

New enterprise role strengthens creative leadership across Hyatt's global portfolio as the company enters its next phase of growth

CHICAGO (September 30, 2026) – Hyatt Hotels Corporation (NYSE: H) today announced that Amar Lalvani has been appointed Hyatt's first-ever Chief Creative Officer, in addition to his role as President & Creative Director of the company's Lifestyle Group, effective immediately. Lalvani will continue to serve on Hyatt's senior leadership team and report to Mark Hoplamazian, Hyatt's Chairman, President and Chief Executive Officer.

The appointment reflects Hyatt's continued evolution as a more insights-led and brand-focused company with a simple ambition: to make each Hyatt brand more distinct and give guests a clearer reason to choose it.

In his expanded role, Lalvani will work across Hyatt's global portfolio to sharpen what each brand stands for and how it comes to life through design, experience and culture. He will work with leaders, developers and creative teams across the company, and with hotel owners, to connect brand thinking more directly to the experiences guests see, feel and remember.

"Amar has a rare ability to uncover what is distinctive, understand what matters to people and turn those insights into experiences and brands that resonate," said Mark Hoplamazian, Chairman, President and Chief Executive Officer, Hyatt. "As we continue to evolve Hyatt into a more brand-focused company, bringing that perspective across the enterprise is a natural next step. Great brands are built through thousands of choices, from the buildings we create to the experiences our colleagues deliver every day. Amar will help us make decisions with greater clarity and conviction, while keeping creativity close to the teams bringing each brand to life. Distinctive brands create value – they give guests a stronger reason to choose Hyatt, owners a stronger reason to invest with us, and help create the conditions for higher-quality growth."

Lalvani joined Hyatt in 2024 following the acquisition of Standard International and was named President & Creative Director of Hyatt's newly established Lifestyle Group. He brought with him the team behind The Standard and Bunkhouse Hotels, which became the foundation of Hyatt's Lifestyle Group, headquartered in New York City.

Over more than 25 years in hospitality, Lalvani has built and scaled distinctive hotel brands and experiences. Earlier in his career, he led global development for W Hotels. He later acquired The Standard brand and formed Standard International, where he helped evolve The Standard from a small collection of hotels into a global brand, expanded the company through Bunkhouse Hotels, and created concepts including The StandardX and The Manner.

"I have been moved by Hyatt's purpose: we care for people so they can be their best," said Lalvani. "The opportunity now is to make that care more distinct, relevant and memorable through each of our brands. The exciting part is that Hyatt has extraordinary hotels, brands and people. Our job is now to bring greater clarity and conviction to what makes each one special, and then make that real in every detail of the experience. I'm grateful for the trust placed in me and excited to get to work."

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 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 June 30, 2026, the Company's portfolio included more than 1,500 hotels and all-inclusive properties in 83 countries across six continents. The Company's offering includes brands in the Luxury Portfolio, including **Park Hyatt®**, **Alila®**, **Miraval®**, **Impression by Secrets**, and **The Unbound Collection by Hyatt®**; the Lifestyle Portfolio, including **Andaz®**, **Thompson Hotels®**, **The Standard®**, **Dream® Hotels**, **The StandardX®**, **Breathless Resorts & Spas®**, **JdV by Hyatt®**, **Bunkhouse® Hotels**, and **Me and All Hotels**; the Inclusive Collection, including **Zoëtry® Wellness & Spa Resorts**, **Hyatt Ziva®**, **Hyatt Zilara®**, **Secrets® Resorts & Spas**, **Dreams® Resorts & Spas**, **Hyatt Vivid® Hotels & Resorts**, **Bahia Principe Hotels & Resorts**, **Alua Hotels & Resorts®**, and **Sunscape® Resorts & Spas**; the Classics Portfolio, including **Grand Hyatt®**, **Hyatt Regency®**, **Destination by Hyatt®**, **Hyatt Centric®**, **Hyatt Vacation Club®**, and **Hyatt®**; and the Essentials Portfolio, including **Caption by Hyatt®**, **Unscripted by Hyatt**, **Hyatt Place®**, **Hyatt House®**, **Hyatt Studios®**, **Hyatt Select**, and **UrCove**. Subsidiaries of the Company operate the World of Hyatt® loyalty program, ALG Vacations®, Mr & Mrs Smith, Unlimited Vacation Club®, Amstar® DMC destination management services, and Trisept Solutions® technology services. For more information, please visit www.hyatt.com.

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