

First ideation lab to focus on reimagining meeting offerings

CHICAGO (March 12, 2019) – [Hyatt Hotels Corporation](#) (NYSE: H) today announced the launch of Hyatt Wellbeing Ideation Labs, a new series designed to bring together industry experts to explore ways to better enhance the day-to-day wellbeing for guests, colleagues and customers. During the inaugural Wellbeing Ideation Lab, led by Hyatt's Global Head of Wellbeing Mia Kyricos, the group identified new ways to evolve the meeting product for Hyatt's customers, working with top Fortune 500 companies to improve their future meetings.

"Wellbeing is a priority for many of Hyatt's customers and we understand the importance of integrating wellness into meetings in a way that is meaningful for attendees and facilitates more productive sessions," said Asad Ahmed, senior vice president, global sales – Hyatt Sales Force. "The customer voice is essential in discussions about how attendee health and wellness elevates meetings and ensures that future developments at Hyatt not only meet customer needs, but add value to overall meeting outcomes."

During a pilot conducted by Hyatt's innovation team in 2018, a few wellbeing meeting experience concepts were tested. Hyatt uncovered how imperative many different aspects of wellness are within this segment. With key learnings from the pilot and the first Wellbeing Ideation Lab, Hyatt plans to further explore the intersection of wellbeing and meetings to enhance future offerings for customers and attendees alike.

Within the first Wellbeing Ideation Lab, various wellbeing touchpoints were infused into the day in order to showcase the many benefits of being "well," which in turn, made the sessions more productive. From offering various breaks throughout the day, to serving high quality, nourishing food and beverage options, and performing brainstorm exercises that incorporated motion and mindfulness, attendees were cared for so they could perform at their best. As a result, the group uncovered a vast whitespace that exists within the overall meeting journey to positively impact the health and wellness of future meetings, which may ultimately increase productivity.

Renee Moorefield PhD, MCC, E-RYT at Wisdom Works Group, moderated the group, which consisted of industry leaders including:

- Jennifer McKeon, Vice President Client Engagement at The Energy Project
- Steven Okuley Director, Customer Engagement & Communication at American Airlines
- Pamela Ornstein, Manager Meeting Sourcing at Deloitte
- Elisabeth Halfpapp, EVP and Founding Senior Teacher Trainer at Exhale
- Amanda Carlson Phillips, MS, RD, CSSD, VP, Strategic Partnerships and Insights at EXOS
- Simon Marxer, Director of Spa and Wellbeing at Miraval Resorts

"We believe wellbeing is the ultimate expression of our purpose – to care for people so they can be their best," said Mia Kyricos, senior vice president, global head of wellbeing at Hyatt. "When it comes to our core meeting customers, we really do see them as an extension of our Hyatt family, and therefore understand it is just as important to place their wellbeing at the heart of our business model as it is for our guests and colleagues."

Beyond the meeting space, Hyatt plans to prioritize its efforts to invest in wellness related products, services and initiatives across its portfolio of 19 brands, all guided by what the company calls its Landmarks of Wellbeing including:

- **FEEL:** How you feel, or your emotional and mental wellbeing;
- **FUEL:** How you fuel your body through things like food, nutrition and sleep; and
- **FUNCTION:** How you physically move and function at work, in life and at play.

Through the new Wellbeing Ideation Lab series, Hyatt plans to continue to bring its Landmarks of Wellbeing to life, and will continue to tap into industry experts to explore new guest-centric strategies designed to positively impact how colleagues, guests and customers feel, fuel and function in and outside of hotel stays.

For more information, please visit [hyatt.com](#).

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 with a portfolio of 19 premier brands. As of December 31, 2018, the Company's portfolio included more than 850 properties in 60 countries across six continents. The Company's purpose to care for people so they can be their best informs its business decisions and growth strategy and is intended to attract and retain top colleagues, build relationships with guests and create value for shareholders.

The Company's subsidiaries develop, own, operate, manage, franchise, license or provide services to hotels, resorts, branded residences, vacation ownership properties, and fitness and spa locations, including under the **Park Hyatt®**, **Miraval®**, **Grand Hyatt®**, **Alila®**, **Andaz®**, **The Unbound Collection by Hyatt®**, **Destination®**, **Hyatt Regency®**, **Hyatt®**, **Hyatt Ziva™**, **Hyatt Zilara™**, **Thompson Hotels®**, **Hyatt Centric®**, **Hyatt House®**, **Hyatt Place®**, **Joie de Vivre®**, **tommie™**, **Hyatt Residence Club®** and **Exhale®** brand names, and operates the World of Hyatt® loyalty program that provides distinct benefits and exclusive experiences to its valued members. For more information, please visit www.hyatt.com.

Forward-Looking Statement

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. These statements include, but are not limited to, statements related to the Company's outlook, estimated Adjusted EBITDA contribution of the transaction, estimated integration-related costs of the transaction, plans, objectives, goals, expectations, beliefs, business strategies, future events, business conditions, business trends and expectations, and involve known and unknown risks that are difficult to predict. As a result, 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, among others, the risks discussed in the Company's filings with the SEC, including our annual report on Form 10-K and subsequent reports, which filings are available from the SEC. 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 do not undertake or assume any 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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