

TRAVEL AND HOSPITALITY

Hyatt partners with outdoor luxury resort operator

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Thanks to the partnership, World of Hyatt members have access to new experiences with luxury resort operator Under Canvas. Image credit: Hyatt

By EMILY IRIS DEGN FOR LUXURY DAILY NEWS SERVICE

Multinational hospitality company Hyatt Hotels is inviting guests to enjoy nature.

Now, loyalty program members can earn and redeem points for bookings at select properties from luxury resort operator Under Canvas. Sprinkled throughout the American Southwest and outside of U.S. national parks, the safari-inspired sites offer upscale outdoor adventures.

"Travelers are looking for new and unique experiences to reconnect with nature in off-the-beaten-path locations," said Mark Vondrasek, chief commercial officer at [Hyatt](#), in a statement.

"By adding these luxury outdoor camps to World of Hyatt, we are bringing more memorable travel experiences for our guests and members," Mr. Vondrasek said. "Hyatt offers one of the fastest-growing luxury portfolios globally and with the inclusion of these incredible Under Canvas camps in World of Hyatt, we continue to double down on this focus and bring immense value to our rapidly growing member base."

Stars and stays

Thanks to the partnership, World of Hyatt members have access to new resort experiences.

Based near attractions such as Yellowstone in Montana and Wyoming, the Great Smoky Mountains in Tennessee, Acadia in Maine and Yosemite in California, destinations for the 13 added venues range, from the wilderness of the American West to the ancient hills of the Southeast.

Under Canvas brings luxury travelers closer to U.S. parks and other outdoor attractions

Complimentary activities include nighttime campfires and s'mores, yoga, board games and children's programming. Tents feature king-size beds, luxe linens, lanterns, USB charging packs and wood-burning stoves. Most have en suite bathrooms and private decks as well.

On-site menus serve up beverages and seasonal dishes made from mindfully sourced ingredients. In the spirit of "glamping" and to boost its ecotourism appeal ([see story](#)), Under Canvas reduces water and energy usage with low-flow toilets, pull-chain showers, rechargeable battery pack chargers and low-level lighting.

Doubling down on the nature focus, the camps do not have Wi-Fi. However, at Ulum Moab, a new 200-acre luxury outdoor resort in Utah, travelers can connect to the internet inside the property's lobby lounge and restaurant.

Additionally, thanks to its commitment to cutting back on light pollution, Under Canvas's five "Grand Circle" stays, which are peppered across the Beehive State and Arizona, are the world's first DarkSky-certified resorts.

Bookings for the 2024 and 2025 seasons are now open and can be made online.



Locations such as Under Canvas Acadia combine luxury hospitality and a sense of adventure. Image credit: Hyatt

"Under Canvas is the leading outdoor resort company in the United States, with 13 locations outside of national parks and adventurous destinations such as Acadia, Glacier, Moab, Yellowstone, Yosemite and Zion," said Matt Gaghen, CEO of Under Canvas, in a statement.

"We're looking forward to welcoming World of Hyatt members to our beautiful, safari-inspired camps so that they can experience true comfort in nature in these amazing destinations," Mr. Gaghen said. "This exciting collaboration with Hyatt will further our goal of connecting more people with extraordinary places, people, and the planet by enhancing access to the outdoors."