Set at Punta Sur, the southern tip of peaceful Isla Mujeres just off Cancún's vibrant coast, this adults-only, all-inclusive resort is surrounded by white-sand beaches and clear Caribbean waters and lies near a historic sanctuary associated with Maya goddess Ixchel

CHICAGO (November 2, 2026) – Hyatt Hotels Corporation (NYSE: H) today announced that Impression Isla Mujeres, a 123-suite, adults-only, all-inclusive resort on the southern tip of Isla Mujeres, Mexico, has joined The Unbound Collection by Hyatt.

> *"Isla Mujeres, the 'Island of Women' has long been associated with Ixchel, the Maya goddess of fertility, healing and the moon. That, together with the island's landscape graceful integration into the property, makes it the perfect setting for couples seeking a romantic stay. As we celebrate 10 years of The Unbound Collection by Hyatt, I'm thrilled to welcome a resort that captures that spirit of individuality so beautifully and to introduce more guests to this very special corner of Mexico."*
>
> *Tamara Lohan, Global Brand Leader – Luxury, Hyatt*

Impression Isla Mujeres enjoys a naturally sheltered setting seldom affected by sargassum, making its beaches a year-round highlight. All of the resort's suites have private terraces, many overlooking the Caribbean Sea or surrounding coastline. Interiors pair warm natural materials and organic textures with a contemporary palette. Infinity pools and private Mayan soaking tubs offer guests space to unwind while taking in the island landscape. The wellbeing spaces have recently been enhanced to include yoga hammocks, wellness cabanas and TRX equipment.

> *"From the beginning, our goal has been to shape the resort around Isla Mujeres' exceptional setting, while creating meaningful connections with our guests. Joining The Unbound Collection by Hyatt recognizes the individuality we've sought to create, and we look forward to introducing it to more travelers while continuing the luxury all-inclusive hospitality our guests know and return for."*
>
> *Mourad Essafi, General Manager, Impression Isla Mujeres*

Elevated Dining

Seven restaurants give guests a choice of Italian, pan-Asian, Mexican and Mediterranean menus, alongside grilled dishes. À la carte options include fresh seafood, steak, tacos, wood-fired pizza and teppanyaki. Five bars and lounges offer options throughout the day, from morning coffee and swim-up drinks to rooftop cocktails.

A Distinctive Connection to Location

The resort's integration into surroundings is further brought to life by an array of creative contributors, including prominent Mexican artist César López Negrete, celebrated architect Javier Uma, marine life artist Wyland and others. Together, these contributions connect the resort to Isla Mujeres' distinctive character and remarkable natural environment, as well as to the broader richness of Mexican culture.

Marine Conservation

The resort supports marine conservation and local livelihoods through its partnership with the nonprofit Saving Our Sharks Foundation. Since opening in 2023 under the Impression by Secrets brand, Impression Isla Mujeres has dedicated a portion of room revenue to this foundation and hosted guest snorkeling and shark-tagging excursions. The partnership also supports local fishing communities and alternative livelihoods for fishers transitioning away from shark fishing.

Established in 2016, The Unbound Collection by Hyatt is a curated portfolio of independent hotels and resorts, each selected for distinctive character and rich narratives. The addition comes as collection celebrates its 10th anniversary in 2026, marking a decade of bringing together uniquely individual properties. Recent additions span the globe, including THE BARAI HUA HIN in Thailand, Hôtel Palais de la Méditerranée in Nice, France, The Georgian in Santa Monica, Hotel 1000 in Seattle and The Clayfield in Niagara-on-the-Lake, Ontario. Looking ahead, Casa Duhau in Mendoza, Argentina, is expected to join the collection in late 2027.

The All-Inclusive Experience Continues

As it enters a new chapter as part of The Unbound Collection by Hyatt, Impression Isla Mujeres will continue to operate as an adults-only, all-inclusive resort. Guests will continue to enjoy Endless Privileges®, one of Hyatt's signature sets of luxury

inclusions, available at select all-inclusive resorts, alongside the resort's established services, amenities and experiences.

For more information or to book a stay, visithyatt.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 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, 2026, the Company's portfolio included more than 1,500 hotels and all-inclusive properties in 84 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*.

About Impression Isla Mujeres

Impression Isla Mujeres is an adults-only, all-inclusive resort located on the southern tip of Isla Mujeres, Mexico, overlooking the Caribbean Sea near Punta Sur. Named the "Most Instagrammable Hotel in the World" by Luxury Travel Advisor in 2024 and 2025, the resort opened in May 2023 and features 123 suites, each with a private terrace and views of the surrounding landscape or ocean, as well as personalized butler service. It offers à la carte dining and 17 wine labels across seven restaurants and five bars and lounges. PURE Spa by Impression Isla Mujeres offers body and facial treatments, hydrotherapy, massages and salon services, along with an island Hammam and Floatarium. Guests can also access the island's natural surroundings through excursions and other destination-based experiences. Impression Isla Mujeres received the AAA Five Diamond designation in 2026 and was named to AAA's 2026 Top 10 Hotels list.

About The Unbound Collection by Hyatt

More than a compilation of independent, one-of-a-kind hotels, The Unbound Collection by Hyatt brand is a thoughtful curation of *stories worth collecting*. Whether it's a modern marvel, a historic gem or a revitalizing retreat, each property provides thought-provoking environments and experiences that inspire guests seeking elevated service when they travel. For a full list of hotels in the collection, visit unboundcollection.hyatt.com. Follow @UnboundxHyatt onFacebook and Instagram and tag your photos with #UnboundxHyatt.

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; economic sanctions or other government restrictions that may limit our ability to conduct business or receive payments; hostilities, or fear of hostilities, including the

ongoing military conflict in the Middle East and security-related disruptions in Mexico, as well as terrorist attacks or other acts of violence, 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; the impact of government-issued travel advisories, airspace closures, or flight suspensions on international arrivals and hotel bookings in affected regions; 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 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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