

Impression Isla Mujeres by Secrets introduces the pinnacle of luxury to the all-inclusive resort experience, debuting the 10th brand within the Inclusive Collection, part of World of Hyatt

CHICAGO (May 24, 2023) – [Hyatt Hotels Corporation](#) (NYSE: H) is proud to announce the launch of a new Inclusive Collection brand, Impression by Secrets, with the opening of [Impression Isla Mujeres by Secrets](#). Located in the heart of one of Mexico's most iconic island destinations, the new luxury resort marks the introduction of the ultra-exclusive, adults-only Impression by Secrets brand, defined by the highest level of luxury all-inclusive service possible.

"The launch of the new Impression by Secrets brand solidifies our leadership as the world's largest provider of luxury all-inclusive experiences and exemplifies the remarkable depth of our portfolio, which boasts over 120 resorts globally," said Gonzalo del Peón, Group President, Global Commercial, Inclusive Collection, Hyatt. "With unwavering dedication, we affirm our commitment to meeting the ever-changing needs of valued guests, members, and owners, ensuring a radiant future for the Impression by Secrets brand."

A Memorable Welcome

Joining the largest global portfolio of luxury all-inclusive resorts, the Impression by Secrets brand sets a new benchmark with the utmost level of personalized service and amenities available through the elevated *Endless Privileges*® concept. Setting the stage for an extraordinary experience like no other, guests of Impression Isla Mujeres by Secrets can indulge in a multitude of privileged romantic inclusions before even checking in. Creating a distinct sense of arrival, butlers will welcome guests on the mainland as they board a private yacht from Marina Hacienda del Mar to reach the resort's private pier. Guests are immediately taken to the island and guided to their rooms for a seamless arrival experience. These exclusive, complimentary transfers ensure guests' every need is met from shore to sea with a full bar and butler service available during the quick 25-minute sail.

The Perfect Island Getaway: Abundant Amenities, Refreshing Pools, Serene Spa and More

Reflective of the brand's promise to offer elevated experiential getaways, Impression Isla Mujeres by Secrets' peaceful, coastal surroundings provide a serene and romantic backdrop that perfectly harmonizes with the resort's luxurious offerings. The room designs reflect sophisticated furnishings and a soft neutral color palette that creates a serene, calming atmosphere for guests to drift into relaxation. Replete with butler service and complimentary laundry services, the resort's 125 well-appointed suites are adorned with luxury in-room amenities to enhance guest comfort, such as exclusive bath amenities by Le Labo, double rain showers, terrace whirlpools, custom-stocked wine fridges and yoga mats.

Located on the southern end of the island, the desirable location offers unobstructed views of the Caribbean Sea and Atlantic Ocean, and second-to-none views on the picturesque island of Isla Mujeres. The use of natural elements such as bamboo and local wood further emphasizes the island sanctuary environment and complements its breathtaking setting – atop a coastal cliff – with expansive sunrise and sunset views in an exclusive Caribbean destination. With stunning artwork by prominent Mexican artist Cesar López Negrete, architecture and interior design are also bound to impress guests. Highlights include "*The Temple*," an expansive wedding gazebo bio-constructed by locally celebrated architect, Javier Uma. For those who desire a romantic outdoor setting and a thought-provoking mural, they can find one inspired by the Saving our Sharks Foundation, painted by renowned marine life artist, Wyland.

The resort's spa indulges guests with coveted experiences, providing a haven of pure relaxation where unmatched service takes center stage. From touchless therapies in the island's only Floatarium to the soothing Hamman and six private spa cabins offering a peaceful escape, every element at *Pure SPA* is meticulously designed to deliver unparalleled pampering. Additionally, a state-of-the-art fitness center, complete with a certified personal trainer, a comprehensive range of cardio-conditioning equipment, invigorating fitness classes, and a variety of wellness-focused activities such as SUP yoga further enhance a holistic wellbeing journey.

Located on a sweeping white-sand beach ideal for snorkeling, the resort's noteworthy amenities include four cascading oceanfront infinity pools, Bali beds and hammocks, ideal for enjoying a movie al fresco, an over-the-water lounge ideal for observing local sea life and a four-story waterslide for more adventurous guests. The resort's daily activities calendar and nightly entertainment has been thoughtfully curated with the most discerning travelers in mind and include options such as cooking classes, coffee and wine tastings, and sunset paddle boarding.

Masterful Culinary Programming

Impression by Secrets resorts promise to deliver an elevated gastronomic experience with restaurants that offer a taste of the unexpected including seasonal specialties, unique local flavors, organic ingredients, and contemporary culinary techniques. Designed to please refined palates with artisanal cuisine, the culinary program at Impression Isla Mujeres by Secrets is led by renowned Master Chef Paolo Parlanti who has decades of experience working as an executive chef in elite fine-dining

restaurants, including Michelin-star restaurants and five-star hotels worldwide.

Guests may enjoy eight à la carte dining venues that transcend beyond a traditional fine dining experience, offering eclectic dishes prepared with local organic ingredients to satisfy any culinary craving, nine bars and lounges with unlimited international and domestic top-shelf spirits and pool and beach service, as well as private in-suite dining available 24 hours.

The resort's dedicated gourmet restaurants include an open terrace restaurant, *SPEZIA*, serving Mediterranean cuisine, and *UNIK*, a chic restaurant located on the spectacular rooftop that serves light tapas during the day and à la carte cuisine in the evening with live music.

Unique Destination and Sustainability Efforts

Known for its lush tropical foliage and pristine beaches, Isla Mujeres provides guests with an exclusive island experience that boasts rich diversity in its landscape, people, and culture. To explore the five-mile-long island, the resort provides guests with complimentary golf carts and bikes to enjoy Isla Mujeres' world-renowned coral reefs, stunning rocky coastline, ancient Mayan ruins and local boutique shops and eateries.

In line with Hyatt's World of Care platform, sustainable practices intended to protect the natural flora, fauna, and sea life were at the forefront of the development of Impression Isla Mujeres by Secrets, and features include eco-friendly building materials and solar panels for water heating and by avoiding single-use plastic. The purpose-driven Impression Isla Mujeres by Secrets is deeply committed to protecting the local community and environment through its efforts.

For more information or to book a stay, please visit www.impressionbysecrets.com.

The term "Hyatt" is used in this release for convenience to refer to Hyatt Hotels Corporation and/or one or more of its affiliates.

About Inclusive Collection, part of World of Hyatt

The largest portfolio of luxury all-inclusive resorts in the world, the *Inclusive Collection*, part of World of Hyatt, includes ten distinct resort and hotel brands designed to celebrate every moment for every lifestyle and stage of life including Impression by Secrets, [Hyatt Ziva®](#), [Hyatt Zilara®](#), [Zoëtry® Wellness & Spa Resorts](#), [Secrets® Resorts & Spas](#), [Breathless Resorts & Spas®](#), [Dreams® Resorts & Spas](#), [Hyatt Vivid Hotels & Resorts](#), [Alua Hotels & Resorts®](#) and [Sunscape® Resorts & Spas](#). The *Inclusive Collection* continuously raises the all-inclusive concept to a new level of luxury with award-winning properties that offer elevated accommodations, desirable locations, and thoughtful inclusions. For more information, visit the Inclusive Collection, part of World of Hyatt at www.hyattinclusivecollection.com. Images and press material on the Inclusive Collection are available at <https://newsroom.hyatt.com>.

For further information:

About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company guided by its purpose – to care for people so they can be their best. As of March 31, 2023, the Company's portfolio included more than 1,250 hotels and all-inclusive properties in 75 countries across six continents. The Company's offering includes brands in the *Timeless Collection*, including **Park Hyatt®**, **Grand Hyatt®**, **Hyatt Regency®**, **Hyatt®**, **Hyatt Residence Club®**, **Hyatt Place®**, **Hyatt House®**, **Hyatt Studios**, and **UrCove**; the *Boundless Collection*, including **Miraval®**, **Alila®**, **Andaz®**, **Thompson Hotels®**, **Dream® Hotels**, **Hyatt Centric®**, and **Caption by Hyatt®**; the *Independent Collection*, including **The Unbound Collection by Hyatt®**, **Destination by Hyatt®**, and **JdV by Hyatt®**; and the *Inclusive Collection*, including **Impression by Secrets**, **Hyatt Ziva®**, **Hyatt Zilara®**, **Zoëtry® Wellness & Spa Resorts**, **Secrets® Resorts & Spas**, **Breathless Resorts & Spas®**, **Dreams® Resorts & Spas**, **Hyatt Vivid Hotels & Resorts**, **Alua Hotels & Resorts®**, and **Sunscape® Resorts & Spas**. Subsidiaries of the Company operate the World of Hyatt® loyalty program, ALG Vacations®, Unlimited Vacation Club®, Amstar DMC destination management services, and Trisept Solutions® technology services. For more information, please visit www.hyatt.com.

About World of Hyatt

World of Hyatt is Hyatt's award-winning guest loyalty program uniting participating locations in Hyatt's *Timeless Collection*, including in the **Park Hyatt®**, **Grand Hyatt®**, **Hyatt Regency®**, **Hyatt®**, **Hyatt Residence Club®**, **Hyatt Place®**, **Hyatt House®**, and **UrCove** brands; *Boundless Collection*, including in the **Miraval®**, **Alila®**, **Andaz®**, **Thompson Hotels®**, **Hyatt Centric®**, and **Caption by Hyatt®** brands; *Independent Collection*, including in **The Unbound Collection by Hyatt®**, **Destination by Hyatt®**, and **JdV by Hyatt®** brands; and *Inclusive Collection*, including in the **Impression by Secrets**, **Hyatt Ziva®**, **Hyatt Zilara®**, **Zoëtry® Wellness & Spa Resorts**, **Secrets® Resorts & Spas**, **Breathless Resorts & Spas®**, **Dreams® Resorts & Spas**, **Hyatt Vivid Hotels**

& Resorts, Alua Hotels & Resorts®, and Sunscape® Resorts & Spas brands. Members who book directly through Hyatt channels can enjoy personalized care and access to distinct benefits including Guest of Honor, confirmed suite upgrades at time of booking, diverse wellbeing offerings, digital key, and exclusive member rates. With more than 36 million members, World of Hyatt offers a variety of ways to earn and redeem points for hotel stays, dining and spa services, wellbeing focused experiences through the [FIND](#) platform; as well as the benefits of Hyatt's strategic loyalty collaborations with American Airlines AAdvantage®, Small Luxury Hotels of the World™, Lindblad Expeditions and MGM Resorts International. Travelers can enroll for free at [hyatt.com](https://www.hyatt.com), download the World of Hyatt app for [android](#) and [IOS](#) devices and connect with World of Hyatt on [Facebook](#), [Instagram](#), [TikTok](#) and [Twitter](#).

Forward-Looking Statements

Forward-Looking Statements in this press release, which are not historical facts, are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Our actual results, performance or achievements may differ materially from those expressed or implied by these forward-looking statements. In some cases, you can identify forward-looking statements by the use of words such as “may,” “could,” “expect,” “intend,” “plan,” “seek,” “anticipate,” “believe,” “estimate,” “predict,” “potential,” “continue,” “likely,” “will,” “would” and variations of these terms and similar expressions, or the negative of these terms or similar expressions. Such forward-looking statements are necessarily based upon estimates and assumptions that, while considered reasonable by us and our management, are inherently uncertain. Factors that may cause actual results to differ materially from current expectations include, but are not limited to, risks associated with the acquisition of Apple Leisure Group, including successful integration of the Apple Leisure Group business; the duration and severity of the COVID-19 pandemic or any additional resurgence and the pace of recovery following the pandemic or any additional resurgence; the short and long-term effects of the COVID-19 pandemic, including on the demand for travel, transient and group business, and levels of consumer confidence; the impact of actions taken by governments, businesses, or individuals in response to the COVID-19 pandemic or any additional resurgence on global and regional economies, travel limitations or bans, and economic activity; the ability of third-party owners, franchisees, or hospitality venture partners to successfully navigate the impacts of the COVID-19 pandemic or any additional resurgence; general economic uncertainty in key global markets and a worsening of global economic conditions or low levels of economic growth; the rate and the pace of economic recovery following economic downturns; global supply chain constraints and interruptions, rising costs of construction-related labor and materials, and increases in costs due to inflation or other factors that may not be fully offset by increases in revenues in our business; risks affecting the luxury, resort, and all-inclusive lodging segments; levels of spending in business, leisure, and group segments as well as consumer confidence; declines in occupancy and average daily rate; limited visibility with respect to future bookings; loss of key personnel; domestic and international political and geo-political conditions, including political or civil unrest or changes in trade policy; hostilities, or fear of hostilities, including future terrorist attacks, that affect travel; travel-related accidents; natural or man-made disasters such as earthquakes, tsunamis, tornadoes, hurricanes, floods, wildfires, oil spills, nuclear incidents, and global outbreaks of pandemics or contagious diseases, or fear of such outbreaks; our ability to successfully achieve certain levels of operating profits at hotels that have performance tests or guarantees in favor of our third-party owners; the impact of hotel renovations and redevelopments; risks associated with our capital allocation plans, share repurchase program, and dividend payments, including a reduction in, or elimination or suspension of, repurchase activity or dividend payments; the seasonal and cyclical nature of the real estate and hospitality businesses; changes in distribution arrangements, such as through internet travel intermediaries; changes in the tastes and preferences of our customers; relationships with colleagues and labor unions and changes in labor laws; the financial condition of, and our relationships with, third-party property owners, franchisees, and hospitality venture partners; the possible inability of third-party owners, franchisees, or development partners to access capital necessary to fund current operations or implement our plans for growth; risks associated with potential acquisitions and dispositions and the introduction of new brand concepts; the timing of acquisitions and dispositions and our ability to successfully integrate completed acquisitions with existing operations; failure to successfully complete proposed transactions (including the failure to satisfy closing conditions or obtain required approvals); our ability to successfully execute on our strategy to expand our management and franchising business while at the same time reducing our real estate asset base within targeted timeframes and at expected values; declines in the value of our real estate assets; unforeseen terminations of our management or franchise agreements; changes in federal, state, local, or foreign tax law; increases in interest rates, wages, and other operating costs; foreign exchange rate fluctuations or currency restructurings; lack of acceptance of new brands or innovation; general volatility of the capital markets and our ability to access such markets; changes in the competitive environment in our industry, including as a result of the COVID-19 pandemic, industry consolidation, and the markets where we operate; our ability to successfully grow the World of Hyatt loyalty program and Unlimited Vacation Club paid membership program; cyber incidents and information technology failures; outcomes of legal or administrative proceedings; violations of regulations or laws related to our franchising business; and other risks discussed in the Company's filings with the U.S. Securities and Exchange Commission (“SEC”), including our annual report on Form 10-K and our Quarterly Reports on Form 10-Q, which filings are available from the SEC. These factors are not necessarily all of the important factors

that could cause our actual results, performance or achievements to differ materially from those expressed in or implied by any of our forward-looking statements. We caution you not to place undue reliance on any forward-looking statements, which are made only as of the date of this press release. We undertake no obligation to update publicly any of these forward-looking statements to reflect actual results, new information or future events, changes in assumptions or changes in other factors affecting forward-looking statements, except to the extent required by applicable law. If we update one or more forward-looking statements, no inference should be drawn that we will make additional updates with respect to those or other forward-looking statements.

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