAR featuring the Sip+Savor menu and full bar. Public spaces include a 24-hour workout room, Guest Market and laundry facilities. A friendly House Host is available to check-in guests, provide directions or help with other needs to help guests feel at home. The brand is designed to help guests keep their real-life routines rolling while on the road. *HYATT house* earned the top spot in the upscale extended stay category in Business Travel News' 2012 Hotel Chain Survey, based on a survey of corporate travel buyers. Additionally, the brand was named one of the 10 Best Hotel Chains for Families by Parents Magazine. Chosen amongst more than 70 hotel chains, *HYATT house* was recognized for its convenient, functional, and family-friendly amenities, with separate parent and child sleeping areas topping the list.

To learn more about *HYATT house* or to book a reservation, visit <http://www.hyattthhouse.com> or call 866-XS-HYATT (866-974-9288).

About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company with a proud heritage of making guests feel more than welcome. Thousands of members of the Hyatt family strive to make a difference in the lives of the guests they encounter every day by providing authentic hospitality. The Company's subsidiaries manage, franchise, own and develop hotels and resorts under the *Hyatt*®, *Park Hyatt*®, *Andaz*®, *Grand Hyatt*®, *Hyatt Regency*®, *Hyatt Place*® and *Hyatt House*® brand names and have locations on six continents. *Hyatt Residential Group, Inc.*, a Hyatt Hotels Corporation subsidiary, develops, operates, markets or licenses *Hyatt Residences*™ and *Hyatt Residence Club*™. As of March 31, 2013, the Company's worldwide portfolio consisted of 508 properties in 46 countries. For more information, please visit www.hyatt.com.

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