

Plans to add hotels in 13 new destinations by 2028; Spain remains key growth market; new joint venture with Spanish Grupo Piñero drives all-inclusive growth

CHICAGO (January 22, 2025) – [Hyatt Hotels Corporation](#) (NYSE: H) today announced that Hyatt's current pipeline across Europe, Africa, and the Middle East (EAME) is set to expand its brand presence in 13 new markets where there are no Hyatt hotels currently between 2025 and 2028.

These significant expansion plans follow a strong year for Hyatt in the EAME region. According to Hyatt's Q3 2024 earnings, Hyatt hotels in Europe reported growth across key metrics: RevPAR (+12.1%), ADR (+5.8%), and occupancy (+3.8%). In the resort segment, Net Package RevPAR grew by more than 14%, fueled by Hyatt's Inclusive Collection properties in Spain, Greece, Portugal, and Bulgaria, underscoring Hyatt's strength in the category.

"Since 2017, we have strategically expanded our global portfolio by nearly 90% to over 1,350 properties. It is inspiring to see the EAME region continue to thoughtfully add hotels in markets that matter most to our guests, World of Hyatt members, customers, owners, and investors," said Mark Hoplamazian, President and Chief Executive Officer, Hyatt. "Our accelerated expansion is a testament to Hyatt's strength in luxury, lifestyle, and all-inclusive hospitality. As we continue to deliver on our promise of intentional growth, we are confident in the continued bright future ahead across the EAME region."

Hyatt's pipeline in EAME includes projects set to debut in new European and African markets like Estonia, Iceland, Romania, Cape Verde, and Mauritius, alongside previously revealed luxury and lifestyle properties such as Park Hyatt Johannesburg, Miraval The Red Sea, Andaz Doha, and Andaz Lisbon – all part of Hyatt's plans to add 50 new hotels in these segments globally by 2026.

As of September 30, 2024, Hyatt's portfolio in Europe, Africa, and the Middle East spans over 200 properties and 45,000+ rooms across 40+ countries, having tripled its room count in Europe since 2017.

Spain: A Key Growth Market for Hyatt

Hyatt's portfolio in Spain has expanded significantly over the last five years, growing from four hotels with just over 1,000 rooms in 2020 to 55 hotels spanning more than 14,500 rooms as of December 31, 2024. Hyatt's success can largely be attributed to inorganic growth through strategic acquisitions, including all-inclusive pioneer Apple Leisure Group in 2021, lifestyle hospitality company Standard International in 2024 – which brought The Standard, Ibiza to Hyatt – and the strategic joint venture with Spanish Grupo Piñero completed last month, which added five Bahia Principe branded properties to Hyatt's Inclusive Collection in Europe.

"Spain represents our largest market in EAME, and Hyatt is committed to expanding its portfolio in leisure, luxury, and lifestyle segments, across coastal destinations, islands and major and secondary cities," said Javier Águila, Group President EAME, Hyatt.

According to the May 2024 UNWTO World Tourism Barometer ^[1], Spain remains the second-largest market globally for international tourist arrivals, with 85.2 million visitors in 2023, and for tourism receipts, generating \$92 billion in revenue from inbound international tourists.

Hyatt's pipeline in Spain includes the highly anticipated Thompson Sevilla, which will bring one of Hyatt's most iconic lifestyle brands to Spain's fourth-largest city by 2026.

Leisure Growth Momentum Across Latin America and the Caribbean

In addition to EAME, Latin America and the Caribbean remain a key priority for Hyatt with growth fueled by robust leisure travel and bolstered by the recently completed strategic joint venture with Grupo Piñero. The 50/50 joint venture resulted in 21 Bahia Principe branded resorts across the Dominican Republic, Mexico, Jamaica and Spain, as well as the exclusive Cayo Levantado Resort in the Dominican Republic, joining Hyatt's Inclusive Collection portfolio, representing the addition of approximately 12,000 rooms and increasing Hyatt's all-inclusive rooms portfolio by 30%.

In 2024, Hyatt added iconic resorts such as Secrets Playa Mujeres Costa Mujeres, Dreams Estrella del Mar Mazatlán Golf & Spa Resort and The Legend Paracas Resort, which is part of the Destination by Hyatt brand, alongside non-resort properties like Hyatt Centric Santo Domingo in the Dominican Republic and Hyatt Centric Playa del Carmen in Mexico.

Hyatt's pipeline in the Caribbean includes notable openings planned for the first half of 2025 including Hyatt Regency Panama City, Hotel La Compañía del Valle, which is part of The Unbound Collection by Hyatt, Park Hyatt Los Cabos at Cabo del Sol and Secrets Baby Beach Aruba, among others.

For more information or to book a stay, please visit [hyatt.com](#).

The term "Hyatt" is used in this release for convenience to refer to Hyatt Hotels Corporation and/or

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^[1] [World Tourism Barometer](#) (May 2024) [United Nations World Tourism Organization's Market Intelligence, Policies and Competitiveness Department]

