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BIG BLUE ROAD CREATES HYATT'S NEW TRAVEL AGENT WEB SITE

SCOTTSDALE, May 27, 2010--bigblueroad.com, Discover the World Marketing's online and promotional division, is pleased to announce the launch of Hyatt Hotels and Resorts' new travel agent web site, www.HyattTravelAgents.com. Discover's bigblueroad team worked with Hyatt's marketing department in Chicago to create this engaging new travel agent web site.

"Discover's proven success in developing travel trade sales for Hyatt Hotels and Resorts in many international markets, coupled with their creative online marketing expertise were the primary reasons they were selected to develop our new site," said Corinne Aaron-Pavic, manager – marketing programs, Hyatt Hotels Corporation. "The new site is a central place for travel agents to find all relevant information and tools about Hyatt, from agent commission information to brochure requests. Registered agents can also easily access a tool for client bookings, as well as confirm reservations for themselves at up to 50% off prevailing room rates."

Additionally on this site, agents can enroll in Hyatt's Travel Specialist program, a four-chapter course that introduces Hyatt to them by highlighting properties, defining its brands and outlining key selling features for leisure and business travel. The new web site serves as the perfect location for hotels to promote any travel agent-related special offers, promotions or news.

About bigblueroad.com

bigblueroad specializes in the placement of brands along different stages of the customer online engagement cycle. It ties together creative and technical aspects of the Internet, including design, development, advertising, search engine marketing, e-mail marketing, online reputation management and social media marketing methods such as blogs and viral marketing. bigblueroad.com builds trade and consumer web sites, manages online promotions and develops interactive campaigns.