

# CLIENT CONNECT



## ASIA PACIFIC EDITION JANUARY 2025

### LEAD STORY

Hyatt's Tech Tools  
Drive a New Era of Performance

### HOTEL OPENINGS

2H 2024 Openings

### GROWTH & DEVELOPMENT

Updates from Asia Pacific

### WORLD OF HYATT

Marketing Campaigns



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# Letter from David & Carina



DAVID UDELL  
Group President,  
Asia Pacific



CARINA CHORENGEL  
Senior Vice President, Commercial  
Asia Pacific

Dear Hyatt Clients,

As we head into another new year, we would like to reflect back on 2024 and thank you for an exciting year full of events, travel and new experiences.

In this edition, we delve into Hyatt's tech tools and how they drive performance and personalization. We round up Hyatt's growth and development news with the deals that will evolve our brands. And we recount the opportunities to connect with you, our valued clients, at productive and informative events.

Finally, we sit down with Alibaba's Jane Gong, to learn about her travel priorities and goals for the future.

With a new year approaching, we look forward to more growth, more events and more opportunities for our partnerships with you to thrive. We wish you a warm and bright holiday season and a happy New Year.

As always, thank you for your continued support,

A stylized, handwritten signature of David Udell in black ink.

David Udell

A stylized, handwritten signature of Carina Chorengel in black ink.

Carina Chorengel



HYATT'S TECH TOOLS

# Drive a New Era of Performance

**Imagine the following scenario: While browsing hotel options, a potential guest receives a personalized offer for your property featuring the spa services she loves. She accepts, booking directly through the World of Hyatt app.**

**An AI-generated email is then sent to her inbox, enticing her to purchase breakfast at the property. When she arrives, the smart booking system generates a script for the front desk, welcoming her by name and offering a list of local attractions she may want to visit.**

A version of this scenario, while currently theoretical, is not far off for Hyatt, driven by technology tools including thoughtfully applied artificial intelligence. Hyatt is applying AI and other innovative solutions across a suite of upgrades to drive guest preferences and optimize properties' internal systems.

In the hospitality industry, our people and colleagues will always be at the center. But these tools can serve to further our purpose of care by making our colleagues more efficient, driving value for owners and enhancing guest experiences to grow loyalty—and revenue—in the process.



# Loyalty Through Personalization

Guests want personalization, they're willing to pay for it and they get frustrated when they don't get it. That's why Hyatt's own personalization engine (HPE) consolidates and analyzes data to deliver personalized content and more meaningful engagement across the guest journey—from app to email communications and through their stay.

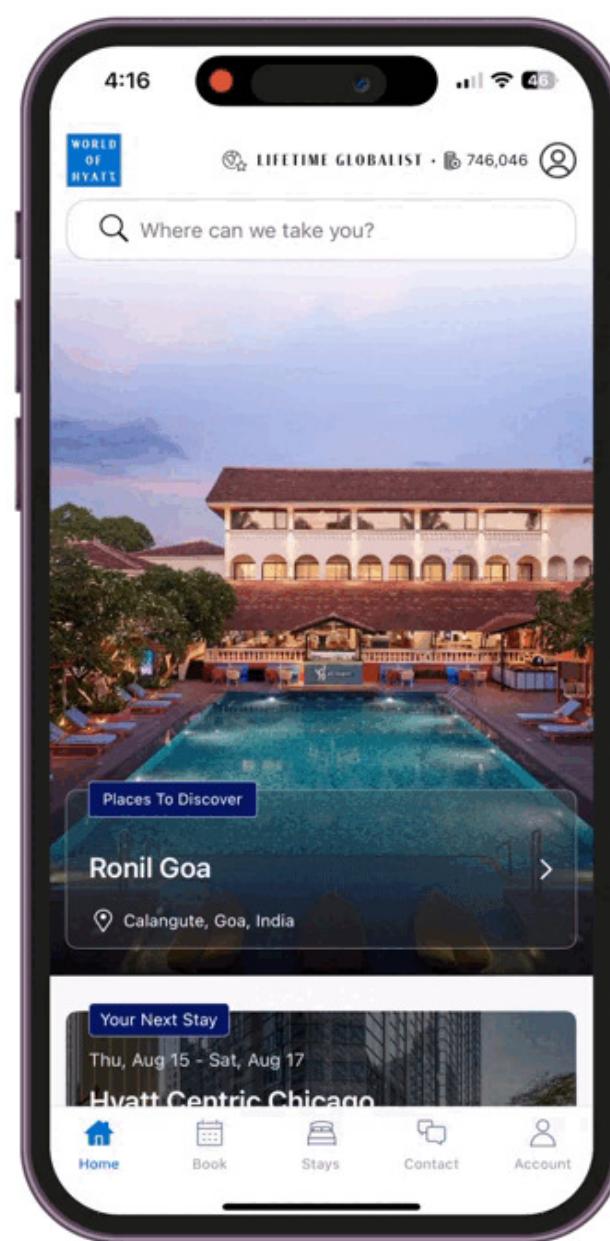


Hyatt's available data already informs its guest and member communications, but HPE can analyze it more effectively than ever before. The result is that Hyatt hotels can offer more personalized information and ancillary offerings to upsell guests before and during their stay, and to encourage them to rebook afterward.

HPE can send tailored content across Hyatt's various digital platforms, reaching more than 200 million guests per year through our homepages, property websites and the World of Hyatt app—at no cost to property owners. Redesigned emails with HPE content are demonstrably improving World of Hyatt enrollment, CTR and conversion rate.

"Our research shows, and industry trends demonstrate, that guests are looking for more personalized attention," said Tammy Ng, Hyatt's Vice President of Marketing for Asia Pacific. "This system allows us to deliver that with precision, freeing up colleagues to contribute value in more uniquely human ways."

Coupled with a newly relaunched World of Hyatt app, HPE drives return visits through tailored offers. It simultaneously channels customers to the World of Hyatt app to take advantage of loyalty rewards. Compared to third-party bookings, WOH reservations are associated with greater spend throughout the system.



"This new era of personalization will show guests their visits made an impression. If we show them loyalty, they will do the same for us."



**TAMMY NG**  
Vice President,  
Marketing  
Asia Pacific

\*The 2024 State of CX Personalization Report: <https://www.medallia.com/resource/2024-state-of-cx-personalization-report/>

\*\*The value of getting personalization right—or wrong—is multiplying: <https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/the-value-of-getting-personalization-right-or-wrong-is-multiplying>

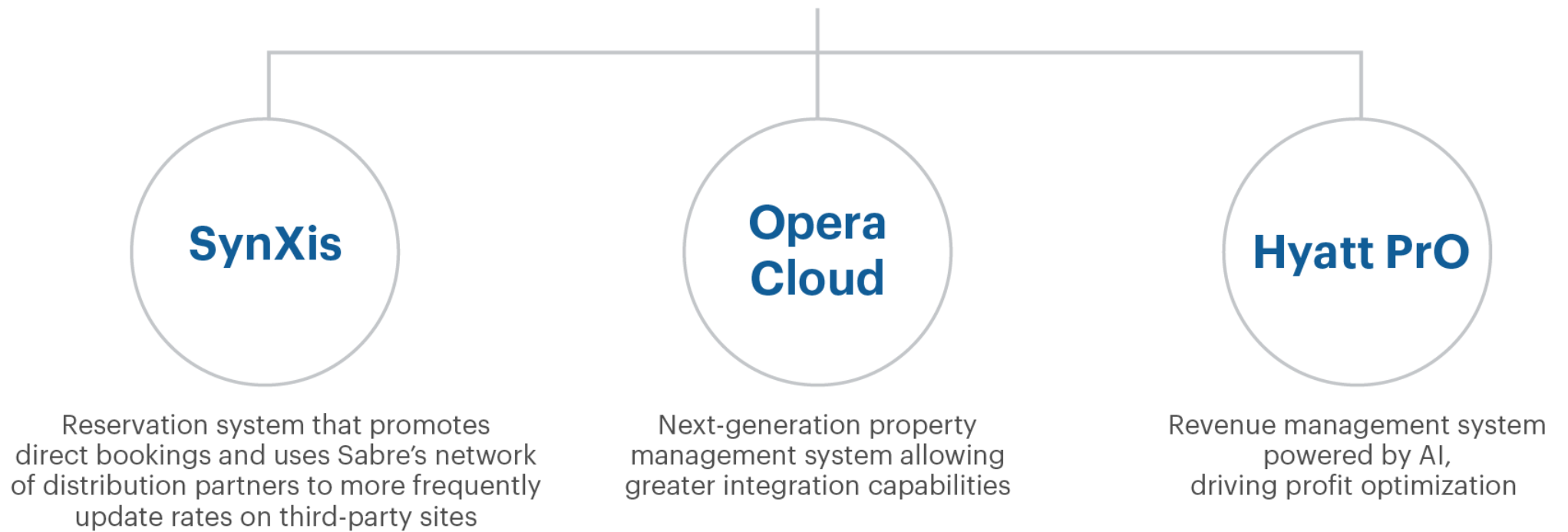


## Doing More With Less

Hyatt is introducing tech-enabled efficiency across its commercial systems. The goal is to seamlessly interlink related systems to provide easier access to data and to more effectively identify ways to maximize profit. Hyatt PrO, for example, uses AI to help operators identify and optimize daily rates, revenue and more.

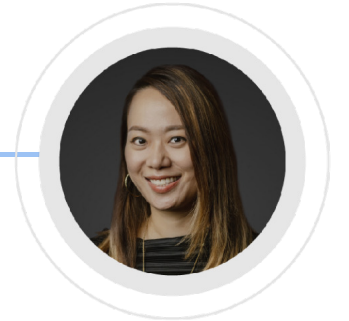
### BACK-END OPTIMIZATION

Hyatt's tech upgrades unlock productivity and profit



“Hyatt PrO can help us determine how we might get the most profit out of, say, a function room when we’re in a high demand period with the MICE business. We still have to use our best judgment as we may not have full future demand information, but this allows us to make more data-driven decisions.”

**MIN BAE**  
Vice President, Revenue, Sales Operations & Distribution  
Asia Pacific



## Thoughtful Use, Careful Oversight

These efforts represent a future for Hyatt to strategically leverage technology to drive efficiency and improve experiences for guests, owners, customers and colleagues. Going forward, Hyatt’s approach to AI is being thoughtfully shaped by a cross-functional team of global colleagues with diverse areas of expertise including Operations, Finance, Transactions, Human Resources, Legal and Commercial Services.

This team oversees the careful implementation of these intelligent systems and is creating guidelines to govern their use by following Hyatt’s guiding principle of delivering care.

“We’re developing these tools to help our colleagues, our owners and our guests get the most out of their experiences, but these aren’t silver bullets. We’re still a human-driven organization, and part of that is ensuring everyone uses the tools ethically and respectfully. That is the continuation of our purpose of care.”

**EBEN HEWITT**  
Chief Information Officer,  
Hyatt Hotels





# HOTEL OPENINGS

## Grand Hyatt Singapore & Le Pristine Singapore



The iconic Grand Hyatt Singapore re-opened in July 2024, unveiling a reimagined urban sanctuary with exciting culinary concepts steps away from Orchard Road. Following a multi-year transformation, guests can enjoy the nature-inspired Terrace Wing and elevated wellness experiences.

In October, the restaurant Le Pristine Singapore opened its doors, marking the debut of Michelin-starred Dutch chef Sergio Herman in Southeast Asia. Offering New Italian cuisine that reflects the chef's Zeeland heritage with local inflections inspired by Singapore, the restaurant masterfully weaves food, fashion, art, music and design into an immersive dining experience.

## Alila Shanghai



Alila Shanghai opened its doors in Jing'an, as Greater China's first Urban Alila resort-style hotel offering an oasis of calm amidst the bustle of Shanghai. The adjacent Zhangyuan complex of restored shikumen stone-gate townhouses that have been transformed into luxury retail spaces, offers an unparalleled backdrop for guests to explore Shanghai's intangible cultural heritage. From the art of therapeutic incense-making to learning time-honored recipes from master chefs, guests can enrich their stay with an array of immersive cultural experiences.



## Hyatt Welcomes Standard International

With Hyatt's acquisition of Standard International, a new collection of brands joins Hyatt's portfolio in Asia Pacific. We also welcome the Standard team to the Hyatt Family including Amar Lalvani, President and Creative Director, Lifestyle; Boripat (Pong) Louicharen, Managing Director, Standard Asia (ASPAC) and team in Bangkok.



Amar Lalvani  
President & Creative Director, Lifestyle



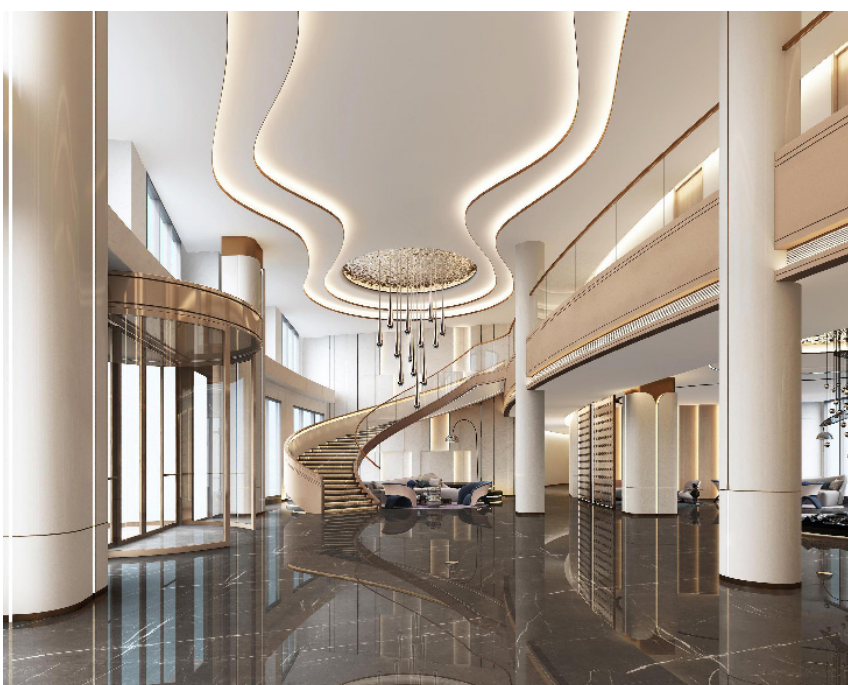
Boripat (Pong) Louicharen  
Managing Director, Standard Asia (Asia Pacific)



The Standard, Bangkok Mahanakhon | Bangkok, Thailand

## Further Asia-Pacific Hotel Openings

The second half of 2024 saw additional Hyatt openings across Asia Pacific, including:



### URCOVE PINGTAN TANNAN BAY

 5 July 2024

 Fujian, China

 Fujian Tannan Bay Hotel Management Co., Ltd.



# CONFERENCES & EVENTS

Hyatt's events provide opportunities to connect with valued clients, customers and partners.

## Hyatt Fairs Shine a Spotlight on Excellence

Hyatt hotels from across Asia Pacific participated in 10 "Hyatt Fair 2024" events, which showcased Hyatt's expertise in events, established connections between hotels and clients and secured business confirmations. More than 200 clients attended each event, with 292 hotels represented in total, creating ample opportunities to nurture relationships and build leads throughout the region.

In India, this year's multi-city Hyatt Fair gathered about 270 clients across Bangalore, Mumbai and Delhi via a tabletop sales activity, while 95 key decision-makers from the MICE, corporate and wedding segments participated in educational and team-building sessions Dehradun.





## Asia Pacific Privé Forum: Evolving Luxury Travel

Members of Hyatt's Privé collective of luxury travel advisors joined Hyatt executives and hotel representatives to discuss how to evolve the program to even better serve the needs of clients and luxury-travel end users. Over two days of speaker sessions, breakout groups and networking events at Park Hyatt Saigon, clients offered valuable consumer insights while Hyatt offered industry analysis and lessons learned—providing both groups a valuable educational experience while strengthening connections.



## Making the Most of Meetings and Events at the ASPAC MICE Customer Advisory Forum 2024



Hyatt executives and hotel teams met with meeting and event clients to share ideas and learn about MICE trends and best practices at the ASPAC MICE Customer Advisory Forum. The two-day event at Grand Hyatt Seoul brought together participants from around Asia Pacific for workshops, networking and informational sessions offering fresh insights on everything MICE-related from sustainability to technology to wellbeing.



# GROWTH & DEVELOPMENT NEWS

UPDATES FROM AROUND THE HYATT UNIVERSE IN ASIA PACIFIC

## Hyatt Welcomes Mumian with a New JV

Mumian hotels are now part of Hyatt's collection of brands, under a new joint venture announced Oct. 15, 2024, between Hyatt and China Resources Land (CR Land).

### WHAT TO KNOW

- The JV, Yuen Kai Holdings Ltd, will develop and manage Mumian properties including the six existing in Beijing, Shenzhen, Chengdu, Hangzhou and Rizhao, and two new Mumian hotels due to open in Shaoxing and Shanghai in Q1 2025.
- Alongside the JV, Hyatt and CR Land announced a strategic agreement for the development of more Hyatt-branded hotels and have signed agreements for key projects such as Park Hyatt Xi'an and Andaz Dongguan.

### WHY IT MATTERS

The expansion of The Unbound Collection by Hyatt, JdV by Hyatt and Destination by Hyatt brands, which Mumian will join, meets growing demand for high-end, localized experiences in China, Hyatt's second-largest market.

[LEARN MORE >](#)



#### Hyatt (from left to right)

Yollanda Yuan, Vice President & Head of Finance, Greater China.

Philip Yu, Senior Vice President, Operations, Greater China

Owen Xing, Senior Vice President, Development & Owner Relations, Greater China.

David Udell, Group President, Asia Pacific

Mark Hoplamazian, President & Chief Executive Officer, Hyatt Hotels.

Stephen Ho, President, Greater China ; Growth, Asia Pacific (seated)

#### China Resources Land (from left to right)

Zhang Dawei, Vice Chairman of the Board, Chief Product Officer (seated)

Chang Ying, Vice President Guo Ruifeng, General Manager, Asset Management Department

#### Yuen Kai Holdings Limited (from left to right)

Richard Li, Chief Executive Officer, Yuen Kai Holdings Limited ; Area Vice President, Hyatt, Greater China

Arianna Liu, Deputy General Manager, Mumian Hotels Management, CR Land



## Other 2H 2024 Signings

In the second half of 2024, Hyatt signed numerous deals that positively affect its growth and development across the Asia-Pacific region, including:

### [Andaz Jakarta Sudirman](#)

Andaz Jakarta Sudirman is set to debut in 2028 in Two Sudirman Jakarta — poised to be among the tallest skyscrapers in Indonesia, as part of a management agreement with PT Central Sudirman Development.

### [The Light City Hotel](#)

Hyatt has also signed a deal with IJM Perennial Development to open The Light City Hotel (JdV) in Penang, Malaysia.

### [Park Hyatt Sapporo](#)

Through a deal with Heiwa Real Estate Co. Ltd., Japan's fourth Park Hyatt hotel is expected to open in Hokkaido, Japan, by 2029.

### [Andaz Gold Coast](#)

Hyatt has entered into agreements with Destination Gold Coast Consortium for the first Andaz Hotel in Australia, as part of a world-class, integrated resort in the Gold Coast, set to debut in 2025.

### [Hyatt Regency Samarafushi Maldives](#)

Hyatt Regency Samarafushi Maldives will mark Hyatt Regency's brand entry into the Maldives Islands in late 2027 under an agreement with SingHaiyi.

### [Alila Yilan](#)

Alila Yilan will mark the brand's entry into Yilan with the agreement with the Far Eastern Group. With its unique location, Alila Yilan is set to attract the most premium leisure business from both Taiwan and the region.

### [Hotel NEI Nara](#)

Japan's ancient capital of Nara will be the site of a new member of The Unbound Collection by Hyatt, as Hyatt and JR Tokai Hotels Co., Ltd. have signed a franchise agreement for Hotel NEI Nara in the historic heart of the city.



From left to right

Masato Aikawa | Senior Executive Officer of Mitsubishi Estate Co., Ltd.  
Stephen Ho | President, Hyatt Greater China, President, Growth, Hyatt Asia Pacific  
Atsushi Nakajima | Representative Corporate Executive Officer, President & CEO, Mitsubishi Estate Co., Ltd.  
Cecilia Kristywulan Widamaryan | President Director of PT. Taspen Properti  
Rony Hanityo Aprianto | Acting President Director & Director, Investment, PT. Taspen (Persero)  
Yasuaki Oda | President Director, PT. Mitsubishi Estate Indonesia



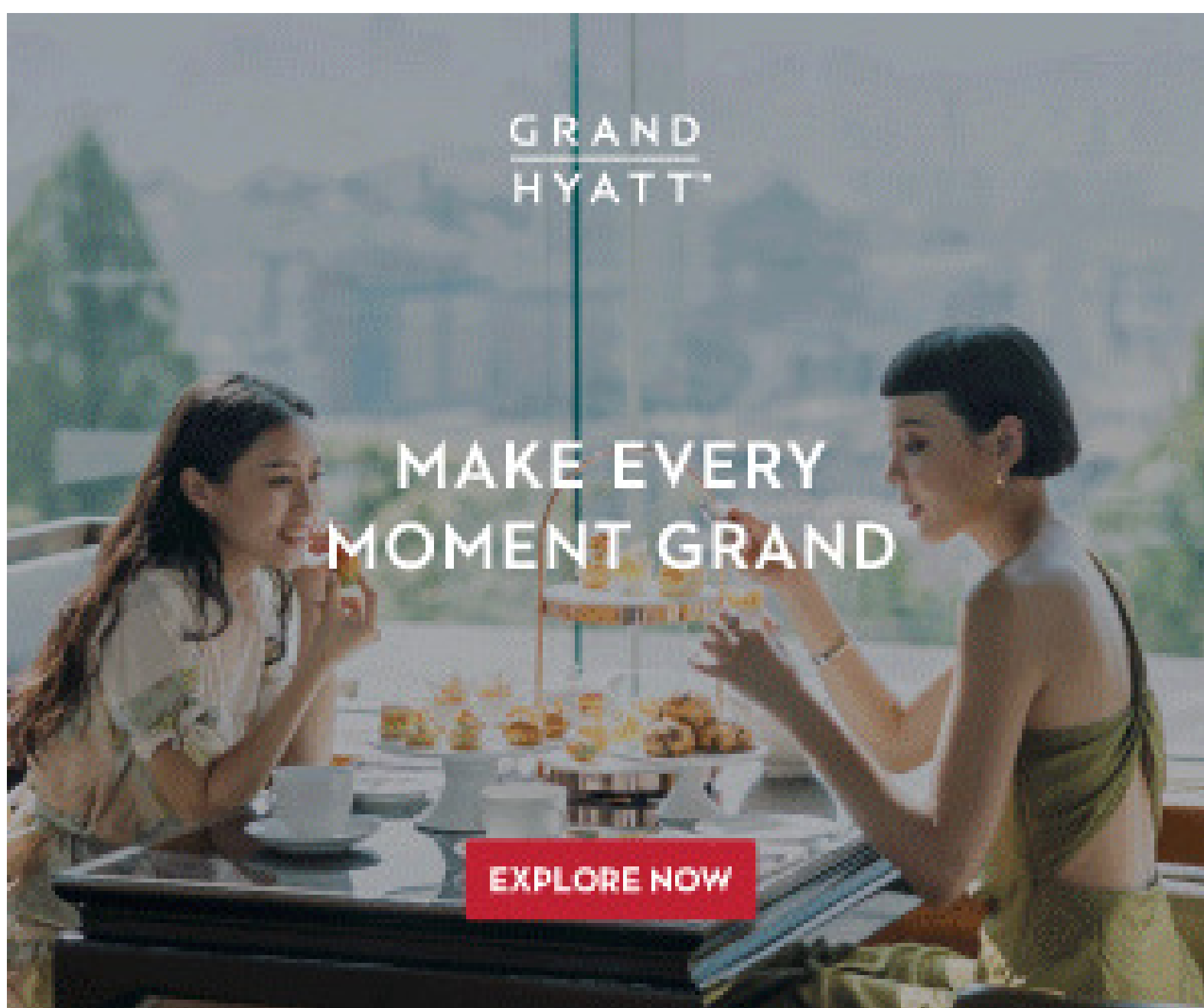
# WORLD OF HYATT

## CAMPAIGNS HIGHLIGHTS

Hyatt's marketing campaigns reinforced brand identities, drove awareness and encouraged bookings throughout the region.

### 'Be More Grand'—Inspiring Celebration at Grand Hyatt

Grand Hyatt Asia Pacific launched "Be More Grand," an influencer-led social media campaign to spotlight five iconic Grand Hyatt hotels in Asia Pacific, driving for the brand as a preferred premium leisure accommodation.





## 'Be More Foodie'—Mindful Indulgence' Campaign Taps Wellbeing Trend



Across all eight Hyatt properties in Thailand, the “Be More Foodie – Mindful Indulgence” campaign launched in collaboration with certified nutritionist and wellness advisor Sandra Lim—making mindful dining effortless by offering culinary experiences that are delicious, nourishing and joyful.

## Making Waves on Meituan



An F&B campaign on Meituan, mainland China’s largest food review, ordering and delivery platform, was also launched in 2024. The campaign set out to drive traffic flow to individual hotels by optimizing performance on Meituan.



# world of care



At Hyatt Centric Hong Kong Victoria Harbour, used coffee grounds are collected and made into compost to be used on a farm operated by New Life Psychiatric Rehabilitation Association.

## ■ Demonstrating Tangible Progress in Our Commitments

Guests and customers now expect companies to act for the benefit of society and our environment, putting focus on caring for the planet, people and responsible business. We are proud to spotlight the properties and colleagues across the globe that are driving positive impact as part of Hyatt's World of Care program in our recently released 2023 World of Care Highlights and 2023 Diversity, Equity and Inclusion (DE&I) Report. Read the full reports, available here:



**2023 World of Care Highlights**  
[Read now >](#)



**2023 DE&I Report**  
[Read now >](#)



# AWARDS



Condé Nast  
**Traveler**

US EDITION

## HYATT REGENCY BEIJING WANGJING

READERS' CHOICE AWARDS  
BEST HOTELS IN BEIJING (1<sup>ST</sup>)

### CONDE NAST TRAVELER - US EDITION

**Park Hyatt Auckland**  
Best Hotels in The World (#49)

**Park Hyatt Seoul**  
Best Hotels in Rest of Asia - North (#5)

**Park Hyatt Saigon**  
Best Hotels in Southeast Asia (#5)

**Grand Hyatt Mumbai**  
Best Hotels in India (#17)

**Alila Kothaifaru Maldives**  
Best Resorts in  
the Indian Ocean (#19)



Condé Nast  
**Traveller**

UK EDITION

## PARK HYATT KYOTO

READERS' CHOICE AWARDS  
BEST HOTELS  
IN ASIA - JAPAN (1<sup>ST</sup>)

### CONDE NAST TRAVELLER - UK EDITION

**Grand Hyatt Bali**  
Best Resorts in The World  
- Indonesia (#4)

**Park Hyatt Tokyo**  
Best Hotels in Asia - Japan (#4)

**Alila Villas Ulwatu**  
Best Resorts in The World  
- Indonesia (#7)

**Park Hyatt Kyoto**  
Best Hotels in Japan (#10)



**MICHELIN**  
2024

Park Hyatt Bangkok



Tatler  
**BEST**  
ASIA

## PARK HYATT NISEKO HANAZONO

TATLER BEST HOTEL ASIA  
DESTINATION HOTEL



## GRAND HYATT JEJU

Best Hotel  
Jeju



WORLD'S  
**50**  
BEST  
HOTELS

## PARK HYATT KYOTO

The World's 50 Best Hotels  
(27<sup>th</sup>)

Stella  
AWARDS  
MCI/ASIA

**Hyatt**  
Best Meetings  
Hotel Chain

## Grand Hyatt Seoul

Best Meetings Hotel  
South Korea



**BUSINESS  
TRAVELLER** ASIA-  
PACIFIC

## GRAND HYATT

Best Business Hotel Brand  
in The World (#1)

Best Business Hotel Brand  
in Asia Pacific (#4)

## Grand Hyatt Erawan Bangkok

Best Business Hotel in Bangkok (#4)  
Best Urban Resort Hotel  
in Asia Pacific (#4)

## Park Hyatt Beijing

Best Business Hotel in Beijing (#4)

## Grand Hyatt Manila

Best Business Hotel in Manila (#4)



Each issue we spotlight one of our clients with five questions to share their top travel tips and personal insights when they're off exploring the world



CHECK IN:

5 QUESTIONS WITH

JANE GONG

Procurement & Travel Service,  
Alibaba Holding-GAD-Corp

Global Hotel & MICE Procurement,  
Department-Travel Service Procurement,  
Hangzhou, China



1. What destination has been on top of your list to visit, and why?

For an overseas destination I've got my eye on Nice, France, for its sunny beaches and rich cultural activities. Domestically, I'm looking at Dali, China, for its natural scenery and perfect combination of Mt. Cangshan and Erhai Lake, with profound historical and cultural heritage.



2. Which holidays do you enjoy more, and why: Hot or cold weather, relaxing or adventurous, familiar, or foreign?

I always enjoy the Chinese Spring Festival most, as I am able to reunite and travel with family together. We choose the destination as a group, whether hot or cool, relaxing, foreign or far away.



3. What is the one personal travel essential you take when traveling abroad, and why?

My sense of curiosity: I find the most enriching travel experiences to be done at a leisurely place, with lots of cultural experience. Eat where locals eat, use public transport, use some key phrases, don't miss local markets, festivals and cultural performances.



4. What is your favorite thing about staying in a hotel? What is your priority when you check in?

I love starting the day with a great breakfast that provides energy all day, and ending with a spa visit to refresh after the day's exertion. My first priority after checking in is to talk to the concierge about local activities and restaurants.



5. What is your one piece of travel advice or key motto when traveling?

Be flexible.





**FOR MORE INFORMATION PLEASE CONTACT**

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