

Hyatt's year-end 2025 pipeline represents approximately 40% of its total room base, with growth driven by World of Hyatt's network effect and continued owner and developer interest across all five brand portfolios

CHICAGO (January 26, 2026) – Hyatt Hotels Corporation (NYSE: H) today announced a new record pipeline of approximately 148,000 rooms as of year-end 2025, driven by strong and sustained development interest across Hyatt's five distinct brand portfolios. Hyatt's evolution to an insights-led and brand-focused organization resonates with owners and developers who continue to choose Hyatt's premier brands, contributing to a 7% increase in Hyatt's pipeline compared to 2024.

Underpinning Hyatt's pipeline momentum is the strength of its global portfolio of brands and the award-winning World of Hyatt loyalty program with over 63 million members. World of Hyatt member engagement remains high, and members staying with Hyatt more than 50 nights per year increased by 13% in 2025 compared to 2024. All Hyatt hotels benefit from the enterprise's network effect, with members staying 62% more and spending 93% more on average compared to non-members.

"2025 was a milestone year for Hyatt as we thoughtfully expanded our portfolio, using market insights, World of Hyatt member spend, and owner feedback to identify the right growth opportunities for Hyatt," said Mark Hoplamazian, President & Chief Executive Officer, Hyatt. "Owners continue to grow with Hyatt because they trust Hyatt's data-driven performance model, value the power of our brands, and benefit from the scale of our global network. Looking ahead, we will continue to elevate our brands, our talent, and our technology to drive guest preference, owner value, and long-term success."

Global Owner Interest Leads to Strong Signings in the U.S. and Asia Pacific

In 2025, Hyatt saw particularly strong signings activity in the United States and Asia Pacific. In the U.S., Hyatt secured its highest number of signings in five years, increasing signings by 30% compared to 2024, with 50% of these deals representing new markets for Hyatt. Of Hyatt's pipeline in the U.S., more than 80% represent new builds, reflecting long-term confidence from new and existing developers alike. With the recent introduction of conversion-friendly brands like Hyatt Select and collection-style brands like Unscripted by Hyatt, Hyatt expects to see a greater number of conversions in the years ahead.

Asia Pacific continues to be a growth priority for Hyatt, including Greater China, India, and more. In 2025, Hyatt grew its Essentials portfolio pipeline in Greater China by more than 50% compared to 2024. Hyatt room signings increased by nearly 90% in India and by 46% in Indonesia. In Vietnam, Hyatt added more stay opportunities for guests and members with the addition of six Wink hotels to the Unscripted by Hyatt brand, and a seventh Wink hotel planned to open and join the Unscripted by Hyatt brand in 2027.

Premier Brand Portfolios Driving Owner, Guest, and Customer Preference

Hyatt's emphasis on its five distinct brand portfolios, paired with new brand leadership, sharpens its ability to deliver relevant, consistent experiences for guests and members while strengthening brand loyalty and owner performance.

The **Luxury portfolio** continues to see strong, sustained demand for its sought-after luxury brands and noteworthy properties. Consisting of Park Hyatt, Alila, Miraval, Impression by Secrets, and The Unbound Collection by Hyatt brands, Hyatt's Luxury portfolio pipeline includes more than 10,000 rooms. Newly executed hotel deals and upcoming openings in the Luxury portfolio include:

- **The Clayfield**, which will join The Unbound Collection by Hyatt (expected to open in August 2026) is now accepting reservations and is located in Niagara-on-the-Lake, Ontario. Inspired by the Niagara wine region's rich agricultural and artistic heritage, the property is nestled between renowned vineyards and the charm of historic Old Town.
- **Park Hyatt Taormina** (expected to open in 2028) in Italy will offer sweeping views of the Ionian Sea and Mount Etna, luxurious suites with private terraces, and a serene blend of modern elegance and timeless Italian charm.
- **Park Hyatt Sapporo** (expected to open in 2029) will provide an elevated luxury retreat, combining refined Japanese design and personalized service with access to Hokkaido's natural beauty and urban experiences.
- **Hotel NEI Nara**, which will be part of The Unbound Collection by Hyatt (expected to open in 2030) will offer a tranquil stay that is designed to reflect Nara in Japan's historic atmosphere while providing modern comfort.

Hyatt's **Lifestyle portfolio** features premium brands including Andaz, Thompson Hotels, The Standard, JdV by Hyatt, Bunkhouse Hotels, and more. The portfolio's growth momentum was accelerated by the acquisition of Standard International and formation of the Lifestyle Group, and has since seen strong global owner interest, particularly in Europe and Asia Pacific. Exciting upcoming openings for the Lifestyle Group include:

- **Andaz Lisbon** (expected to open in March 2026) will mark the Andaz brand's debut in Portugal, featuring 170 rooms and suites inspired by the city's creative spirit, blending contemporary design with local artistry.
- **Andaz Turks & Caicos at Grace Bay** (expected to open May 2026) will open on the renowned Grace Bay Beach and

offer 59 studios and expansive residences.

- **The Standard, Lisbon** (expected to open in June 2026) will feature 197 rooms and suites with sweeping city views and a spa all set in a historic architectural landmark.
- **The Standard, Mexico City** (expected to open phase one in mid-2026) will open in the historic Tabacalera neighborhood with 206 rooms and suites, 27 branded residences and a rooftop pool with 360-degree city and mountain views.
- **Thompson Rome** (expected to open in 2026) will be a 70-room gem housed in a restored 1930s Palazzo near Capitoline Hill, marking the Thompson Hotels brand's debut in Italy.
- **Andaz Gold Coast** (expected to open in 2026) will debut as the Andaz brand's first property in Australia featuring 202 rooms and suites, three dining venues, ocean views and a signature Andaz Lounge.

Following the acquisition of Playa Hotels & Resorts and the subsequent sale of its real estate portfolio, Hyatt's **Inclusive Collection** established an industry leadership position for long-term growth and demand in the luxury all-inclusive segment. In 2026 and beyond, Hyatt's Inclusive Collection plans to expand its presence in the Caribbean, Latin America, and Europe:

- **Hyatt Vivid Punta Cana** (expected to open in late 2026) will be the first Hyatt Vivid branded resort in the Dominican Republic, an adults-only resort featuring 500 guestrooms and catering to the next generation of all-inclusive travelers.
- **Secrets Macao Beach Punta Cana** (expected to open in 2026), an adults-only resort, will be situated adjacent to the family-friendly Dreams Macao Beach Punta Cana and feature 406 rooms, with activities and amenities that offer panoramic views of the Atlantic Ocean.
- **Zoëtry Cap Cana Resort & Spa** (expected to open in 2026) will be located inside the exclusive Cap Cana community, with 115 sophisticated guestrooms, international cuisine and an elevated spa.
- **Breathless Los Cabos Resort & Spa** (expected to open in 2028) will be a renovated resort that will feature 327 guestrooms and amenities that blend relaxation, energy and socialization.
- **Hyatt Ziva Punta Cana Resort and Spa** (expected to open in 2029) is expected to feature 650 guestrooms, family-friendly amenities such as a water park and bespoke restaurants, and an adults-only section.

Hyatt's Inclusive Collection is also working to grow its all-inclusive offerings in new markets for the portfolio, including in Saudi Arabia, Southeast Asia, and North Africa.

In 2025, Hyatt's **Classics portfolio**, including the Grand Hyatt, Hyatt Regency, Destination by Hyatt, and Hyatt Centric brands, saw signings for hotels in 12 new global markets. In Asia Pacific, the Classics portfolio signed nearly 6,000 new rooms, reflecting the sustained growth potential for brands like Grand Hyatt and Hyatt Regency. Globally, upcoming openings and new signings for Classics portfolio brands include:

- **Hyatt Regency Mazagan** (expected to open in 2026) will feature 122 guestrooms along with refreshed public spaces, dining venues, and meeting facilities, and further strengthen Hyatt's growing brand presence in Morocco.
- **Hyatt Centric Sapporo** (expected to open in 2026) will offer a vibrant base for exploring the Japanese city's food scene, culture, and seasonal attractions, ideal for both leisure and business travelers.
- **Hyatt Centric Podgorica** (expected to open in 2027) will become Hyatt's first hotel in Montenegro's capital and the first Hyatt Centric-branded property in Eastern Europe, complete with 79 rooms in the heart of the capital.
- **Hyatt Centric Namba Osaka** (expected to open in 2031) in Japan will serve as a dynamic hub for guests to experience Osaka's shopping, dining, and nightlife scenes.

The **Essentials portfolio** is seeing exceptional interest from owners and developers as Hyatt focuses on scaling its brands in markets where Hyatt hasn't had a hotel previously. Hyatt's newest brands – Unscripted by Hyatt, Hyatt Select, and Hyatt Studios – appeal to owners seeking to unlock new opportunities in new markets. Together, these three brands made up more than 65% of all new U.S. deals in 2025. Globally, the portfolio continues to see strong demand, with recent openings and notable new signings including:

- **Hyatt Select St. Louis Airport** (recently opened in December 2025) features 82 guestrooms and is conveniently located within one mile of St. Louis Lambert International Airport and less than 20 minutes away from the city's top attractions.
- **Americus Hotel**, which is part of the Unscripted by Hyatt brand (recently opened in January 2026) in the heart of downtown Allentown, Pennsylvania, has been thoughtfully restored to highlight the hotel's architectural beauty.
- **Hyatt Studios Kalispell** (opening January 2026) will serve as a gateway to Montana's natural wonders, like nearby Glacier National Park, and will feature apartment-style suites including full kitchens.
- **Hyatt House Riyadh Museum District** (expected to open in 2026) will be the first Hyatt House branded hotel in the Saudi Arabian capital, featuring 104 residential-style rooms designed for short- and extended-stay travelers.

For more information on developing with Hyatt, visit: <https://www.hyatt.com/development/>.

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 September 30, 2025, the Company's portfolio included more than 1,450 hotels and all-inclusive properties in 82 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**, **Sunscape® Resorts & Spas**, **Alua Hotels & Resorts®**, and **Bahia Principe Hotels & Resorts**; 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.

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: general economic uncertainty in key global markets and a worsening of global economic conditions or low levels of economic growth; the rate and 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 geopolitical conditions, including political or civil unrest or changes in trade policy; the impact of global tariff policies or regulations; hostilities, or fear of hostilities, including future terrorist attacks, that affect travel; travel-related accidents; natural or man-made disasters, weather and climate-related events, such as hurricanes, earthquakes, tsunamis, tornadoes, droughts, floods, wildfires, oil spills, nuclear incidents, and global outbreaks of pandemics or contagious diseases, or fear of such outbreaks; our ability to successfully achieve specified 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 owners, franchisees, and hospitality venture partners; the possible inability of third-party owners, franchisees, or development partners to access the capital necessary to fund current operations or implement our plans for growth; risks associated with potential acquisitions and dispositions and our ability to successfully integrate completed acquisitions with existing operations or realize anticipated synergies; failure to successfully complete proposed transactions, including the failure to satisfy closing conditions or obtain required approvals; our ability to successfully complete dispositions of certain of our owned real estate assets within targeted timeframes and at expected values; our ability to maintain effective internal control over financial reporting and disclosure controls and procedures; declines in the value of our real estate assets; unforeseen terminations of our management and hotel services agreements 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; risks associated with the introduction of new brand concepts, including 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, industry consolidation, and the markets where we operate; our ability to successfully grow the World of Hyatt loyalty program and manage the Unlimited Vacation Club paid membership program; cyber incidents and information technology failures; outcomes of legal or administrative proceedings; and violations of regulations or laws related to our franchising business and licensing businesses and our international operations; 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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