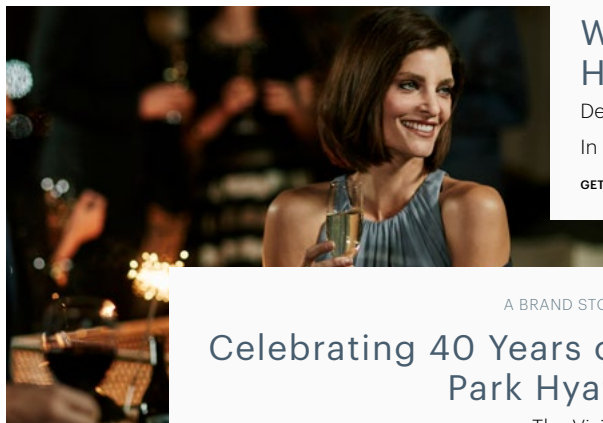


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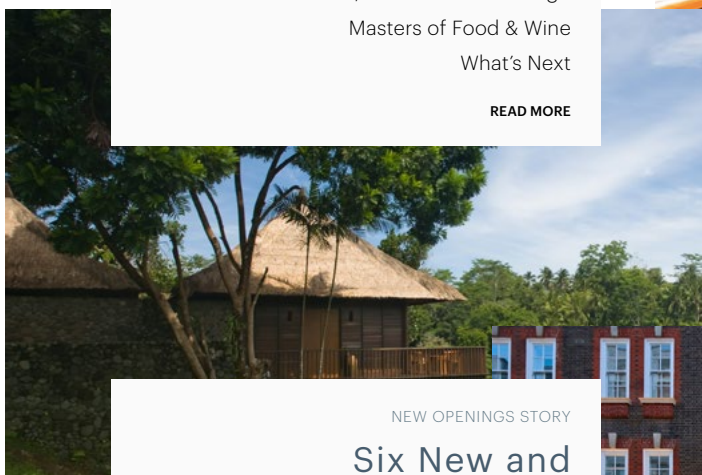


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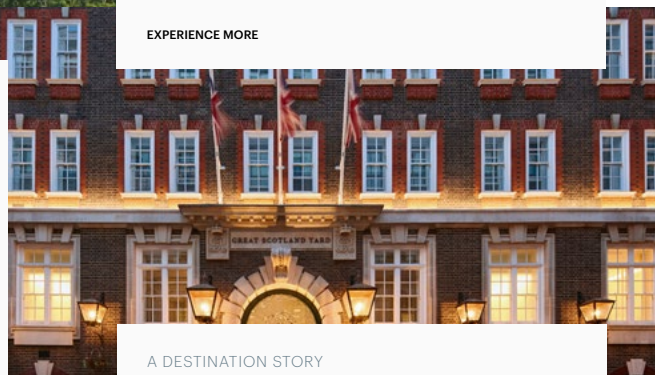


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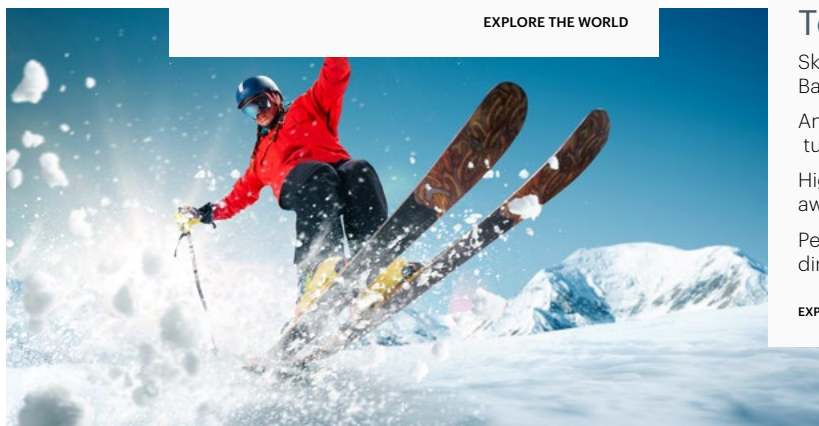


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A BRAND STORY

Welcome to Hyatt Privé Lens

Welcome to Hyatt Privé Lens, a new online journal curated exclusively for you, the premium travel designer. Within these digital “pages” you’ll find a few of the latest stories from our brands and colleagues around the world. Discover the surprising ways Alila hotels in Bali have gone green. Reminisce on 40 years of understated luxury of the Park Hyatt brand. Find out where the jet set are spending their next ski vacation. It’s all inside. Why not pour yourself a cup of coffee and settle in—we’re just getting started.



Designed For You, By You

Now approaching its third year, Hyatt Privé remains a program designed for you, by you. We understand that you, and your clients, are seeking unforgettable travel experiences and a seamless connection to the world’s top luxury hotels and resorts. Hyatt is committed to creating highly personalized stays across our portfolio of brands. We thank you for being an integral part of this!

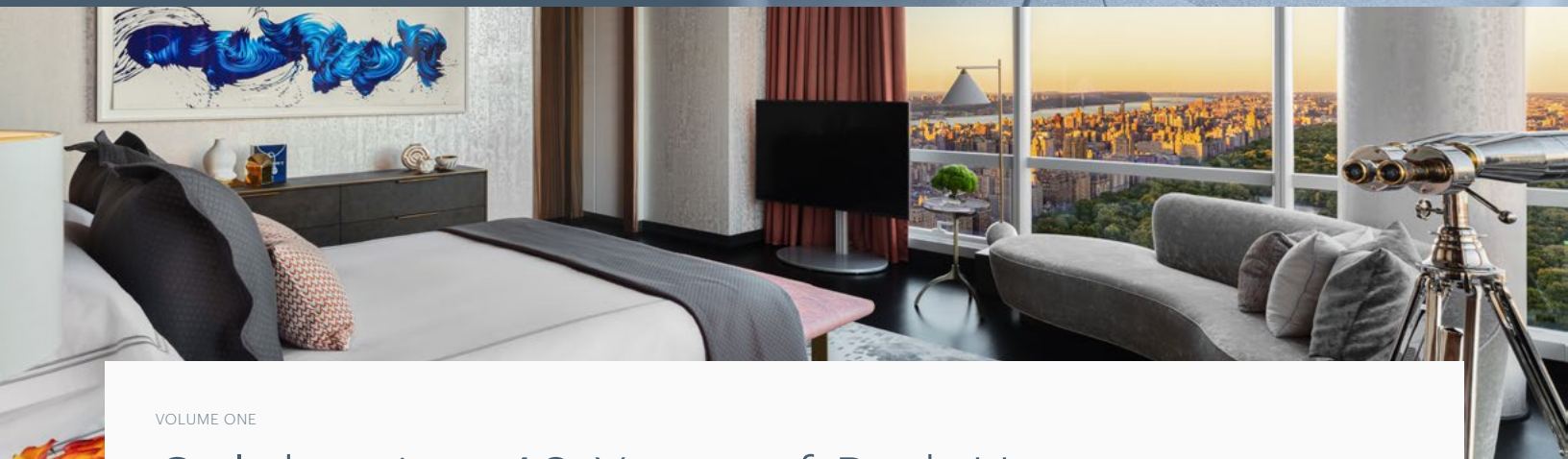
Hyatt Privé travel advisors are the number-one bookers of suites. In fact, you book our highest average daily rates worldwide! Thanks to you, we’re able to welcome the world’s elite travelers and deliver on Hyatt’s our purpose - to care for people so they can be their best - every day. That purpose extends to you, of course. After all, we’re launching Hyatt Privé Lens with you in mind.

In This Volume

We have some exciting stories to share in this first volume of Hyatt Privé Lens. As 2020 approaches, we’re celebrating a number of milestones including growth of our Luxury & Lifestyle brands, and the 40th anniversary of Park Hyatt.

By the way, is your passport updated? Several major new openings have us setting flight alerts to key destinations like Auckland, London, and Kyoto. Join us in discovering these and other new additions to the Hyatt Privé portfolio—and earn enticing rewards along the way.

Thank you for all that you do! We hope you enjoy reading Hyatt Privé Lens, volume one.



VOLUME ONE

Celebrating 40 Years of Park Hyatt

We are delighted to celebrate 40 years of our Park Hyatt brand -- four decades of exceptional service, renowned art and architecture, rare culinary experiences, and unexpected pleasures. Discerning travelers know that true luxury is personal—whether it's an animated discussion of modern art over an aged, single-malt scotch or an intimate lesson in delicate Japanese calligraphy. Park Hyatt hotels specialize in these sophisticated connections.

The Vision

Philanthropist and entrepreneur Jay Pritzker founded Park Hyatt in 1979. His vision for the brand was deeply personal—and inspired by his love of extraordinary food and wine, culture, and the arts. Pritzker set out to create a “home away from home” that captured the personalized, intuitive service and understated elegance of his favorite small European hotels.



[Watch the interview](#)

Iconic Art, Architecture & Design

World-class design has remained at the heart of the Park Hyatt brand, from the legendary Chicago property that started it all to development spanning from Marrakech to Mexico City. Each hotel draws from its location to create a singularly unique experience through stunning architecture, fine furnishings, and expertly curated art collections.

Long before “Lost In Translation” brought the hotel film fame, **Park Hyatt Tokyo** debuted at the top of a 52-story Shinjuku tower and redefined the meaning of luxury hospitality in Japan. In the Austrian capital, a century-old bank transformed into a masterpiece of opulent, contemporary design at **Park Hyatt Vienna**.

Across the pond in Midtown Manhattan, a multi-million dollar art collection set a new standard of luxury at **Park Hyatt New York**. Here, the Manhattan Sky Suite, New York City's highest hotel suite, has recently debuted overlooking unmatched views of Central Park and the city skyline from the 59th floor. In true Park Hyatt fashion, the Manhattan Sky Suite offers worldly guests an elevated luxury NYC experience, with complimentary helicopter airport transfer, dedicated butler service, a personal chef, and much more.



Masters of Food & Wine

Furthering Jay Pritzker's original vision for the brand, Park Hyatt launched its Masters of Food & Wine program in 2003. The series showcases Park Hyatt chefs, sommeliers, and specialists through intimate, immersive culinary and beverage events all over the world.

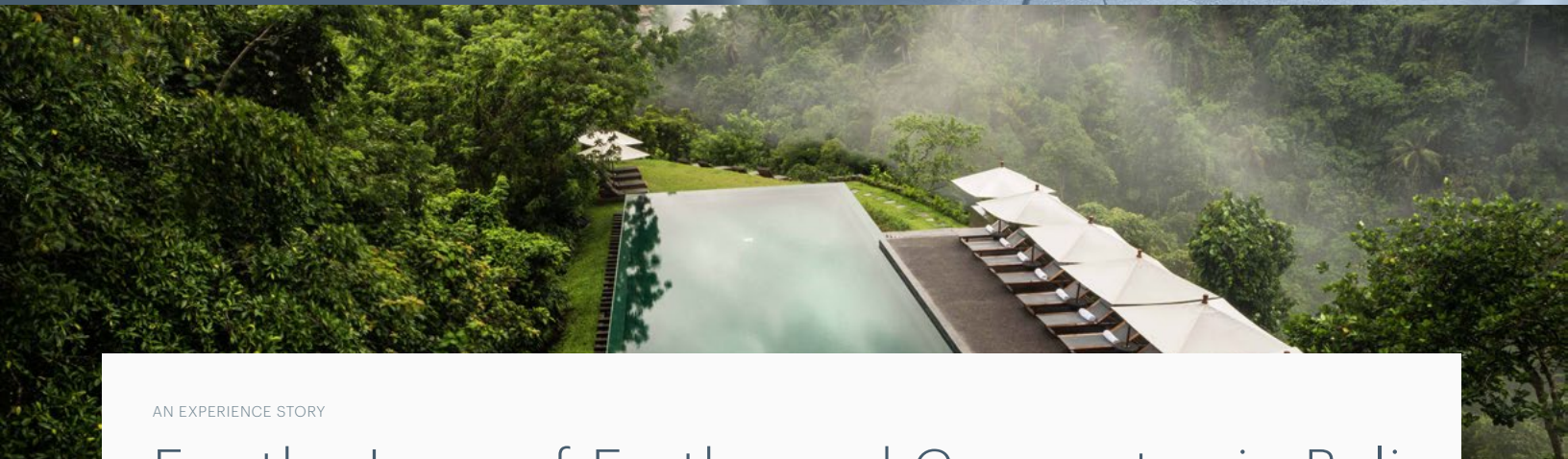
Past Masters of Food & Wine events include a twilight fishing excursion and traditional cooking class at **Park Hyatt Maldives Hadahaa** and a visit to local Argentine olive groves with an olive oil tasting at **Park Hyatt Mendoza**. No two Masters of Food & Wine events are alike. Coming soon to **Park Hyatt Zurich**, Executive Chef Frank Widmer will guide guests through a cozy Swiss chalet dinner, grilling a carefully selected menu of seasonal favorites, paired with LVMH wines.

What's Next

Ever attentive to the desires of discerning global travelers, 2020 will see exciting additions to the brand's already-attractive portfolio. **Park Hyatt Toronto** reopens in 2020 after a stunning, top-to-bottom renovation. The brand continues its tradition of unparalleled luxury in Japan, with the additions of **Park Hyatt Niseko Hanazono** and **Park Hyatt Kyoto**. **Park Hyatt Doha** debuted in December and the opening of Park Hyatt Auckland marks the brand's entry into New Zealand in early 2020.

As the definition of luxury evolves, Park Hyatt will remain a leader in rare and renowned experiences. We thank you for joining us in celebrating the 40th anniversary of this iconic brand.





AN EXPERIENCE STORY

For the Love of Earth—and Coconuts—in Bali

In Bahasa Indonesia, cinta Alam means “Love of Earth.” This concept is at the heart of everything at **Alila Seminyak**, where glass water bottles become sleek drinkware and discarded coconuts find new life as organic planters. As global leaders in sustainable tourism, Alila Hotels & Resorts launched the “Zero Waste to Landfill” project in August 2016, challenging its flagship Bali resorts to eliminate all waste. The result? Creative initiatives that inspire colleagues and guests to connect even further with their natural surroundings.

Caring For the Island of the Gods

Alila’s “Zero Waste to Landfill” project originated in response to the rising environmental threat from Bali’s landfill sites. Greenhouse gasses—20 times more potent than CO²—are impacting the farmland and watercourses used by the local communities. Instead of contributing to the problem, Alila hotels in Bali have stepped up to the plate, finding new ways to process waste into new, higher-value products and services. Colleagues at **Alila Seminyak** take their environmental stewardship seriously—just ask Aras Alam, chief of engineering. “We are always learning, always taking on new projects and thinking of new ideas for making the property more sustainable,” he explains.



Building Greener

Walking into **Alila Seminyak**, one might not realize how thoughtfully attuned the building is to its natural surroundings. Built on a delectable slice of sandy beach, the luxury resort’s design weaves contemporary architecture into open, airy lounge spaces and lushly landscaped terraces. Beyond appealing aesthetics, **Alila Seminyak**’s design is grounded in sustainability and a celebration of its locale.

The use of local building materials and the incorporation of environmental, energy and resource-efficient systems are also integral to the design. Interior finishes include certified recycled or reclaimed ulin wood, local Batu Jogia stone, and terrazzo flooring made by local, independent village craftsmen. An open-plan layout harnesses natural sea breezes to reduce energy use.



No If's, And's, or Wasted Coconuts

Every product passing through **Alila Seminyak** is repurposed—even rainwater is filtered and transformed into freshwater. Leafy greens, peppers, and fragrant herbs are grown pesticide-free in the hotel's on-site hydroponic water garden.

And who could forget the coconuts? No trip to Bali is complete without sipping a fresh kelapa muda (young coconut) by the beach, but they are difficult to discard—adding to the island's ongoing challenges with waste. Instead, **Alila Seminyak** Takes the finished coconuts from their outlets and reuses them as organic planters.

Naturally Sweet

Can the zero-waste concept work behind the bar, too? Seasalt at **Alila Seminyak** rose to the challenge. Single-use plastic straws are long gone, replaced by straws made from natural sugarcane. The Stretched Pineapple cocktail, a fresh twist on a modern mojito, is garnished with pineapple candy made from dried, fermented pineapple meat. The award-winning mixology team also crafts their own specialty syrups, using every last bit of fruit juices, rinds, and seeds to sweeten each cocktail naturally.

Bali's zero-waste initiative serves as an example that Alila properties worldwide hope to emulate. Alam says he hopes **Alila Seminyak's** efforts inspire their guests as well, reminding us that "every small change can make a big difference."



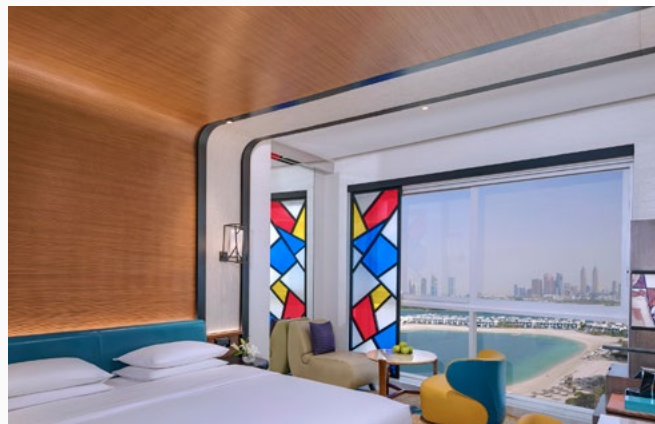
NEW OPENINGS STORY

Now Booking: Six New and Noteworthy Hyatt Hotels Opening Worldwide

What do cosmopolitan capitals, trendy waterfront neighborhoods, and the world's most iconic man-made island have in common? All are home to some of Hyatt's most exciting new hotels worldwide. Brands will make their debut soon in beloved destinations like Dubai and London, while Hyatt's highly-anticipated return to New Zealand opens in Auckland. Get to know a few of the newest additions to Hyatt's global portfolio below.

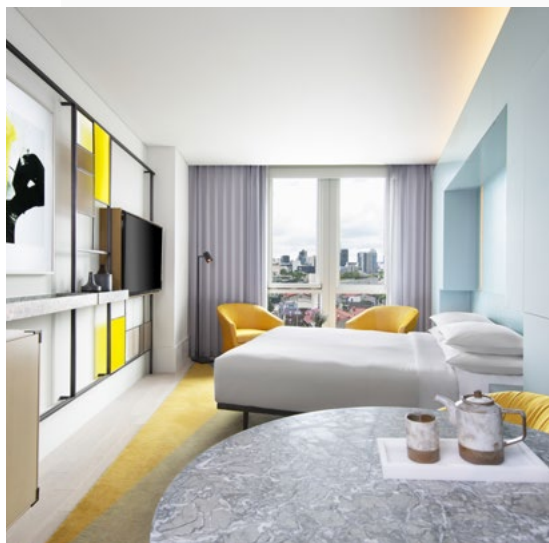
Andaz Dubai The Palm

See those gleaming towers rising over The Palm Jumeirah? Andaz has arrived in Dubai at last. Located on the iconic, tree-shaped Palm Jumeirah island, **Andaz Dubai The Palm** channels the colors and energy of Arabia throughout its 217 guest rooms and 115 serviced apartments. Travelers immerse themselves in Middle Eastern-inspired flavors and spices at one of five distinct dining experiences while reveling in pop-up art exhibitions featuring local talent. On the 14th floor, true tranquility awaits at the Ora boutique spa. **Andaz Dubai The Palm is now open.**



Andaz Seoul Gangnam

Debuting in 2019, **Andaz Seoul Gangnam** marks the fifth Hyatt-branded hotel in South Korea and the first Andaz. The hotel is right at home within the Gangnam district's Apgujeong neighborhood, known for its high-end shopping and K-Pop studios. The style and sounds of this vibrant corner of the capital are celebrated in every design detail, drawing inspiration from bojagi, traditional Korean patchwork weaving art. Meanwhile, Seoul's immersive alleyway eateries are elevated to surprising heights at Jogakbo, an exciting multi-concept space for dining and drinking. **Andaz Seoul Gangnam is now open.**





Great Scotland Yard

The United Kingdom is set to welcome the first hotel to open under The Unbound Collection By Hyatt brand. **Great Scotland Yard** is ready for a “smashing” debut in London. The former headquarters of the Metropolitan Police is now a one-of-a-kind luxury hotel, where a storied past is etched onto nearly every inch of the new, bespoke design. There are 153 stylish bedrooms and 11 suites, including a connected five-story townhouse, offering a uniquely intimate stay for the most discerning travelers. Secret doors conceal more hidden rooms, while celebrity chef Robin Gill brings a taste of the English countryside to the beating heart of Britain’s capital. **Great Scotland Yard is now open.**

Thompson Washington D.C.

Designed to be a gathering place for Washingtonians and visitors alike, **Thompson Washington D.C.** is set to open in early 2020. The 225-room lifestyle hotel is steps from the Anacostia River and poised to become the social anchor of its trendy Navy Yards neighborhood. A rooftop bar and multiple restaurants on-site invite spirited conversation, pairing perfectly with a stroll along the Riverwalk Trail or an exciting baseball game at nearby Nationals Park. Its design pays homage to the industrial and maritime history of the area, featuring elements of naval style as well as copper and metalwork. **Thompson Washington D.C. is accepting bookings from March 1, 2020.**



Park Hyatt Auckland

Kia ora, New Zealand! **Park Hyatt Auckland** opens its doors in early 2020, marking Hyatt's return to New Zealand. Poised on the water's edge in stylish Wynyard Quarter, this modern hotel offers sweeping views over Waitematā Harbour—an enviable position ahead of the 2021 America's Cup. Also overlooking the water is a 25-meter infinity pool, ideal for a refreshing dip after a luxurious spa treatment or afternoon spent lounging on the sun deck. Residential-inspired guest rooms and suites are elegantly appointed in rich woods, marble, and brass finishes, exuding luxury around every corner. In true Park Hyatt fashion, an elevated culinary experience awaits, featuring premium produce and in-season ingredients from around New Zealand.

Park Hyatt Auckland is accepting bookings from March 1, 2020.

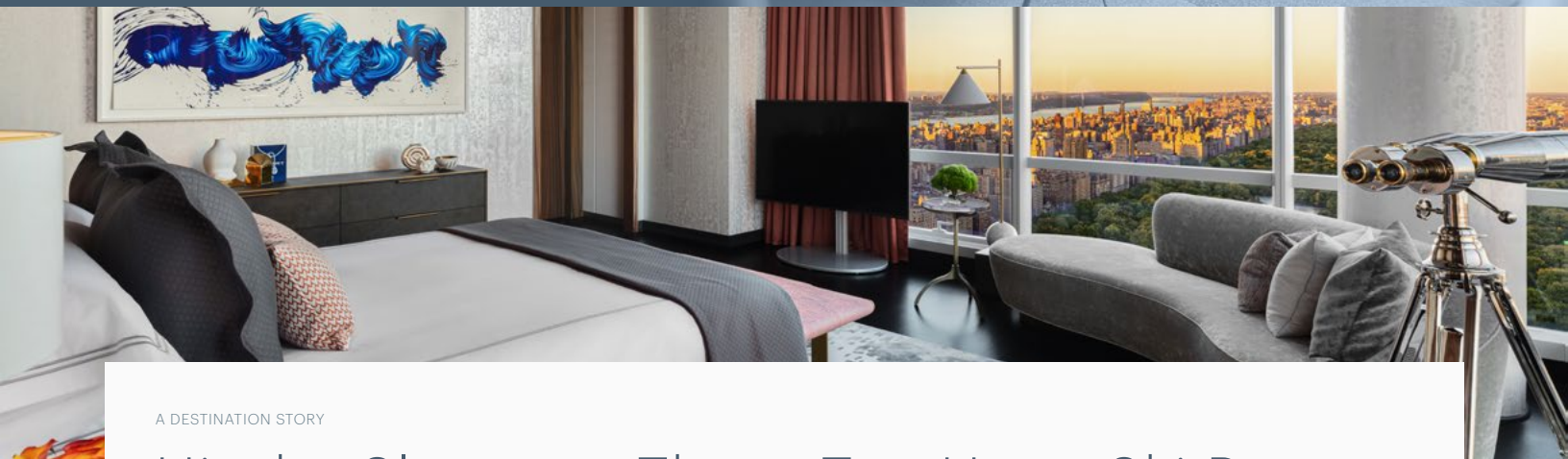


Park Hyatt Kyoto

Combining heritage guesthouse architecture with interiors by renowned hospitality designer Tony Chi, the newly-opened **Park Hyatt Kyoto** is poised to welcome guests with unrivaled omotenashi. This traditional Japanese hospitality philosophy presents luxury in every detail. Nestled beside the Kōdaiji Temple within the historic Higashiyama district, Park Hyatt Kyoto is an intimate hillside retreat designed in harmony with its peaceful surroundings. This serene setting is ideal for enjoying the region's splendid seasons—including magnificent cherry blossoms—or for travelers planning a deeper exploration of Japan ahead of the 2020 Tokyo Olympics.

Park Hyatt Kyoto is now open.





A DESTINATION STORY

Hit the Slopes at These Top Hyatt Ski Resorts

Is it the thrill of racing down a winding ski run or catching a moment of serenity atop an Alpine peak? Many are simply in it for the après—pulling off those snow boots and sipping a steaming mug of mulled wine beside a cozy chalet fire. 'Tis the ski season, indeed. Find your bliss at some of the top luxury ski resorts in the world.

Ski-in, ski-out, and brave the Back Bowls in Vail

Mentioning “Vail” in conversation conjures up fond images of powdery slopes and valley vistas. Colorado’s Vail Mountain is one of the most beloved ski destinations in the world. New to the Hyatt portfolio this year, **Grand Hyatt Vail** is poised to make a memorable winter debut this season.

Whether it’s conquering Vail’s infamous Back Bowls or sticking to the blue runs, there’s something here for every skier or snowboarder to enjoy. Ski-in and ski-out with ease—Chairlift 20 is right outside, ready to whisk hotel guests straight up the mountain. Aching muscles are eased with deep-tissue massages or luxe body treatments at the on-site spa. Outside, a forest creek flows by the property’s steamy infinity pool and hot tubs.



An upscale mountain retreat tucked beside Lake Tahoe

Tucked within the Sierra Nevada mountains, Hyatt Regency Lake Tahoe Resort is a blissful lakeside retreat year-round. Winter, though, is nothing short of magical. Complimentary shuttle service connects the hotel to Diamond Peak Ski Resort, just two miles away. There’s terrain suitable for all levels, but it’s the sweeping, scenic Lake Tahoe views that keep skiers coming back season after season.

No sun? No problem. If the snow’s falling, guests can avoid the winter chill and enter the hotel’s heated pool from inside. Exquisite culinary offerings can also be found within the resort. The menu at Lone Eagle Grille is carefully curated with local flavors of the high-Sierra, like fresh seafood, game meats, and creative vegetarian dishes.





High-altitude Alpine adventures await at La Rosière

The French Alps are calling — **Hyatt Centric La Rosière** is now part of Hyatt Privé! C'est bon. Or should we say, va bene? La Rosière is the ideal base camp for border-free skiing between France and Italy. Since a breakfast pain au chocolat pairs well with a satisfying pasta lunch, simply ski right across the Petit Saint-Bernard Pass into La Thuile, Italy.

When it comes to high-altitude adrenaline, La Rosière has guests covered. From heli-skiing to night sledging, this ski-in, ski-out resort boasts more than enough Alpine adventures to get the blood pumping. We'll let you in on another secret: The sunny terrace at H40 is the place to après-ski and be seen. La Rosière receives as many hours of daily sunshine as St. Tropez and Cannes.

Perfect powder and Michelin-starred dining in Niseko

Now accepting bookings from January 2020, **Park Hyatt Niseko Hanazono** is an unrivaled luxury mountain resort in the "St. Moritz of Japan." Niseko, located on Japan's northernmost island, is favored by the global jet set thanks to heavy snowfall, hot springs, and haute cuisine. The world's freshest powder makes this a veritable winter wonderland, featuring over 70 runs and off-piste slopes spanning from Mount Annapuri to Hanazono.

After a long day spent hitting the slopes, a soothing, traditional Japanese onsen spa bath beckons. Worked up an appetite? Rest assured, even more indulgent delights await. The resort's exquisite culinary experiences include 3-starred Michelin Chef Nakamichi's Moliere Montagne and sushi by Michelin-starred sushi Chef Mitsukawa.

