Hyatt Newsroom

Leading innovative minds in wellbeing to help accelerate Together by Hyatt meetings and events and wellbeing offerings across global portfolio

CHICAGO (MARCH 18, 2025) – Hyatt Hotels Corporation (NYSE: H) today announced the formation of the Wellbeing Collective Advisory Board, a team of industry-leading experts dedicated to enhancing Hyatt's holistic wellbeing offerings, with an initial focus on innovating around how people gather for meetings and events. The Wellbeing Collective Advisory Board will play a crucial role in ensuring that Hyatt guests and customers have access to distinctive experiences that meet their evolving needs and support their holistic wellbeing. Further, as part of the Advisory Board's initiatives, the group will also seek to elevate Hyatt's Wellbeing Collective, an expanding collection of properties offering distinctive wellbeing experiences for groups and meeting attendees.

"Whether traveling for business or leisure, now more than ever, our guests are seeking meaningful experiences that foster connection, build community and enhance their mental, emotional and physical wellbeing," says TJ Abrams, Vice President Global Wellbeing, Hyatt. "The new Advisory Board unites leading voices across various industries to help us innovate around the way people gather and elevate the travel journey through intentional wellbeing offerings, with a focus on ensuring our guests and customers leave feeling rejuvenated and fulfilled."

Be More Intentional with Meetings & Events

In its commitment to advancing the way people gather at hotels worldwide, the Advisory Board will work to strengthen Hyatt's event philosophy, Together by Hyatt, providing access to expert teams, tools, technology and holistic wellbeing offerings, from care stations to meditation content, to help planners curate more connected meetings and events.

Extending its purpose of care to even more travelers, Hyatt continues to thoughtfully integrate transformative wellbeing experiences into meetings and events at select hotels around the globe, while looking to expand these offerings across its portfolio this year.

- **Distinctive Wellbeing Experiences**: Hyatt hotels around the world offer distinctive experiences allowing group customers to enhance focus, boost energy and infuse creativity into their meetings and events, such as:
    - Andaz 5th Avenue offers a curated wellbeing menu to help customize group meetings and events with experiential wellbeing amenities such as yoga in the park or a Mindful Midtown Moments map, highlighting nearby spots that inspire and renew for a quick break between meetings.
    - Grand Hyatt Nashville, Grand Hyatt Atlanta Buckhead and Hyatt Regency San Francisco Downtown SOMA offer immersive experiences with Le Petit Chef, designed to refresh, inspire and invigorate attendees through a culinary journey as part of their event travel.
    - Hyatt has collaborated with Nancy H. Rothstein, MBA, globally recognized as The Sleep Ambassador®, to shape the Sleep at Hyatt program available at select properties globally, which includes a set of practical sleep tips to empower guests to get better sleep during their stay.
    - As part of Together by Hyatt's More Intentional meeting offerings, guests can recharge mentally, physically and emotionally with breaks inspired by Miraval Resorts & Spas' video content, helping bring balance and reflection to a busy day.
- **Wellbeing Retreats**: Expanding on Miraval Resorts & Spas' wellness retreat offerings, select hotels will soon offer wellbeing retreats for group customers, offering immersive experiences designed to foster deep connections, enhance collaboration, and empower groups to achieve their collective goals through mindful practices and tailored wellness activities.
- **Extending Care through World of Hyatt's Global Collaborations**: Groups can enjoy access to expanded wellbeing resources through World of Hyatt's collaborations, such as guided meditations through Headspace, expert-led courses that can be seamlessly woven into itineraries available via MasterClass, and the ability to earn World of Hyatt points for qualifying workouts completed on Peloton equipment at participating Hyatt properties.
- **World of Hyatt Meeting & Event Special Offers:** Designed with wellbeing of the organization, planner and participant in mind, group customers and event planners can take advantage of a limited time promotion for qualifying meetings or events at participating Hyatt hotels in the Americas. Qualifying bookings contracted by June 30, 2025, for events taking place through December 31, 2025, can receive additional savings and rewards, including up to five percent off the master bill, complimentary room rental, up to 20% off AV rental equipment, daily enhanced wellbeing care station, and a complimentary healthy break. Group customers and planners who book qualifying events actualized at participating hotels between July 1 and September 30, 2025, that have a minimum spend can also receive a choice of one bonus gift card from Peloton or Hyatt ranging in value based on actualized contracted guest room revenue, redeemable, respectively, on onepeloton.com or a participating Peloton store or at a Miraval Resort in the U.S. For further details on the offer, visit

hyatt.com and for how to redeem your Peloton gift card please seehttps://www.onepeloton.com/gift-cards.

Welcoming the Wellbeing Collective Advisory Board

The Wellbeing Collective Advisory Board members will bring their unique perspectives and wide range of industry expertise to a shared vision that advances care for our guests' and customers' wellbeing.

- **Dr. Alfiee Breland-Noble:** Mental health expert, nonprofit founder, and collaborator/ thought leader withMiraval Resorts & Spas, one of Hyatt's leading wellness brands.
- **Ally Love**: CEO/Founder of Love Squad, Peloton Instructor, Today Show On-Air Contributor.
- **David Stewart:** Founder of Super Age and AGEIST, redefining aging and longevity through empowerment.
- **Deepak Chopra M.D.**: Author and pioneer in integrative medicine using modern science to promote holistic wellbeing and spirituality, and founder of DeepakChopra.ai and of Cyberhuman.ai.
- **IN-Q**: Emmy-nominated poet, songwriter, master convener and advocate for mental wellbeing.
- **Dr. John Scott:** Head of LearningDesign and Strategy at MasterClass.
- **Juliet Funt**: Author of A Minute to Think, Fortune 500 advisor and creator of Hyatt'sMindful Meetings Guide.

"In the way people gather at hotels, we discover not just places, but opportunities for connection, transformation, and renewal," says Deepak Chopra. "I'm honored to be part of this initiative to enhance travelers' experiences. By nurturing the mind, body, and spirit, we can create immersive experiences that leave individuals feeling rejuvenated and inspired, fostering a deeper connection with themselves and those around them."

Fitness instructor and wellness entrepreneur, Ally Love, agrees. "As someone who is passionate about travel and wellness, it's thrilling to be a part of an industry-leading team of experts aimed at enhancing the experience of gathering through travel," says Ally. "Travel is a transformative experience, and it's incredibly impactful seeing companies like Hyatt dedicated to finding meaningful ways to nurture our body and our minds, making the journey more enriching – whether on personal travel or when we convene for business."

To learn more about how Hyatt is encouraging guests and customers to 'Be More Here' through best-in-class wellbeing offerings, visit www.hyatt.com/wellbeing.

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

For further information:

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, 2024, the Company's portfolio included more than 1,400 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 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***. 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*.

Hyatt Media Contact:
Glennie Janssen
glennie.janssen@hyatt.com

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