Hyatt Studios brand expects first hotel opening in Q1; Lifestyle Portfolio pipeline grows by nearly 50% year-over-year

CHICAGO (January 27, 2025) Hyatt Hotels Corporation (NYSE: H) today announced a record pipeline of approximately 138,000 rooms as of year-end 2024, alongside a strategic brand realignment designed to enhance owner returns and accelerate growth. By evolving its brand architecture into five distinct portfolios – Luxury, Lifestyle, Inclusive, Classics and Essentials – Hyatt is better positioned to serve the unique needs of its guests, customers, and owners, while aligning expertise and resources to deliver exceptional value.

"Hyatt's growth and strategic brand evolution reflect our commitment to creating long-term value for owners and driving the performance of our hotels by delivering distinctive experiences for travelers," said Mark Hoplamazian, President & Chief Executive Officer, Hyatt. "By focusing on this evolution, we are not only enhancing guest satisfaction but also strengthening our hotels' success and competitive advantage, driving preference among owners, guests, customers and World of Hyatt members."

Lifestyle pipeline amplified through acquisition of Standard International
Amar Lalvani, former Executive Chairman of Standard International, now leads Hyatt's new Lifestyle Group as its President & Creative Director, bringing increased focus to brand identities and performance across each lifestyle brand, further enhancing Hyatt's leading position in the industry's premier lifestyle segment. The recent acquisition of Standard International's iconic The Standard and Bunkhouse Hotels brands as well as the recently launched The StandardX brand included 22 open hotels and more than 30 future projects with a signed agreement or letter of intent for the Lifestyle Portfolio. Reinforcing Hyatt's leadership in the lifestyle space, Hyatt has grown the portfolio's total pipeline properties by nearly 50% year-over-year and the number of open hotels by over 20% year-over-year. Recent lifestyle openings in key markets include The StandardX, Melbourne; The Standard, Singapore; Hotel Saint Augustine which is in Houston and part of the Bunkhouse Hotels brand; The StandardX, Bangkok Phra Arthit, and Thompson Palm Springs.

"I'm excited to lead the newly formed Lifestyle Group during this pivotal time of growth and value-focused evolution," said Lalvani. "Hyatt's acquisition of the Standard International brands added a portfolio of highly differentiated brands made up of beloved, award-winning hotels across the globe as well as a wealth of creative talent. When combined with Hyatt's existing portfolio of design-driven, culturally relevant lifestyle brands and global infrastructure, I could not be more optimistic about our ability to grow these brands in new markets, delivering unforgettable experiences for our guests and returns for our owners."

Newly executed deals and upcoming openings in the Lifestyle Portfolio include:

- **TOOR Hotel**, which will be part of the JdV by Hyatt brand, is set to be a boutique jewel located in the heart of downtown Toronto, bringing the brand's signature charm and vibrant energy to one of Canada's most dynamic cities (expected to open Q1 2025)
- **Andaz Miami Beach** transformed from The Confidante Miami Beach to Florida's first Andaz branded resort will feature an ocean-view check-in, 287 rooms, 64 suites, two reimagined pools and meeting space, with local influences and exclusive programming, including collaborations with the José Andrés Group (expected to open Q1 2025)
- **The Standard, Brussels** will mark the debut of longer-stay apartment-style accommodations for The Standard brand with a 28-story property that will feature 200 rooms, suites, and apartments paired with signature perks and modern amenities, offering guests an unmatched urban retreat (expected to open Q2 2025)
- **Wildbirch Hotel**, which will be the first JdV by Hyatt hotel in Anchorage, AK, will be situated downtown and feature 252 modern guestrooms, streetside restaurant and lobby bar, on-site brewery, outdoor decks and fire pits with sweeping views of Mount Susitna and Cook Inlet, and access to cultural attractions, combining urban sophistication with local flair (expected to open Q3 2025)
- **Dream Valle de Guadalupe** is set to be the first Dream Hotels branded property in Latin America and will showcase the beauty of Mexico's dynamic wine region, complete with a large vineyard, 58 guestrooms and villas, three dining and nightlife venues, including a private tasting room and rooftop bar (expected to open Q4 2025)
- **Andaz Hong Kong Central** will be nestled in the heart of Central Hong Kong and will bring the brand's signature blend of locally inspired design, upscale amenities, and immersive cultural programming to one of Asia's most iconic urban hubs (expected to open mid-2027)

In conjunction with the introduction of its new brand portfolios, Hyatt is excited to welcome two accomplished leaders who will play pivotal roles in developing the Lifestyle and Luxury Portfolios. With deep expertise in their respective fields, **Catie Cramer** has been named Head of Lifestyle Development – US, and will lead efforts to expand Hyatt's Lifestyle Portfolio across the United States. Separately, **Tina Necrason** has been named Global Head of Branded Residential to spearhead the development and implementation of Hyatt's branded residential strategy for all brands. Tina joins Hyatt from Montage International where she was responsible for all residential activities.

Essentials pipeline accelerated by upper-midscale entry with Hyatt Studios

Within the Essentials Portfolio are Hyatt's celebrated select service brands that continue to demonstrate pipeline strength and owner value. Building on the innovative, developer-driven approach that guided the successful creation of the Hyatt Studios brand and the momentum from the recent relaunch of the Caption by Hyatt brand Hyatt continues to evolve, aiming to make these brands even more profitable for owners and more desirable for travelers.

Hyatt Studios, the portfolio's new upper-midscale extended stay brand, has sustained significant growth with more than 50 executed deals representing entry into 22 new markets and with 27 new owners for Hyatt. The brand's first location, Hyatt Studios Mobile / Tillman's Corner, is expected to open in Q1 2025, and newly executed deals include:

Fayetteville (AR)	Beaufort/Parris Island (SC)
Riverside (CA)	Sumter (SC)
Pensacola (FL)	Clarksville (TN)
Port Charlotte (FL)	Boca Chica (TX)
Chicago Washington Park (IL)	Belleville (Ontario)
Columbus OSU (OH)	St. Thomas (Ontario)
Philadelphia (PA)	Cornwall (Ontario)
Bensalem (PA)	Spokane (WA)

"Hyatt's momentum has never been stronger as we build on our success and deepen our commitment to finding innovative solutions to drive profitability by working closely with our owners and responding to guests' needs," said Dan Hansen, Head of Americas Development, Hyatt. "We are thrilled to celebrate the upcoming opening of our first Hyatt Studios location in Mobile, which represents a pivotal moment in our expansion into the upper-midscale market."

In addition to the Hyatt Studios brand, the Essentials Portfolio has newly executed deals and upcoming openings across all brands including:

- **UrCove Shanghai Xuhui West Riverside** will be an adaptive reuse property with 160 rooms located in The West Bund, a waterfront area that runs along the western bank of the Huangpu River in central Shanghai (expected to open Q1 2025)
- **Hyatt Place Bhopal Rani Kamalapati Station** will be in the capital of Madhya Pradesh, India, and part of a mixed-use development project, including the city's newly redeveloped train station (expected to open Q2 2025)
- **Caption by Hyatt Central Sydney** will be centrally located in Haymarket, a vibrant multicultural neighborhood at the southern end of the Sydney Central Business District, and will mark the brand's entry in Australia (expected to open Q3 2025)
- **Hyatt Place JFK Airport** will be a new build that aligns with the airport's enhancement plans, including meeting traveler demand for higher quality accommodations that are accessible via the new AirTrain (expected to open in 2026)
- **Hyatt Place Bryce Canyon** will be the first Hyatt hotel and Hyatt Place property to be located in the destination, a short drive from the entrance of Bryce Canyon National Park, meeting the demand for more quality accommodations near the highly toured destination (expected to open in 2027)

Strategic growth across all brand portfolios
In addition to the growth highlighted within the Lifestyle and Essentials Portfolios, Hyatt's expanded pipeline of new hotel properties is driving strategic growth across each of its portfolios, including Luxury, Inclusive, and Classics as well. With exciting new additions in each of the five distinct portfolios, Hyatt is poised to further enhance its global brand presence. The diverse offerings attract new members to the award-winning World of Hyatt loyalty program and increase the stay frequency of existing members—creating more opportunities for more stay occasions and amplifying the network effect that can benefit all Hyatt owners.

- The **Luxury Portfolio** features the finest places for the most refined tastes, enriched with unparalleled service, unmatched amenities and high design. For luxury seekers who delight in the rare and thoughtfully curated, these escapes will delight.
    - Newly executed deals, recent and upcoming openings in the Luxury Portfolio include:
        - **Fairmount Hotel**, which is part of The Unbound Collection by Hyatt, is in the heart of downtown San Antonio, TX featuring the building's preserved architectural details dating back to 1906, offering 37 rooms, a rooftop bar, an expansive courtyard and several award-winning restaurants making it an ideal intimate event space (opened January 16, 2025)
        - **Alila Dong'ao Island Zhuhai** will mark the brand's entry in Zhuhai, China and will be located on the island's unique cliffside, blending into the site's original natural beauty (expected to open Q2 2025)
        - **Park Hyatt Johannesburg** will mark the brand's reintroduction in South Africa following an extensive refurbishment (expected to open Q2 2025)
        - **Park Hyatt Los Cabos at Cabo del Sol** will debut the brand's presence in Mexico. Designed by the renowned Sordo Madaleno, the resort will feature 163 guestrooms and suites, as well as 19 villas and residences, along with an expansive wellness center, a range of luxury amenities, and access to the prestigious Cabo Del Sol Golf Course (expected to open Q2 2025)

- **The Seville Nomad** will open as part of The Unbound Collection by Hyatt in New York City's Nomad neighborhood, paying homage to the location's rich history through its design and architecture, featuring 348 rooms and signature restaurants, Scarpetta and Seville (expected to open Q2 2025)
- **Park Hyatt Tokyo** in celebration of its 30th anniversary suspended operations for restoration in 2024, and the iconic property will resume operations with refreshed guestrooms and revived food and beverage concepts (reopening Q3 2025)

- The **Inclusive Collection** offers all-inclusive getaways designed for when every moment is worth celebrating. The unlimited experiences, endless hospitality and thoughtful touches are designed to exceed every expectation and turn travel moments into lifetime memories.
    - Newly executed deals in the Inclusive Collection include:
        - **Hyatt Vivid Punta Cana** is set to become the second hotel in the new Hyatt Vivid Hotels & Resorts brand and mark the brand's debut in the Dominican Republic, offering an adults-only 500-room beachside resort with multiple pools and food and beverage outlets (expected to open Q3 2025)
        - **Hyatt Vivid Akumal Resort & Spa** will be located in Akumal, Quintana Roo, Mexico, known for its white sand beach and warm waters rich in marine life, including unforgettable turtle sightings and snorkeling experiences (expected to open Q4 2025)
        - **Hyatt Zilara Punta Bergantin** in the Dominican Republic will be an adults-only 508-key resort within the master development of Punta Bergantin, a project designed to rejuvenate the country's tourism (expected to open in 2026)

- The **Classics Portfolio** features timeless style and unrivaled care in the world's most-traveled places. These every-occasion destinations captivate with impeccable service and thoughtful amenities.
    - Newly executed deals and upcoming openings in the Classics Portfolio include:
        - **Hyatt Regency Bangkok Suvarnabhumi Airport** will be a conversion property that will be the only hotel located within the airport, featuring 610 rooms, eight restaurants and expansive meeting space (expected to open Q1 2025)
        - **Hotel X Toronto** will mark the Destination by Hyatt brand's debut in Canada with a 30-story lakefront urban resort that redefines the sports and entertainment experience, including a three-level sky bar with panoramic views, an indoor/outdoor heated rooftop pool, award-winning Guerlain Spa, art gallery, cinema, and a 90,000 sq ft state-of-the-art athletic facility (expected to open Q2 2025)
        - **Hyatt Regency Times Square** will mark the brand's debut in Manhattan with a 795-key property, an upscale New York style market, bar and lounge experience, a state-of-the-art fitness center, all with iconic views of Times Square (expected to open Q3 2025)
        - **Kampos Hotel** will mark the Destination by Hyatt brand's entry in the trending Greek Island of Paros, near the village of Aliki, offering 50 rooms with private terraces and plunge pools or hot tubs (expected to open in 2026)
        - **Okhissa Lake Lodge,** which will be part of the Destination by Hyatt brand, will be the first lodging option located on Lake Okhissa with 150 acres of land within Homochitto National Forest in Mississippi, a region known for driving outdoor tourism with fishing, hunting, biking, camping, and hiking (expected to open in 2027)

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, 2024, the Company's portfolio included more than 1,350 hotels and all-inclusive properties in 79 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***, and ***Alua 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***®, ***Hyatt Place***®, ***Hyatt House***®, ***Hyatt Studios***, 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. These statements include statements about our plans, strategies, outlook, expected new openings and timing of such openings, growth of new brands, expected owner preference for our brands and expected profitability, prospects or future events and involve known and unknown risks that are difficult to predict. As a result, 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; 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 earthquakes, tsunamis, tornadoes, hurricanes, 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 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 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; failure to successfully complete proposed transactions (including the failure to satisfy closing conditions or obtain required approvals); our ability to successfully execute our strategy to expand our management and hotels services and franchising business while at the same time reducing our real estate asset base 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 hotels services 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 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 SEC, including our annual reports on Form 10-K and quarterly reports on Form 10-Q, which filings are available from the SEC. All forward-looking statements attributable to us or persons acting on our behalf are expressly qualified in their entirety by the cautionary statements set forth above. 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 do not undertake or assume any 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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https://newsroom.hyatt.com/2025-01-27-Hyatt-Evolves-Brand-Portfolios,-Continues-Growth-Momentum-with-Record-Pipeline-of-Approximately-138,000-Rooms