



2010 PRESS KIT



OVERVIEW

Hyatt Key West Resort and Spa offers a posh vacation retreat in the heart of carefree Key West. The tropically-inspired, full service sanctuary sets the standard as the Conch Republic's premier luxury resort.

LOCATION

Hyatt Key West Resort and Spa is located on the Gulf of Mexico, just three miles from Key West International Airport. It is situated within walking distance of the world-famous Duval Street and Key West's top restaurants and attractions.

ACCOMMODATIONS

The waterfront resort features a tropical chic design by Morrison Seifert Murphy that captures the whimsical spirit of the Florida Keys. The resort's 118 guestrooms include eight king salons, 75 kings and 35 doubles.

All guestrooms feature private Gulf-view balconies, Hyatt Grand Beds™, 42-inch flat screen televisions, deluxe bathrooms with exclusive bath products and high-speed wireless Internet access.

DINING

- SHOR American Seafood Grill features fresh seafood caught daily straight from the Gulf of Mexico.
- Blue Mojito Pool Bar and Grill offers an eclectic ambiance perfect for enjoying delicious cocktails and snacks poolside.

FUNCTION SPACE

- A favorite Key West wedding venue, the resort offers more than 2,300 square feet of indoor and outdoor event space for private functions.

AMENITIES

- Centrally located heated outdoor swimming pool
- Spacious sundeck with three poolside cabanas
- Beach access to the beautiful Gulf of Mexico
- Eco-friendly, full-service Jala Spa
- 24-hour StayFit@Hyatt gym
- Beachside service offering chaise lounges, umbrellas, towels and food and beverage
- On-site water sports including wave runners, parasailing, SCUBA diving, snorkeling, fishing and sailing
- Golf cart and bicycle rentals
- 18-hole championship course at Key West Golf Club located just four miles away

CONTACT

601 Front Street, Key West, FL 33040
(305) 809-1234
www.keywest.hyatt.com
facebook.com/hyattkeywest
Twitter: @hyattkeywest



JALA SPA FACT SHEET

Jala Spa is a member of the Hyatt Pure family, a worldwide collection of spas that blend harmoniously with their natural surroundings. Named for the Sanskrit word for water, Jala Spa offers a full immersion in the natural elements essential to achieving and maintaining optimal well-being. In April 2010, Jala Spa was ranked as one of the Top 100 resort spas in the U.S. in *Conde Nast Traveler's* annual readers' poll.

Spa highlights include:

- 1,100 square feet of indoor space
- Two spacious and luxurious spa suites
- Access to three private poolside spa cabanas
- Treatments feature organic and sustainable products by Amala and LeHerbiere skincare lines
- An extensive spa menu that reflects an aqua-centric theme. **Waves** treatments create a tranquil flow essential to relaxation. **Glades** treatments restore nutrients to re-balance the body and mind. **Beach** treatments use the energy of the sun to revitalize and re-awaken the body, replacing dull, tired skin and creating a healthy glow. **Reef** treatments counteract the excess of daily stress by detoxifying and re-hydrating for full rejuvenation. **Heat** treatments invigorate with new energy and provide a foundation for lasting wellness. **Deep** treatments offer penetrating and purifying therapies for perfect peace of mind.

Locally inspired spa treatments include:

- **Cuban Coffee Body Glow** – Cuban coffee and cane sugar are combined in a tropical scrub used to gently remove impurities and invigorate the body and mind.
- **“Man” Grove Scrub** – An invigorating treatment that uses a fine grain mineral scrub for light exfoliation followed by a generous application of mineral balm.
- **“Green Flash” Wrap** – A Jala Spa phenomenon, the treatment targets the body with a mineral crystal exfoliation preparing the skin for a detoxifying green clay wrap rich in copper, magnesium and calcium. This is a powerful cleanse ideal for targeting cellulite, eliminating water retention and purifying the skin.

For those seeking the definitive Jala Spa experience, packages pairing complementary treatments have been designed to activate, nurture and cleanse. These include:

- **Rising Sun** – Guests can recover from the damage done on Duval Street or just the doldrums of the daily grind with this five-hour journey including a “Green Flash” wrap, deep tissue massage, spa cuisine, recovery facial and wide awake eye treatment.
- **Jala Blue** – Guests can get into the Jala groove with this ultra refreshing, body conditioning experience consisting of a blue mojito scrub, the refresh facial and a soothing shea butter application. As part of the renewing experience, a portion of the cost of the treatment is donated to Reef Relief, a local conservation organization.
- **Dual Tides** – The ultimate in couples' treatments, guests begin with their choice of herbal teas followed by a session of side-by-side treatments including a 60-minute couples' massage, 60-minute renew wraps and dual scalp massages.

For more information on Jala Spa, visit <http://keywest.hyatt.com/hyatt/pure/spas/about/features.jsp> or call the Spa Concierge at 305-809-1234.



MEETINGS AND EVENTS FACT SHEET

Hyatt Key West Resort and Spa offers a versatile array of function space designed to accommodate everything from receptions to boardroom meetings, weddings and banquets.

FUNCTION SPACE

- The 1,141 square-foot Marquesa Room is designed to accommodate up to 120 guests for receptions, 70 for training sessions or 36 for U-shaped board meetings.
- The 780 square-foot Tortuga Room, with access to the rooftop Sky Terrace, boasts spectacular views of the Gulf of Mexico and unforgettable Key West sunsets.
- The 448 square-foot Harbor Boardroom features a Gulf-side balcony and is perfect for hosting intimate meetings for 15-20 people.
- Registration areas are available for all spaces.

FEATURES

- High speed wireless Internet in all guestrooms and public spaces
- Dedicated and experienced convention services team
- Individual climate controls
- Innovative catering for on-site and off-premise functions

AIRPORT INFORMATION

- Key West International Airport is just three miles away



WEDDINGS FACT SHEET

With an upscale yet playful tropical chic style and a breathtaking location right on the Gulf of Mexico, Hyatt Key West Resort and Spa is the ideal setting for weddings. From intimate affairs on the beach to posh gatherings, experienced and creative wedding consultants are available to provide guidance every step of the way.

WEDDING LOCATIONS

- **Blue Mojito Beach** – Accommodating up to 80 guests, this small white sand beach overlooks the beautiful colors of the Gulf of Mexico as tall palm trees shade guests and coral rock buffers the water.
- **Marquesa Room** – A private function room that faces the Gulf, this 1,141 square foot space boasts spectacular panoramic views.
- **Tortuga Room** – Using unforgettable Key West sunsets as a backdrop, this 780 square-foot private space features access to a stunning rooftop sky terrace.
- **The Gulf-side Dock** – The dock is the perfect setting for those who love to be on the water. With views of the neighboring islands, a tropical breeze blowing and the sea lapping below, the dock is an exquisite setting. This special spot will accommodate up to 80 people.
- **SHOR Beach** – This secluded beach lends itself to the more intimate ceremony. Quite literally, it defines footprints in the sand. This private setting accommodates groups of up to 50.

FEATURES

- Exquisite customizable menus
- Certified wedding consultants available
- Valet and self-parking options
- In-house audio-visual experts



MEDIA CONTACT:

Ashley Norman / Jose Cano
Cheryl Andrews Marketing Communications
305.444.4033
ashley@cam-pr.com / jose@cam-pr.com

**COME AS YOU ARE TO KEY WEST PRIDE FEST
WITH PRIDE WELCOME RATES FROM \$300 A NIGHT**

*Hyatt Key West Resort and Spa Celebrates
Pride in Paradise with special 'Pride Welcome' package for GLBT guests*

KEY WEST, Fla. – May 10, 2010 – Hyatt Key West Resort and Spa is inviting GLBT (Gay, Lesbian, Bi-Sexual and Transgender) guests to come enjoy the la-te-dah fun of Key West Pride Fest, taking place June 9 – 13, in posh accommodations for as low as \$300 a night. With Hyatt's new Pride Welcome package, guests can take advantage of one of the best rates on the island, along with a welcome amenity valued up to \$25, daily full American breakfast for two, 4 p.m. late checkout and personalized service from a GLBT focused concierge. Hyatt Key West Resort and Spa's exclusive location just off of Duval Street allows guests to be within walking distance of all the action while reveling in the sumptuous atmosphere and impeccable service of Key West's premier luxury retreat.

Since 1978, Key West has celebrated equality and diversity by welcoming the GLBT community to Pride Fest. Throughout the event, GLBT visitors and friends can indulge in dance and cocktail parties, contests, shows, forums, activities on the water, tours, street fairs and Sunday's Pride Parade along Duval Street. For a full schedule of activities, visit www.pridefestkeywest.com.

Hyatt Key West Resort and Spa offers a luxurious vacation experience featuring 118 guestrooms, each with a private balcony boasting stunning views of the Gulf of Mexico. A centrally-located swimming pool and the eclectic Blue Mojito Pool Bar and Grill provide the perfect ambiance for enjoying a frozen cocktail or kicking back and catching rays. When it's time for total relaxation, Jala Spa offers a Zen-inducing selection of locally-inspired treatments ranging from the "Man" Grove Scrub to the Cuban Coffee Body Glow. For a true taste of the Keys, SHOR American Seafood Grill features fresh seafood caught daily from the Gulf of Mexico.

To take advantage of this limited time offer, guests may book the Pride Welcome package through December 30, 2010 with offer code (LGBT10) by visiting www.keywest.hyatt.com, or calling 1-800-233-1234.

About Hyatt Key West Resort and Spa

Located within walking distance of the world-famous Duval Street and Key West's top restaurants and attractions, Hyatt Key West Resort and Spa is a sanctuary on the Gulf of Mexico. The tropically-inspired, full service resort features 118 spacious rooms with private Gulf-view balconies, Hyatt's signature Grand Bed, deluxe bathrooms and wireless Internet access. Other amenities include Jala Spa, which blends the natural delights of the local culture with the science of wellness; a 24-hour StayFit@Hyatt gym; and an outdoor swimming pool with spacious sundeck. Fresh favorites of the Keys are on the menu at the casual Blue Mojito Pool Bar and Grill and the classic SHOR American Seafood Grill. For more information or for reservations, visit keywest.hyatt.com or call 1-800-55-HYATT. For the latest news from the resort, visit facebook.com/hyattkeywest or follow us on Twitter [@hyattkeywest](https://twitter.com/hyattkeywest).

#