

PRESS RELEASE

**UNLOCK THE POTENTIAL REWARDS AND BENEFITS AT ALILA SEMINYAK
WITH WORLD OF HYATT**

A sense of wonder in the most vibrant neighbourhood in Bali.



FEBRUARY 2024 – Mere steps from the Indian Ocean, Alila Seminyak, a stunning beachfront haven boasting the largest stretch in Seminyak, offering an awe-inspiring experience that extends beyond oneself, radiating wellbeing, sustainability, and positivity.

Alila Seminyak, a hidden oasis with a commitment to environmental sustainability and wellbeing, unveils 176 spacious rooms and suites, including the breathtaking 811-square-meter three-bedroom Alila Penthouse, complete with a private pool facing the Indian Ocean.

Each accommodation features a private terrace or balcony, offering mesmerizing views and tranquillity. For families, the 177-square-meter Beach Suite provides a bedroom, spacious living, and dining areas—all just steps away from the black sand Petitenget Beach in Seminyak.

As part of the World of Hyatt loyalty program, Alila Seminyak allows guests to 'Earn More', 'Redeem More', and 'Achieve More'. Start earning points for things you already enjoy with Hyatt – from stays, to dining and more. There are so many ways to redeem points, including free nights, suite upgrades, gourmet meals, experiences and more. As you stay more and enjoy more experiences, you upgrade your tier status and continue to unlock unique awards and benefits – Link to learn more: <https://world.hyatt.com/content/gp/en/program-overview.html>.

AUTHENTIC CONNECTIONS

Connections with the world and the people around us that elevate everyday moments into memories. Alila Seminyak is an environmental and cultural ecosystem where personal interactions are full of sincerity and authenticity, creating exchanges that foster connection. With the rich interaction, set out to uncover wellbeing and thoughtful exploration of Tai Chi experience to connect both to yourself and the world around you for a feeling of belonging you'll carry with you.

Experience sustainability that enhances more than it impacts, Seasalt as one of the prominent coastal dining destinations that offer fresh, locally caught seafood from Indonesian waters with a Japanese twist. Seasalt provides an open kitchen experience, allowing guests to feel the ocean breeze and foster a sense of connection to the sea while enjoying an elevated seaside dining experience in Seminyak, Bali.

Laid-back in the Beach Bar for the more chill ambiance in Seminyak. Known as the best sundowner spot in Seminyak, Beach Bar offers the comfort of a daybed or lounge chair with an aperitif or an Alila signature cocktail with mood-setting beach music sets the tone for revelling and relaxing alongside a backdrop of lapping waves.

Furthermore, Alila Seminyak designed tailor-made journey offer guests a unique opportunity to discover and interact with a place and its people. Through customised activities via FIND Experiences, which are designed to integrate indigenous nature, traditional culture and the local community, guests gain a deeper and more meaningful understanding of what defines the destination, while pursuing their personal interests – Find more: <https://www.alilahotels.com/seminyak/journeys/>
<https://world.hyatt.com/content/gp/en/rewards/find-experiences.html>

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About Alila

The hallmark of Alila hotels is the combination of innovative design and luxury in unique locations, set apart by an unprecedented level of private space, crafted artisanship, personalized hospitality, and bespoke journeys. Alila means “Surprise” in Sanskrit, which suitably describes the refreshing character of our properties and impressions of our guests when they stay with us. In support of sustainable tourism, Alila hotels adopt EarthCheck operating standards, integrating the natural, physical and cultural elements of their environments. To stay at any Alila hotels and resorts is to embark on a destination experience – be it in recreating the flavors of the local cuisine, enhancing your well-being through ancient healing arts or the thrill of adventure sports, you will re-discover the luxury of living at Alila. For more information visit, alilahotels.com, follow us on Instagram [@AlilaSeminyak](https://www.instagram.com/AlilaSeminyak) or like us on [Facebook](https://www.facebook.com/AlilaSeminyak).

About World of Hyatt

Hyatt is a global hospitality brand with one driving purpose: to care for people so they can be their best. Through listening, noticing others and extending meaningful gestures, we consistently deliver distinct experiences that demonstrate how a little understanding goes a long way.

Our commitment to this purpose is evidenced by our 60-year history of high standards and quality, our portfolio of 29 premier brands spanning more than 1,250 hotel, all-inclusive, and wellness resort properties in 76 countries across six continents, our thoughtful and deliberate offerings for both business and leisure travelers, and our global footprint allowing us extensive reach (but small enough to be responsive and provide personalized care). Our loyalty program, [World of Hyatt](https://www.hyatt.com/World-of-Hyatt), was designed to explicitly express our purpose. Through this program, we are able to deepen our relationship with our community of loyalists, and drive them to interact with our brand in new ways—supporting our strategy to create new experiences that go beyond hotel stays.

About FIND Experiences

[FIND](#) is a marketplace that offers access to carefully curated wellbeing experiences to help inspire people to be their best selves. Though anyone can view these experiences, only members of World of Hyatt who are signed into their account can make transactions on the site. FIND experiences are focused on fostering wellbeing, and range from culinary to fitness, exploration to meditation, and more, all centered on helping you be your best. They may be available at various locations worldwide, including some at Hyatt hotels. Each experience varies in terms of dates, times, and availability. Some are specific to certain dates, while others allow for preferred date and time selection upon purchase. They can be viewed by category or location. World of Hyatt members have the option to redeem their points for these experiences, with the requisite number of points automatically deducted from their account after purchase. The points needed for each experience may vary and should be checked individually. Payment options for FIND experiences include redeeming World of Hyatt points or using major credit cards; combinations of points and monetary payment are not permitted. Additionally, experiences can be gifted, but not resold or transferred for value.

For more information, please contact:

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