

Four new all-inclusive resorts mark the Inclusive Collection's debut on the Black Sea coast, in two of Europe's top beach destinations

CHICAGO (May 12, 2023) – [Hyatt Hotels Corporation](#) (NYSE: H) today announced the openings of Secrets Sunny Beach Resort & Spa, Dreams Sunny Beach Resort & Spa, AluaSun Helios Beach, and Alua Helios Bay, representing the entry of the Inclusive Collection, part of World of Hyatt, into a third European country, complimenting the existing presence of Hyatt's all-inclusive resort brands in Spain and Greece. The four resorts are now bookable through Hyatt channels, and World of Hyatt members may earn and redeem points at the new Bulgarian properties.

"We are committed to bringing our best-in-class all-inclusive model to Bulgaria with the opening of four resorts in Obzor and Sunny Beach," said Javier Coll, group president of global business development and innovation, Inclusive Collection, Hyatt. "This expansion is a testament to our intentional growth throughout Europe, and we look forward to the resorts welcoming guests to our Secrets, Dreams, Alua and AluaSun resorts for an unforgettable experience."

Sunny Beach's Premier Waterfront Destinations

Located within steps to the coastline of Sunny Beach, the largest resort town in Bulgaria, the adults-only **Secrets Sunny Beach Resort & Spa** is situated adjacent to the family-friendly **Dreams Sunny Beach Resort & Spa**, promising the personalized all-inclusive amenities, benefits and experiences guests have come to enjoy when staying with each of these brands.

Secrets Sunny Beach Resort & Spa features 335 guestrooms and suites overlooking the sea, with Preferred Club options. Combining welcoming architecture and an idyllic experience for a couple's escape, this resort offers three infinity pools, one outdoor pool with a swim-up bar, an indoor pool, whirlpool, a full-service spa, six restaurants and four bars offering unlimited top-shelf domestic and international spirits. Activities on property include live music, Pilates, yoga, aqua spinning, and more.

Dreams Sunny Beach Resort & Spa features 597 thoughtfully designed guestrooms to accommodate couples and families, with Preferred Club options, family suites, and access to Secrets Sunny Beach Resort & Spa for adult guests. The resort offers expansive activities for both adults and children to enjoy, including five outdoor pools, one indoor pool, five restaurants, five bars and athletic courts. Younger guests can take advantage of the Explorer's Club for Kids ages 3-12, the Core Zone Teens Club for ages 13-17, a playground with climbing frames and slides, a children's pool with water slides and a splash park.

As part of [Secrets](#) and [Dreams](#) signature *Unlimited-Luxury®* inclusions, both resorts offer guests a variety of additional amenities including unique daytime programming and live evening entertainment. The resorts also feature fully equipped fitness centers, and each has a world-class Spa by Natura Bissé®. These amenities, coupled with the exclusive beachside location offer guests – couples or families – the opportunity to immerse themselves in the surrounding culture while enjoying pampering spa treatments, chef-driven culinary experiences and personalized service the brands are known for.

Beachfront Tranquility in Obzor

Located in the serene coastal town of Obzor on the panoramic road connecting the Southern and Northern Black Sea coast, **AluaSun Helios Beach** and **Alua Helios Bay** offer direct access to one of the longest beaches in Bulgaria, with close proximity to the cities of Varna, Bourgas and Nessebar.

AluaSun Helios Beach offers 192 guestrooms with breathtaking sunrise and sunset views, overlooking extensive gardens and green areas, creating a blissful resort experience. The resort offers a cozy, family-friendly atmosphere, including an outdoor swimming pool with a dedicated children's area of the pool, an expansive gym, three restaurants with varied gastronomy, and three bars offering guests the opportunity to relax with their favorite drinks.

Alua Helios Bay features 318 guestrooms with balconies overlooking the Black Sea. Guests can enjoy amenities such as one outdoor pool, a dedicated outdoor children's pool, an indoor pool that features a child section, a gym, and a wellness area. The resort allows guests to tailor their experience to best suit their desires with additional offerings such as four restaurants and five bars that serve a variety of culinary to indulge in.

Both resorts feature the Astro Club, which provides age-appropriate activities for children between the ages of 4 and 12, as well as a diverse range of entertainment and activities that can be enjoyed by the entire family. For guests seeking a more luxurious experience, My Favorite Club provides exclusive facilities and additional services in a private section of the resort.

"Luxury all-inclusive travel is evolving, and guests are seeking more holistic experiences that offer the consistency of a trusted brand coupled with exciting and immersive destination offerings. These new Bulgarian resorts embody the desires of modern travelers and the Inclusive Collection's commitment to meeting guest needs and exceeding every expectation," said Gonzalo del Peon, group president, global and commercial, Inclusive Collection, Hyatt.

The new coastal properties bolster Hyatt's brand presence in Bulgaria, joining the existing [Hyatt Regency Sofia](#) as well as [Hyatt](#)

[Regency Pravets Resort](#), which is slated to open later this year.

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

For further information:

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 nine distinct resort and hotel brands designed to celebrate every moment for every lifestyle and stage of life including [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](#). With properties located throughout Mexico, Jamaica, Curacao, Dominican Republic, Costa Rica, Colombia, Panama, St. Martin, St. Lucia, Spain, Bulgaria, and Greece. 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>.

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 **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 **The Unbound Collection by Hyatt®**, **Destination by Hyatt®**, and **JdV by Hyatt®** brands; and *Inclusive Collection*, including in the **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, 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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