



Hyatt Hotels Enhances Personalization on AWS

2020

Headquartered in Chicago, [Hyatt Hotels](#) is a leading global hospitality company, with a portfolio comprised of 19 premier brands spanning more than 850 properties across 60 countries. Srihari Thotapalli, global head of analytics for Hyatt, explains how technology powered by Amazon Web Services (AWS) enables personalized experiences that elevate Hyatt's hospitality. One such personalization project alone brought in nearly \$40 million of incremental revenue in the first six months.

To learn more, visit aws.amazon.com/travel-and-hospitality.

Learn how Hyatt Hotels is adding personalization with AWS

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