Hyatt Newsroom

The fastest-growing loyalty program in the hospitality industry enhances the travel journey with the industry's first 150-night Milestone Reward and the reimagined Guest of Honor award

CHICAGO (November 30, 2023) – Starting January 1, 2024, World of Hyatt will unlock reimagined program benefits, offering even more flexibility and choices for members. Grounded in listening, World of Hyatt continues to invest in offerings that members find relevant and meaningful, encouraging them to embrace the transformative powers of travel. The newly expanded World of Hyatt Milestone Rewards are designed to offer more awards and more choice at more milestones, allowing members to choose earning points for future free nights, enhancing stays with suite upgrades or enriching their wellbeing experiences.

"One of the reasons we've quadrupled our membership over the past five years is that we look for new ways to care for our World of Hyatt members by offering benefits that matter most and can be shared," said Mark Vondrasek, chief commercial officer, Hyatt. "We've grown our brand presence in the luxury and lifestyle space by adding hotels in new markets and expanding our brands in the destinations where our members want to travel, making our portfolio even more desirable. We're proud to be adding, building, and evolving World of Hyatt to bring industry-leading changes that are redefining loyalty with our three guiding principles of care: loyalty extends beyond the member, choice is critical and recognition means everything."

A World of Choice with the New Program Updates

For World of Hyatt's Milestone Rewards to be even more meaningful and relevant, they need to come with choice. Whether it's enjoying a FIND experience near home or luxuriating in a room upgrade, every loyalty member values different enhancements on life's journey. With the program updates, members will be recognized more frequently along their journey with World of Hyatt and choose whether to use their award or gift eligible awards to those they care about. Milestone Rewards will begin after 20 qualifying nights or 35,000 Base Points per year and continue for each 10 qualifying nights, up to 150 nights, making World of Hyatt the only global hotel loyalty program to reward members with milestone rewards for stays beyond 100 nights and further extending care for those that continue to call Hyatt hotels a home away from home.

At almost every milestone, members will be able to have their choice of three awards and select those that are valuable to them or choose eligible awards they can gift to someone special. Available award choices include options to:

- Earn points for future stays across the globe.
- Enhance their next stay with benefits like suite upgrades.
- Enjoy experiences designed to support and complement their wellbeing.

Throughout the journey from Discoverist to Globalist and beyond, World of Hyatt members will be able to earn new Milestone Rewards, including:

- **2K Next Stay:** Earn 2,000 Bonus Points on their next stay at a Hyatt Place, Hyatt House, Caption by Hyatt or UrCove hotel.
- **FIND Experience Credit:** Select FIND credit to use on any FIND experience around the globe. Credit ranges from $25-$300, depending on which Milestone Reward the member has achieved.
- **Guest of Honor Award:** Give someone they care about – including themselves – Globalist benefits on either award or eligible paid stays, starting at 40 qualifying nights in a year.
- **Miraval Extra Night:** Stay one night at a Miraval resort to receive a complimentary second night.
- **The Ultimate Free Night Award:** Enjoy one free night in any participating Category 1-8 hotel, Category A-F all-inclusive resort or participating Miraval resort (earned at 150 qualifying nights in a year).

"In evolving World of Hyatt, we listened to our members to understand the people, places and experiences at the heart of their world to ensure our program is the most rewarding for our members," said Amy Weinberg, senior vice president, brand, loyalty and data, Hyatt. "The new Milestone Rewards are rooted in what we heard from our members—we understood they wanted more rewards and more choice — so we are offering a wider array of options to craft their travel journey, care for their wellbeing and immerse themselves in the transformative experiences that World of Hyatt offers."

Reimagining the Guest of Honor Benefit

World of Hyatt cares for its members as individual people and goes beyond a traditional loyalty program, by caring for the people in the members' lives. That's why World of Hyatt invests in unique benefits like Guest of Honor, which invites members to gift a Globalist stay to someone who is important to them, to experience valuable in-stay benefits, including complimentary breakfast, best room available, up to a standard suite, and late checkout at participating properties.

World of Hyatt is now reimagining Guest of Honor and extending the award to more members and evolving it into a Milestone Reward offered to members starting at 40 nights or 65,000 Base Points per year, giving members a taste of Globalist status.

Members will be able to earn up to 10 Guest of Honor Awards per year through Milestone Rewards. With the refreshed Guest of Honor Award, members can now experience Globalist benefits themselves or gift the award, on eligible paid and award stays up to seven nights. If a member chooses to gift the award to another member, they will earn one qualifying night credit towards tier status as added recognition from World of Hyatt when their Guest of Honor completes his or her stay.

Make your Business More Rewarding with World of Hyatt

Further to the strategy of redefining loyalty by caring for those beyond the guest, World of Hyatt is evolving to reward those who make travel happen for others – specifically eligible meeting and event planners, travel advisors, and small business administrators. The new World of Hyatt program will offer new pathways for these critical business stakeholders to earn status and milestones when they choose Hyatt for their clients and colleagues.

Those planning events or booking on behalf of travelers will earn two qualifying night credits toward tier status for every $5,000 USD, up to $150,000, in eligible spend each year on qualifying events, bookings through Hyatt Privé, or when making a qualifying booking through Hyatt channels with an IATA number associated with their World of Hyatt membership. That's up to 60 qualifying night credits, enough to earn Globalist status.

World of Hyatt's care will extend even further in ways that reward our customers as well as their clients and colleagues. These changes will enable them to earn and gift new and exciting Milestone Rewards as well as Globalist status.

To discover the new Milestone Rewards chart, visit **hyatt.com/updates** and review program terms here for more information. To learn more about additional offers and experiences through World of Hyatt, or to sign up for free, 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 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 Residence 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 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 40 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 forandroid and IOS devices and connect with World of Hyatt onFacebook, Instagram, TikTok and Twitter.

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 September 30, 2023, the Company's portfolio included more than 1,300 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*.

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