

VOLUME ONE

## 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.