

A curated collection of 30+ hotels will offer dedicated wellbeing programming to fit the unique needs of guests and customers for meetings & events

CHICAGO (October 17, 2023) – [Hyatt Hotels Corporation](#) (NYSE: H) today announced its Wellbeing Collective, a collection of Hyatt properties around the globe that offer tailored wellbeing experiences to meet the specific needs of travelers. At launch, the [Wellbeing Collective](#) boasts 30+ hotels globally with plans to expand in 2024.

Introducing the Wellbeing Collective

According to a recent Global Business Traveler report, nearly all (93%) corporate travel managers report that most employees take advantage of health and wellness services at least occasionally while traveling.

The Wellbeing Collective includes a collection of properties across Hyatt's portfolio of brands that provide unique wellbeing offerings to all guests, including groups of all sizes and meeting attendees. Through the creation of the Wellbeing Collective, individual leisure travelers and group customers alike can book thoughtfully crafted wellbeing experiences to support their personal wellbeing journeys. Some examples across the Americas region include:

- **Andaz Maui at Wailea Resort:** Offering an outrigger canoe experience, travelers can voyage towards the horizon and explore Mōkapu Beach by sea where they'll build strength as teams to move forward and gain new perspective on the connection of the outrigger canoe to Hawaii's past and why it is still significant to its culture today.
- **Alila Marea Beach Resort Encinitas:** In the serene sanctuary of the coastline, groups will gain a greater sense of awareness and connection to nature as they partner with the Rob Machado Foundation on its mission to help the Encinitas community protect its beaches. Provided with tools to remove non-natural materials from local beaches and waterways, groups will see the greater impact they have on not only their own wellbeing but that of others.
- **Hyatt Regency Lost Pines Resort and Spa:** The Legend of the Lasso experience is inspired by one of the most symbolic animals in Texas, the Longhorn. Following Texas culture and tradition dating back hundreds of years, guests receive guided instruction by professional, competitive ropers who will help them build confidence through new lasso skills as they practice their approach on model steers while connecting to the beauty of the Lost Pines wilderness setting.
- **Miraval Berkshires Resort and Spa:** Groups learn how to light a fire without matches with a centuries-old skill that reconnects them with nature through the property's Forge a Fire experience. From the flicker of kindling to a crackling fire, teams can enjoy the results of their collective effort with a fireside beverage. Create a circle of camaraderie and cooperation as we practice the ancient act of creation.

"We know that travelers are actively looking for wellbeing offerings to take advantage of while on the road. At Hyatt, we're setting a new standard of wellbeing for travel, making sure every touch point is crafted with meaning and intent to support all facets of wellbeing," says TJ Abrams, Vice President, Global Wellbeing, Hyatt. "Today's launch of the Wellbeing Collective reaffirms our commitment to serving the needs of all our guests and customers, including our growing business traveler segment."

As part of the Wellbeing Collective launch, Hyatt has also developed an industry-first global sales role dedicated to developing wellbeing collaborations and offerings for meeting and event planners. This follows the appointment of Abrams as vice president of global wellbeing in December 2022.

Reimagined Meeting Experiences with Together by Hyatt

To drive awareness of its meetings and events wellbeing offerings, Hyatt is featuring an in-booth activation at meetings and events industry tradeshow IMEX America 2023. In this immersive experience, meeting and event planners can learn more about how wellbeing, technology, sustainability and support come to life at Hyatt hotels globally through the [Together by Hyatt](#) offering. Attendees can experience a wide range of offerings grounded in wellbeing, including a thoughtfully curated chef experience, dedicated care stations with complimentary toiletries and products, a carbon emissions event simulator wall, and meditation pods with mindfulness videos from Hyatt's collaboration with Headspace.

Building on Hyatt's deep-rooted expertise in delivering high-quality meetings and events, Together by Hyatt prioritizes Care + Wellbeing as one of four pillars. Meeting attendees want their health to be considered while away from home and are looking for meeting venues that align with their environmental values. Through Together by Hyatt's wellbeing offerings, planners can curate guided experiences to help their attendees relax, focus and stay energized.

Furthering Hyatt's wellbeing offerings, Hyatt continues to expand its unique [collaboration with Headspace](#) to empower guests to prioritize their mental wellbeing through meditation and mindfulness. Planners can incorporate Headspace seamlessly into any event, providing a way for attendees to reduce stress and feel refreshed throughout the day.

For more information on Hyatt's wellbeing offerings, visit wellbeing.hyatt.com. To learn more about Together by Hyatt and current offers, please visit hyatt.com/events.

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 June 30, 2023, the Company's portfolio included more than 1,250 hotels and all-inclusive properties in 76 countries across six continents. The Company's offering includes brands in the *Timeless Collection*, including **Park Hyatt®**, **Grand Hyatt®**, **Hyatt Regency®**, **Hyatt®**, **Hyatt Vacation Club®**, **Hyatt Place®**, **Hyatt House®**, **Hyatt Studios**, and **UrCove®**; the *Boundless Collection*, including **Miraval®**, **Alila®**, **Andaz®**, **Thompson Hotels®**, **Dream® Hotels**, **Hyatt Centric®**, and **Caption by Hyatt®**; the *Independent Collection*, including **The Unbound Collection by Hyatt®**, **Destination by Hyatt®**, and **JdV by Hyatt®**; and the *Inclusive Collection*, including **Impression by Secrets**, **Hyatt Ziva®**, **Hyatt Zilara®**, **Zoëtry® Wellness & Spa Resorts**, **Secrets® Resorts & Spas**, **Breathless Resorts & Spas®**, **Dreams® Resorts & Spas**, **Hyatt Vivid Hotels & Resorts**, **Alua Hotels & Resorts®**, and **Sunscape® Resorts & Spas**. 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 *Timeless Collection*, including in the **Park Hyatt®**, **Grand Hyatt®**, **Hyatt Regency®**, **Hyatt®**, **Hyatt Vacation Club®**, **Hyatt Place®**, **Hyatt House®**, and **UrCove** brands; *Boundless Collection*, including in the **Miraval®**, **Alila®**, **Andaz®**, **Thompson Hotels®**, **Dream® Hotels**, **Hyatt Centric®**, and **Caption by Hyatt®** brands; *Independent Collection*, including in the **The Unbound Collection by Hyatt®**, **Destination by Hyatt®**, and **JdV by Hyatt®** brands; and *Inclusive Collection*, including in the **Impression by Secrets**, **Hyatt Ziva®**, **Hyatt Zilara®**, **Zoëtry® Wellness & Spa Resorts**, **Secrets® Resorts & Spas**, **Breathless Resorts & Spas®**, **Dreams® Resorts & Spas**, **Hyatt Vivid Hotels & Resorts**, **Alua Hotels & Resorts®**, and **Sunscape® Resorts & Spas** brands. 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 more than 36 million members, 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 collaborations with American Airlines AAdvantage®, Small Luxury Hotels of the World™ and Lindblad Expeditions. 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 [Twitter](#).

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Media Contact:

Gloria Kennett

Hyatt

gloria.kennett@hyatt.com

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