

TRAVEL AND HOSPITALITY

Small Luxury Hotels expands Hyatt partnership

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Hotel Nantipa, part of Small Luxury Hotels, is now accepting World of Hyatt. Image courtesy of Hyatt

By STAFF REPORTS

Hyatt Hotels Corporation and Small Luxury Hotels of the World are growing their alliance, bringing more high-end properties onboard to the aligned loyalty program.

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There are now 200 Small Luxury Hotels participating in enabling guests to earn and use rewards from the World of Hyatt rewards program. For Small Luxury Hotels, this exclusive connection has shown positive results.

"This alliance has proven to be a perfect match," said Jean-Francois Ferret, CEO of Small Luxury Hotels of the World, in a statement. "We are seeing a positive impact on reservations for our hotels from World of Hyatt members.

"Exposure to more than 16 million World of Hyatt members has not only helped increase reservations, but also allows us to expand our brand awareness while providing more luxury boutique hotels options for World of Hyatt members to choose from on their travel journey," he said.

Joining forces

Hyatt and Small Luxury Hotels originally launched their partnership in November. Since then, the number of hotels included has quadrupled.

Some of the properties that have been visited most through World of Hyatt include hotels in Italy, the United Kingdom, France, China and Greece.

In addition to earning and using rewards, the partnership also enables member of the loyalty program to retain a number of their existing perks. For instance, they will still get complimentary Wi-Fi, late or early check-in, complimentary breakfast and room upgrades.



Mykonos Riviera Hotel and Spa, part of the World of Hyatt program. Image courtesy of Hyatt

Members can also receive their bonus points for their tier. Consumers will also accrue points towards more elite status with stays at Small Luxury Hotels.

"We encourage World of Hyatt members to explore these luxurious destinations around the globe, from Croatia to New Zealand," said Amy Weinberg, senior vice president of World of Hyatt, in a statement. "The rapid growth of this strategic loyalty alliance is a testament to our commitment to delivering unique experiences wherever our members travel and continuing to extend the genuine care they have come to expect from Hyatt to more locations around the world."

Loyalty programs are one of the best ways to ensure continued customer retention, something hotel brands are embracing by unifying those programs across multiple brands and merging luxury with mass market.

Along with Small Luxury Hotels and Hyatt, Marriott International officially unified the loyalty programs across three of its brands. By merging their programs across brands, these groups are pooling resources to gain access to a wider consumer base and ensure a seamless and desirable customer experience no matter where guests stay ([see story](#)).

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