Hyatt Newsroom

From New York City rooftops to exclusive Ibiza pool parties, participating The Standard and The StandardX and Bunkhouse Hotels (coming soon) bring standout new FIND experiences to World of Hyatt members

CHICAGO (May 22, 2025) – Hyatt Hotels Corporation (NYSE: H) announced that World of Hyatt members are invited into the vibrant world of The Standard hotels to experience stays that are anything but standard. Those familiar with the legendary global brand know The Standard for its cultural vibrancy and immersive experiences – where DJs and live music, art installations, and fashion week happenings have created unforgettable moments for over 25 years. Now, World of Hyatt members can experience The Standard brand's zeitgeist – and can now earn or redeem World of Hyatt loyalty pointsfor sleeping at participating The Standard and The StandardX hotels.

This milestone follows Hyatt's bold moves in 2024 to assert its position as a leader in lifestyle travel – including closing on the acquisition of Standard International's lifestyle brands and reimagining its brand architecture into five distinct portfolios: Luxury, Lifestyle, Inclusive, Classics and Essentials – designed to offer guests and members unique experiences within each.

"With more than 56 million World of Hyatt members and counting, we're not only rewarding members for more stays, but we're opening the door to a portfolio of meaningful experiences that foster self-discovery and a deeper connection to the world," said Laurie Blair, senior vice president of global marketing, Hyatt. "Giving our members access to exclusive experiences, only available through World of Hyatt, is paramount to how we stand out and fully immerse members in our world."

To celebrate, World of Hyatt is giving members access to one-of-a-kind FIND experiences that can only be accessed through World of Hyatt and The Standard hotels.

- **Your Wedding at a New York Icon—The Standard, High Line's BOOM** Turn your big day into a legendary night in one of New York's most coveted spaces. Perched high above the Meatpacking District, BOOM has played host to A-listers, fashion icons, artists, and unforgettable moments—and now, it's all yours. This once-in-a-lifetime experience includes a wedding celebration for up to 150 guests, featuring a 4-hour top-shelf open bar, passed hors d'oeuvres, a bistro station and desserts—all set against sweeping skyline views that need no filter. Bidding starts at 5,000 World of Hyatt points here!
- **Burberry Summer, The Standard Way**: Burberry makes a splash this summer with a rooftop takeover at The Standard, Ibiza. In celebration of the summer season, Burberry is bringing its signature check poolside—taking over UP, The Standard, Ibiza's iconic rooftop. Enjoy exclusive access to Burberry's summer party, a three-night stay in the heart of Ibiza, and a private yacht tour along the island's glittering coastline. Bring a plus one—American Airlines AAdvantage® bonus miles will be provided, thanks to our exclusive relationship with American Airlines. Bidding starts at 5,000 World of Hyatt points here!
- **A Luxe Escape Across Southeast Asia:** Embark on a late-September three-stop journey through Southeast Asia. Begin in Singapore at The Standard, Singapore, where futuristic luxury meets vibrant hawker fare. Next, dive into the high-energy pulse of Bangkok, Thailand's electrifying capital, and stay sky-high at The Standard, Bangkok. Finally, unwind at the soon-to-open The Standard, Pattaya—a beachfront haven with curated design and laid-back vibes. This is Southeast Asia, The Standard way. Bring a plus one—plus, use bonus miles provided by our exclusive relationship with American Airlines for flights. Bidding starts at 5,000 World of Hyatt points here!
- **A New Manner of Hospitality. A Penthouse Stay Curated for a Wellness & Fashion Escape:**Enjoy a one-night penthouse stay at The Manner with rooftop massages, candlelit facials, sound bath, and a New England-inspired seafood dinner at The Otter. Includes a personal stylist session in Soho and a $5,000 retail credit to spend at a top SoHo department store that carries luxury brands. Bidding starts at 5,000 World of Hyatt points here!

Be More Stand Out Welcome, The Standard and The StandardX

The Standard and The StandardX hotels turn hospitality on its head by defying the traditional hotel mold, transforming hotels into vibrant playgrounds at the nexus of style, design, and culture. The Standard, The StandardX and Bunkhouse hotels offer one-of-a-kind restaurant and nightlife experiences including BOOM, The Standard Grill, The Standard Biergarten, Café Standard, Lido Bayside Grill, Jo's Coffee as well as iconic rooftop venues including Le Bain, Decimo, Sweeties, UP, Ojo and Sky Beach.

"With The Standard and The StandardX brands joining World of Hyatt, we're introducing our celebrated hotels and renowned experiences to much larger audience," said Amar Lalvani, President & Creative Director of Hyatt's Lifestyle Portfolio. "Earlier this year, we introduced The Manner to World of Hyatt. Nestled on a tree lined street in the heart of SoHo (NYC), the property reinvents what a hotel can be, pairing the privacy and generosity of a residence, with the intimacy and exclusivity of private members club."

The Standard and The StandardX hotels are joining World of Hyatt in phases, participating in all World of Hyatt program

benefits. Starting this month, members can earn and redeem points at participating The Standard and The StandardX hotels including:

- **North America** | The Standard, High Line (Category 6); The Standard, East Village (Category 6)
- **Asia Pacific** | The Standard, Bangkok (Category 4); The StandardX, Bangkok Phra Arthit (Category 2); The Standard, Hua Hin (Category 3); The StandardX, Melbourne (Category 3); The Standard, Maldives (Category 6); The Standard, Singapore (Category 5)
- **Europe** | The Standard, Ibiza (Category 6), The Standard, London (Category 6)
- ***Opening Soon*** | The Standard, Pattaya Na Jomien (Category 3)

Check In, Stand Out – Earn Rewards

Bold stays meet exclusive benefits. World of Hyatt members can enjoy earning and redeeming at participating The Standard and The StandardX hotels with all the program benefits they know and love. World of Hyatt members:

- **Earn 5 Base Points** per eligible $1 USD at participating The Standard and The StandardX hotels
- **4 Bonus Points** per eligible $1 USD spent at participating The Standard and The StandardX hotels for World of Hyatt Credit Cardmembers. Learn more
- **Earn credit toward earning elite tier status and Milestone Rewards** with every qualifying stay
- **Unlock new perks** through award chart participation and on-property elite benefits
- **Credit toward a Brand Explorer Award** on qualifying stays at participating The Standard and The StandardX hotels (and stay tuned for when Bunkhouse Hotels will join)

This is just the Pregame: More Places, More Perks, More Playgrounds

With even more hotels and exclusive member experiences on the horizon, this is just the beginning of a new era in elevated lifestyle travel. World of Hyatt members will soon be able to earn and redeem at Bunkhouse Hotels properties across the US and Mexico. Stay tuned for when and how.

Bunkhouse Hotels offer more than just a good night's sleep and a great cup of coffee. A passion for design, tireless attention to detail, and commitment to creating culture have earned each of their hotels a unique place in the hearts and minds of those who visit. From luxurious stays at Hotel San Cristóbal, Hotel Saint Cecilia, and the newly opened Hotel Saint Augustine – recognized by GQ, Southern Living, and Travel + Leisure as one of the world's best new hotels – to easygoing hospitality at Austin properties like Hotel San José, World of Hyatt members will have even more options for curated, community-inspired travel.

From rooftop views to members-only moments, don't miss the chance to sign up to be a World of Hyatt member and stay tuned — more destinations and standout experiences will be dropping soon.

For more information on World of Hyatt and The Standard and The StandardX hotels, visitworld.hyatt.com. For a complete list of participating hotels, including when each property began (or will begin) participating in the World of Hyatt, visit https://world.hyatt.com/content/gp/en/landing/standard.html.

The term "Hyatt" is used in this release 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 March 31, 2025, the Company's portfolio included more than 1,450 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***, ***Alua Hotels & Resorts***®, and ***Bahia Principe 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***, ***Hyatt Select***, 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*.

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***®, ***Dream*® *Hotels***, ***Breathless Resorts & Spas***®, ***JdV by Hyatt***®, and ***me and all hotels***; the *Inclusive Portfolio*, 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***. *Lifestyle Portfolio* brands **The Standard®, The StandardX** and **Bunkhouse® Hotels** will participate in World of Hyatt in the future. 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 56 million members and counting, 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 collaboration with American Airlines AAdvantage®. 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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