

A new, exclusive loyalty relationship launching in the coming months will bring together Delta SkyMiles and World of Hyatt programs to help connect the air and hotel experience for their most loyal customers. Initial benefits will focus on Elite Members, with additional eligibility and benefit details to be shared soon.

CHICAGO, September 9, 2026 – Hyatt Hotels Corporation (NYSE: H) and Delta Air Lines (NYSE: DAL) today announce a new, long-term strategic loyalty collaboration that will bring together two leading premium travel brands with a shared vision to shape the future of loyalty by creating a connected, personalized and rewarding experience for World of Hyatt and Delta SkyMiles members.

When the collaboration launches, eligible elite members of both programs will be able to earn both World of Hyatt points and Delta miles on qualifying travel, delivering one of the most requested loyalty benefits and rewarding members across flights and stays. The dual-earn benefit will offer eligible World of Hyatt elite members the opportunity to earn World of Hyatt points on qualifying Delta airfare purchases within qualifying fare classes. Delta SkyMiles Medallion members will also be eligible to earn miles for qualifying stays at participating Hyatt properties. Hyatt and Delta will share additional details on launch timing and eligibility soon.

“Exceptional travel extends far beyond a hotel stay – it’s about creating memorable experiences throughout the full travel journey,” said Mark Hoplamazian, Chairman, President and CEO, Hyatt. “That’s what will make our collaboration with Delta so exciting. We share a vision for delivering thoughtful, premium experiences that put our members first and create tremendous value wherever their travels take them. By bringing together two brands with a shared commitment to care and exceptional hospitality, we will make it easier for our members to enjoy a connected and rewarding experience, from takeoff to check out.”

The program, focused on transforming travel loyalty from end-to-end, will also offer exclusive benefits, extraordinary experiences, and more, many of which will be unveiled later this year.

“At Delta, premium has never been about just a seat – it’s a standard of care that shows up throughout the journey,” said Ed Bastian, Chief Executive Officer of Delta Air Lines. “Flying Delta creates experiences and opportunities that can’t be found anywhere else. Hyatt shares that same premium approach to everything from travel and dining to entertainment and accommodations, and it’s what makes them such a natural fit.”

Details regarding enrollment, eligibility, earning opportunities, and launch experiences will be shared in the months ahead.

Dual Earn with a New Dynamic Duo

This new collaboration will bring together compelling flight routes and memorable stays that will create more reasons to travel. Together, they will showcase how the collaboration can turn everyday travel into something more rewarding – with value earned on both sides of the journey. Check out these perfect pairings to inspire future adventures:

- **A Gateway to the Pacific:** Hop on Delta Air Lines’ Los Angeles-to-Hong Kong flight, then arrive at [Grand Hyatt Hong Kong](#) for harbor views, incredible dining and a front-row seat to one of the world’s most electric cities.
- **Trade Skylines for Shorelines:** Pair Delta Air Lines’ new JFK-to-Malta route and a [Hyatt Centric Malta](#) stay to make for a Mediterranean match made in vacation heaven, with sunny coastlines, historic streets and island adventures awaiting.
- **A Runway to Roman Ruins:** Take off on Delta Air Lines’ Seattle-to-Rome service and meet the soon-to-open [Thompson Rome](#) for a trip that blends big bucket-list energy with stylish stays, delicious food, ancient history and plenty of “when in Rome” moments.
- **Jet from Motor to Magic City:** Travel Delta Air Lines’ nonstop Detroit-to-Shanghai service with a stay at [Park Hyatt Shanghai](#) for a city getaway featuring sweeping skyline views, standout dining and a perch on the 93rd floor of the Shanghai World Financial Centre.
- **Escape to All-Inclusive Ease:** Fly Delta Air Lines’ nonstop Atlanta-to-Cancún route and stay at [Secrets Moxché Playa del Carmen](#). Enjoy a stress-free vacation with gourmet dining, premium drinks, beachfront relaxation, nightly entertainment and curated excursions.

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- **From Mile High to Music Row:** Book Delta Air Lines' new nonstop Denver-to-Nashville service and check into [Grand Hyatt Nashville](#) for a getaway filled with live music, Southern flavors, creative energy and a stylish home base in the heart of Music City.
- **From Lone Star Skies to Parisian Heights:** Choose Delta Air Lines' new Austin-to-Paris service and stay at [Park Hyatt Paris-Vendôme](#) for a getaway filled with iconic landmarks, French cuisine, panoramic city views and effortless Parisian style.

Additional details about the collaboration and member benefits will be announced in the coming months. Visit [delta.com](#) and [hyatt.com](#) for updates.

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

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 earn 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 69 million members, World of Hyatt offers a variety of ways to earn and redeem points for hotel stays, dining and spa services, and wellbeing focused experiences through the World of Hyatt [FIND](#) experiences platform. 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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Forward-Looking Statements

Forward-Looking Statements in this press release, which are not historical facts, are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Our actual results, performance or achievements may differ materially from those expressed or implied by these forward-looking statements. In some cases, you can identify forward-looking statements by the use of words such as "may," "could," "expect," "intend," "plan," "seek," "anticipate," "believe," "estimate," "predict," "potential," "continue," "likely," "will," "would" and variations of these terms and similar expressions, or the negative of these terms or similar expressions. Such forward-looking statements are necessarily based upon estimates and assumptions that, while considered reasonable by us and our management, are inherently uncertain. Factors that may cause actual results to differ materially from current expectations include, but are not limited to: general economic uncertainty in key global markets and a worsening of global economic conditions or low levels of economic growth; the rate and pace of economic recovery following economic downturns; global supply chain constraints and interruptions, rising costs of construction-related labor and materials, and increases in costs due to inflation or other factors that may not be fully offset by increases in revenues in our business; risks affecting the luxury, resort, and all-inclusive lodging segments; levels of spending in business, leisure, and group segments, as well as consumer confidence; declines in occupancy and average daily rate; limited visibility with respect to future bookings; loss of key personnel; domestic and international political and geopolitical conditions, including political or civil unrest or changes in trade policy; the impact of global tariff policies or regulations; economic sanctions or other government restrictions that may limit our ability to conduct business or receive payments; hostilities, or fear of hostilities, including the ongoing military conflict in the Middle East and security-related disruptions in Mexico, as well as terrorist attacks or other acts of violence, that affect travel; travel-related accidents; natural or man-made disasters, weather and climate-related events, such as hurricanes, earthquakes, tsunamis, tornadoes, droughts, floods, wildfires, oil spills, nuclear incidents, and global outbreaks of pandemics or contagious diseases, or fear of such outbreaks; the impact of government-issued travel advisories, airspace closures, or flight suspensions on international arrivals and hotel bookings in affected regions; our ability to successfully achieve specified levels of operating profits at hotels that have performance tests or guarantees in favor of our third-party owners; the impact of hotel renovations and redevelopments; risks associated with our capital allocation plans, share repurchase program, and dividend payments, including a reduction in, or elimination or suspension of, repurchase activity or dividend payments; the seasonal and cyclical nature of the real estate and hospitality businesses; changes in distribution arrangements, such as through internet travel intermediaries; changes in the tastes and preferences of our customers; relationships with colleagues and labor unions and changes in labor laws; the financial condition of, and our relationships with, third-party owners, franchisees, and hospitality venture partners; the possible inability of third-party owners, franchisees, or development partners to access the capital necessary to fund current operations or implement our plans for growth; risks associated with potential

acquisitions and dispositions and our ability to successfully integrate completed acquisitions with existing operations or realize anticipated synergies; failure to successfully complete proposed transactions, including the failure to satisfy closing conditions or obtain required approvals; our ability to maintain effective internal control over financial reporting and disclosure controls and procedures; declines in the value of our real estate assets; unforeseen terminations of our management and hotel services agreements or franchise agreements; changes in federal, state, local, or foreign tax law; increases in interest rates, wages, and other operating costs; foreign exchange rate fluctuations or currency restructurings; risks associated with the introduction of new brand concepts, including lack of acceptance of new brands or innovation; general volatility of the capital markets and our ability to access such markets; changes in the competitive environment in our industry, industry consolidation, and the markets where we operate; our ability to successfully grow the World of Hyatt loyalty program and manage the Unlimited Vacation Club paid membership program; cyber incidents and information technology failures; outcomes of legal or administrative proceedings; and violations of regulations or laws related to our franchising business and licensing businesses and our international operations; and other risks discussed in the Company's filings with the U.S. Securities and Exchange Commission ("SEC"), including our annual report on Form 10-K and our Quarterly Reports on Form 10-Q, which filings are available from the SEC. These factors are not necessarily all of the important factors that could cause our actual results, performance or achievements to differ materially from those expressed in or implied by any of our forward-looking statements. We caution you not to place undue reliance on any forward-looking statements, which are made only as of the date of this press release. We undertake no obligation to update publicly any of these forward-looking statements to reflect actual results, new information or future events, changes in assumptions or changes in other factors affecting forward-looking statements, except to the extent required by applicable law. If we update one or more forward-looking statements, no inference should be drawn that we will make additional updates with respect to those or other forward-looking statements.

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