Hyatt Newsroom

The Secrets Resorts & Spas brand continues its expansion following recent openings in St. Lucia, Aruba, and Miches, Dominican Republic

CHICAGO (November 18, 2025) – Hyatt Hotels Corporation (NYSE: H) has announced the opening ofSecrets Mirabel Cancun Resort & Spa, the newest addition to the award-winning Secrets Resorts & Spas brand. Ideally situated in the heart of Cancun's coveted Hotel Zone, the adult-only, all-inclusive resort builds on the brand's momentum and complements its thoughtful expansion in Latin America and the Caribbean following the recent openings of Secrets St. Lucia Resort & Spa, Secrets Baby Beach Aruba and Secrets Playa Esmeralda Resort & Spa.

Located just eight miles from Cancun International Airport, Secrets Mirabel Cancun Resort & Spa is nestled between the seven shades of the Caribbean Sea and the serene Nichupté Lagoon, offering breathtaking views of powdery white sand and majestic coastlines.

"We are proud to officially celebrate the opening of Secrets Mirabel Cancun Resort & Spa," said Federico Echaiz, general manager, Secrets Mirabel Cancun Resort & Spa. "With a prime location on a serene stretch of beach on Cancun's Hotel Zone and close access to the region's rich history, we look forward to having our guests relax, reconnect and immerse themselves in the beauty and culture of the Yucatan."

Culinary Offerings

Culinary artistry takes center stage at Secrets Mirabel Cancun Resort & Spa, where eight distinct restaurants serve everything from elevated French and Mediterranean cuisine to bold Asian flavors and a premier steakhouse, all without reservations. For an additional charge, guests may dine under the stars by the sea or enjoy a curated meals in the exclusive wine or agave cellars, perfect for romantic moments. Six stylish bars and lounges, including a swim-up bar, sushi bar and nightly music lounge offer premium domestic and international spirits. Guests can also savor interactive experiences such as cocktail making lessons.

Accommodations with a View

Secrets Mirabel Cancun Resort & Spa's 487 rooms and suites are thoughtfully designed in a modern coastal theme with tropical minimalism, offering serene escapes with views of the ocean, lagoon or lush gardens. Each features natural textures, handcrafted décor and modern comforts that invite guests to relax and recharge. For an elevated getaway, the Preferred Club offers swim-out, plunge pool, and oceanfront suites all touting expansive private terraces alongside exclusive amenities such as a private oceanfront lounge, rooftop Sky Bar, infinity pool, and a dedicated à la carte option for breakfast, creating an intimate setting for reconnection.

Elevated Experiences

Seamlessly blending relaxation and atmosphere, guests can enjoy six dedicated pools with panoramic ocean views including two exclusive pools and an oceanfront hot tub reserved for Preferred Club guests. Throughout their stay, guests can partake in a variety of activities to immerse themselves in the destination, including an agave journey, which showcases the history, cultivation, and tasting of premium tequilas and mezcals, guided by expert connoisseurs, or Mexican lessons, which explores local customs, traditions, history, and offers a deeper connection to the heart of Mexico.

For those seeking deeper relaxation and cultural connection, the expansive Secrets Spa, which will open at a later date, will offer traditional Mayan treatments using ancient rituals, natural ingredients, and healing techniques passed down through generations that are designed to restore body, mind, and spirit, as well as a serene pool that welcomes guests to recharge during their stay.

Weddings, Meetings, and Events

With a 967-square foot pre-function foyer, 2,800 square foot ballroom and a variety of indoor and outdoor venues to choose from, Secrets Mirabel Cancun Resort & Spa offers the ideal setting for memorable events. From cocktail receptions and themed parties to elegant dinners and beachfront weddings, the resorts dedicated event managers ensure seamless planning with flexible all-inclusive packages designed to simplify and support every detail.

Commitment to Sustainability

At the heart of its purpose, Secrets Mirabel Cancun Resort & Spa has implemented initiatives that prioritize community impact and environmental responsibility. Programs include soap recycling and plastic bottle cap collection to support local health initiatives, community-driven recycling efforts, and a focus on locally sourced culinary ingredients and regional art. These actions reflect the resort's commitment to reducing waste, supporting local economies, and contributing to long-term environmental stewardship.

World of Hyatt members can earn 500 Bonus Points for qualifying nights at Secrets Mirabel Cancun Resort & Spa with the New Hotels Bonus Offer. For more information or to join World of Hyatt and book your stay, visit here.

To learn more about Secrets Mirabel Cancun Resort & Spa, please visit the resort's website or follow along on Instagram.

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 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 Secrets Resorts & Spas

Secrets Resorts & Spas offer a luxury, all-inclusive experience for adults looking to indulge in an extra measure of romance. Elegantly appointed suites, pristine pools, and beachfront settings provide the ultimate backdrop for unparalleled pampering and romantic rendezvous. With *Unlimited-Luxury* inclusions, guests enjoy diverse gourmet à la carte dining, premium spirits, 24-hour room service, daily activities, and nightly entertainment. For more information, visit SecretsResorts.com. Follow @secretsresorts 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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