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TOURISM, RETAIL & HOSPITALITY

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Hyatt Hotels Support Small Businesses

Initiative to Uplift and Collaborate With Those Hurt By COVID-19

■ By MARIEL CONCEPCION

Local **Hyatt Hotels** are stepping up to help San Diego-based small businesses via a new initiative.

As part of the “Hyatt Loves Local” campaign, **Andaz San Diego** has teamed with the **San Diego New Children’s Museum**. Through the partnership, Andaz is selling its “Think, Play, Grow preassembled and individually packaged arts & crafts kits.” Priced at \$9.99 each, the kits are sold at the front desk of Andaz, with proceeds going directly to the New Children’s Museum.



Socially Distant Fitness Classes

The **Manchester Grand Hyatt San Diego** has partnered with **Studio Barre**. Through the partnership with the locally based boutique fitness company, the Manchester is offering complimentary, socially distant fitness classes on the hotel’s rooftop. The classes are open to both hotel guests as well as Studio Barre members.



Michael Cochran
Director of Sales, Events and Marketing
Andaz San Diego



Caryn Laveman
Director of Marketing
Manchester Grand Hyatt San Diego

“As part of our commitment to caring for people so they can be their best, Hyatt launched ‘Hyatt Loves Local’ to uplift and collaborate with small businesses that have been impacted by COVID-19,” said **Caryn Laveman**, director of marketing at Manchester Grand Hyatt San Diego. “As part of this initiative, our team at Manchester Grand Hyatt San Diego decided to team up with **The New Children’s Museum San Diego** to continue providing children with educational, interactive museum activities without leaving the hotel. Still closed due to the pandemic, the museum pivoted to create ‘Think, Play, Grow preassembled individually packaged arts & craft kits’ to continue their mission of stimulating imagination, creativity and critical thinking in children and families through inventive and engaging experiences with contemporary art.”

Within weeks of launch, the Manchester Grand Hyatt San Diego sold out of its inventory and had to replenish, said Laveman. Sales of the kits have created an additional revenue stream for the museum, she said, without any associated cost. When the new children’s museum reopens, Laveman said the hotel will expand its partnership with the organization by offering discounted tickets to its guests.