

Hyatt's upper-midscale extended stay brand offers a sleek, apartment-style experience

CHICAGO (December 17, 2025) – [Hyatt Hotels Corporation](#) (NYSE:H) celebrated the grand opening of **Hyatt Studios Huntsville**, marking a significant milestone in the upper-midscale extended brand's expanding pipeline. This opening further strengthens Hyatt's strategic collaboration with 3H Group, the same developer behind the first-ever Hyatt Studios property, which opened in Mobile, Alabama, earlier this year. Hyatt Studios Huntsville brings a modern approach to extended stay to one of the Southeast's fastest-growing cities, offering studio apartment-style suites with spacious, well-equipped kitchens, inviting lounge areas, and flexible workspaces.

"Hyatt Studios Huntsville delivers an upper-midscale extended-stay experience that blends comfort, functionality, and modern design in a way that truly resonates with today's business and leisure travelers," said Jason Ballard, Global Brand Leader for Hyatt's Essentials Portfolio. "Our collaboration with 3H Group and LBA Hospitality continues to be a driving force behind the momentum of the Hyatt Studios brand, and we're thankful for their leadership and dedication."

Prime Location in One of the Southeast's Fastest-Growing Cities

Situated just minutes from major employers, thriving aerospace and defense campuses, and Huntsville International Airport, Hyatt Studios Huntsville offers convenient access to Redstone Arsenal, Cummings Research Park, NASA's Marshall Space Flight Center, and Downtown Huntsville. Guests can also explore regional nearby attractions such as the U.S. Space & Rocket Center, Huntsville Botanical Garden, Lowe Mill ARTS & Entertainment, and the city's expanding dining and outdoor recreation scene.

Thoughtfully Designed for Extended Stays

As part of Hyatt's Essentials Portfolio—a collection of select service brands including Hyatt Select, Unscripted by Hyatt, Caption by Hyatt, Hyatt Place, Hyatt House—Hyatt Studios hotels are designed for extended stay travelers seeking a home-like experience.

Hyatt Studios Huntsville features 120 studio apartment-style suites, each appointed with well equipped kitchens including a full-size refrigerator, built-in cooktop, microwave with air-fryer and convection capabilities, a dishwasher, and cookware. Each suite includes a comfortable sleeping area, along with a separate lounge area featuring a plush sofa or sleeper sofa, a multifunctional table, and ample storage space for comfortable, long-term stays.

Guests can maintain their daily routine while traveling with many convenient amenities, including:

- 24/7 Market
- Free Grab 'n' Go Breakfast
- Complimentary fiber internet
- EV charging stations
- 24/7 Fitness Studio
- Self-service laundry
- Outdoor patio with firepit and grill
- Expanded Borrows Program for everyday essentials like blenders, board games, and items for pets and kids

Hyatt Studios Huntsville offers versatile meeting and event spaces ideal for small gatherings, business meetings, and celebrations. The property's 623-square-foot meeting room accommodates up to 15 guests and can be complemented with nearby larger venues. Personalized event planning support and room blocks can be arranged with the hotel team.

Strong Ownership and Management Collaboration Fuels Hyatt's Brand Expansion in Key Southeastern Markets

Following the successful opening of Hyatt Studios Mobile / Tillmans Corner earlier this year, 3H Group is expanding its portfolio across Hyatt's Essentials Portfolio, with an emphasis on markets without existing Hyatt hotels. In 2026, 3H Group plans to open a Caption by Hyatt hotel in Chattanooga, Tenn., as the market's first Hyatt hotel. In addition, several projects are under development in key southeastern markets. 3H Group acquired Hyatt Place Tampa Airport/Westshore, which recently underwent a comprehensive renovation. The company is also in the process of building dual-brand Hyatt Place and Hyatt House hotels in East Nashville, Tenn, and a Hyatt Studios hotel in Jacksonville, Florida.

"Developing the world's first two Hyatt Studios hotels has only deepened our confidence in what this brand represents," said Hiren Desai, president and CEO of 3H Group. "The Hyatt Studios brand answers a real need in the extended stay segment by offering guests a welcoming, home-like environment grounded in comfort and quality. With Hyatt's collaboration and strong brand leadership, we're proud to continue to grow our ownership footprint in more markets across the southeast."

3H Group is partnering with LBA Hospitality, a seasoned operator of over 115 hotels across the southeastern U.S. to manage Hyatt Studios Huntsville. 3H Group and LBA bring extensive experience in extended stay and select service management, and this collaboration helps ensure a seamless guest experience and make it positioned for a strong market debut.

"The expansion of the Hyatt Studios brand into Huntsville is meaningful for both our collaboration with 3H Group and for the Huntsville market," said Beau Benton, President of LBA Hospitality. "This city continues to outpace national trends in economic development, and introducing an extended stay hotel rooted in Hyatt's commitment to quality, care, and guest experience provides businesses and travelers with a thoughtful new option that complements Huntsville's continued growth."

For more information on Hyatt Studios Huntsville or to make a reservation, please visit the [hotel's website](#). To celebrate its opening, the hotel is offering 15% off standard rates for stays between December 1, 2025, and April 30, 2026, for reservations booked by January 16, 2026. As a participating World of Hyatt property, the hotel is also part of the [500 Reasons to Stay offer](#), allowing members to earn 500 Bonus Points per qualifying night through February 28, 2026.

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 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.

About Hyatt Studios

The Hyatt Studios brand is an upper-midscale, extended-stay concept designed to deliver studio apartment-style suites with an elevated, thoughtful design. Guests can enjoy the simple necessities that make everyday living and traveling more comfortable. Each hotel delivers spacious studio suites with must-have features for a convenient and comfortable experience, including Free Grab 'n' Go Breakfast (with your stay), 24/7 Market, self-service guest laundry, fitness studio, free high-speed Wi-Fi, outdoor patio and grills, and pet-friendly accommodations. The Hyatt Studios brand is part of Hyatt's Essentials portfolio of focused-service brands and participates in the World of Hyatt loyalty program. To learn more about Hyatt Studios visit hyattstudios.com and follow the brand on [Facebook](#), [Instagram](#), and [X](#).

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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