

Located in the heart of downtown Charleston, the new 197-room lifestyle hotel blends contemporary design with the city's historic character

CHICAGO, IL [July 15, 2026]: The JdV by Hyatt brand, alongside Highline Hospitality Partners, is thrilled to announce the opening of [The Lowline Hotel](#), now welcoming its first guests to Charleston's newest lifestyle destination.

Living within the JdV by Hyatt portfolio, a collection of independent, neighborhood-inspired hotels within Hyatt's Lifestyle collection, The Lowline Hotel is a reimagination of the former Hyatt Place Charleston Historic District, which was acquired by Highline Hospitality Partners with the adjacent Hyatt House hotel in November 2024.

Located on iconic King Street, The Lowline Hotel places guests within walking distance of Charleston's acclaimed restaurants, cocktail bars, boutiques, galleries, and historic landmarks. Whether shopping, dining, or exploring the city's vibrant neighborhoods, the hotel serves as an ideal home base for experiencing the best of Charleston.

"The Lowline Hotel was created to embody the best elements of one of the country's most historic and spirited cities," said Chuck Pomerantz, Managing Partner of Highline Hospitality Partners. "Every detail was considered with precision, purpose, and intent to create an experience that feels distinctly Charleston. We wanted to create a hotel that feels rooted in Charleston while reflecting the way people travel today. Whether guests are visiting for a weekend getaway, celebrating a special occasion, or discovering Charleston for the first time, we hope The Lowline becomes part of the memories they make here."

Design Rooted in the City and the Sea

Designed by Ealain Studio, The Lowline Hotel draws inspiration from Charleston's maritime heritage, historic architecture, and the movement of the North Easterly Trade Winds. Rich navy tones, warm oak finishes, sculptural forms, and layered materials subtly reference ships at sea while celebrating the craftsmanship and character found throughout the city.

A winding check-in desk anchors the arrival experience as a nod to coastal movement, while handcrafted details, wrought iron-inspired elements, and thoughtfully designed transitions evoke Charleston's hidden gardens and intimate courtyards. Outdoor spaces further extend that feeling, offering moments of calm and discovery just off the energy of King Street.

Guest rooms are designed to feel more like private residences than traditional hotel accommodations, pairing rich navy tones with warm wood accents, generous seating areas, and thoughtful details throughout. Each room is centered around a custom headboard designed by Ealain Studio featuring stylized sandhill cranes native to the region, while a marble beverage cabinet finished with brass hardware offers guests a place to unwind before dinner or after a day exploring Charleston.

"The hotel serves as a living reflection of the city," said Jacqueline McGee, Principal and Design Director of Ealain Studio. "It's a modern interpretation inspired by Charleston's history and Southern culture. With each decision, we focused on creating experiences that feel distinctive to guests staying at The Lowline Hotel."

Dining, Gathering, and Social Spaces

Designed to be as much for locals as hotel guests, The Lowline's collection of dining and social spaces offers something for every part of the day. At the heart of the hotel, [Leeward Restaurant](#) and Leeward Patio serve approachable Lowcountry-inspired cuisine in a lively, welcoming setting designed for everything from pre-dinner cocktails to late-night gatherings. **Lowline Spirited Coffee & Provisions** features coffee from Savannah-based PERC Coffee alongside grab-and-go offerings, while **The Long Game at Leeward** offers a private social entertainment space featuring a golf simulator, large-screen TVs, and full access to Leeward's food and cocktail menu. The space can be reserved for celebrations, group dinners, and special events. Guests can also enjoy rooftop views of the Charleston skyline at **Pour Taproom**, which offers a curated selection of local and regional craft beers. Specialty programming, including a daily 4 p.m. Martini Hour and 11 p.m. Snack Hour, adds another layer to the guest experience.

Together, these spaces reflect The Lowline's neighborhood-inspired spirit, creating inviting places to dine, connect, and unwind from morning through night.

Property Details

The 197-room property also features [Sterling Hall](#), the hotel's dedicated meetings and events venue, offering nearly **8,000 square feet** of flexible indoor event space for weddings, corporate meetings, celebrations, and social gatherings.

Additional amenities include an **indoor pool, fitness center, and valet parking**. Guests can now book stays at The Lowline Hotel website [here](#).

Address: 560 King Street, Charleston, SC 29403

Follow along on social for news and updates at [@thelowlinehotel](https://twitter.com/thelowlinehotel) and Facebook at [@TheLowlineHotel](https://www.facebook.com/TheLowlineHotel).

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 Highline Hospitality Partners:

Highline Hospitality Partners sponsors and invests in full-service and select-service hotels and resorts throughout the United States. The firm currently owns 17 hotels across the United States. HHP is led by an experienced, cycle-tested principal investment team with deep hotel operating expertise. The firm targets opportunities where it can drive significant value through operational enhancements, strategic capital deployment, and disciplined asset management. Highline combines the judgment and value creation of an experienced strategic buyer with the execution capabilities of an experienced financial buyer. For more information, please visit www.highlinehp.com

About JdV by Hyatt:

The JdV by Hyatt brand offers a collection of independent hotels that exhibit personality and joy. True to its namesake, joie de vivre, the properties are vibrant reflections of their surroundings, inviting guests to embrace discovery in their travels. Enjoy World of Hyatt benefits with eligible stays at JdV by Hyatt hotels – discover more [here](#).

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, 2026, the Company's portfolio included more than 1,500 hotels and all-inclusive properties in 83 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, *Bahia Principe Hotels & Resorts*, *Alua Hotels & Resorts*®, and *Sunscape*® Resorts & Spas; 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.

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 the Company's plans, strategies, outlook, the number of properties we expect to open in the future, the expected timing and payment of dividends, the Company's 2026 outlook, including the Company's expected System-wide Hotels RevPAR Growth, Net Rooms Growth, Net Income, Gross Fees, Adjusted G&A Expenses, Adjusted EBITDA, Capital Expenditures, and Adjusted Free Cash Flow, expected capital returns to shareholders, financial performance, prospective or future events and involve known and unknown risks that are difficult to predict. As a result, the Company's 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 the Company and the Company's 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 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 the Company 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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