

The first Hyatt Centric hotel in Hokkaido introduces a socially vibrant basecamp for exploring the city of Sapporo and the wider island through seasonal discovery

CHICAGO (October 3, 2026) — Hyatt Hotels Corporation (NYSE: H) today announced the opening of [Hyatt Centric Sapporo](#), marking the first Hyatt Centric hotel in Hokkaido, northern Japan. Located in the heart of Hokkaido's capital Sapporo, the hotel offers an easy starting point for discovering the city's neighborhoods and the wider island, with local expertise woven into the stay.

Located on the top floors of a mixed-use tower, Hyatt Centric Sapporo is an ideal launchpad for savvy, modern explorers with a prime location in the heart of the city. The hotel is adjacent to the historic Akarenga-chosha, the former Hokkaido Government Office Building also known as the Red Brick Building, and near Odori Park, the city's famous green oasis, which is popular with residents and hosts major events like the Sapporo Snow Festival, YOSAKI Soran Festival, and Sapporo Autumn Fest. Guests can reach Odori subway station in a few minutes through an underground walkway, while the centrally located JR Sapporo Station is only about a 10-minute walk away.

As the capital city, Sapporo is the urban gateway to Hokkaido's renowned ski resorts, rejuvenating hot springs, national parks and dramatic mountain landscapes. Known for its many attractions, Sapporo is a popular destination for domestic and international travelers alike. Each winter, the city hosts the Sapporo Snow Festival, where snow sculptures, ice installations, skating rinks and snow hills transform the city. Hokkaido is also celebrated for its exceptional seafood and vibrant food scene, which guests can experience at the hotel's restaurants Matsu Grill & Bar and Mr. Fish by Hyatt Centric Sapporo.

"We are thrilled to introduce the Hyatt Centric brand to Sapporo, a dynamic destination where every season reveals a new side of Hokkaido," said Yuki Takimura, General Manager, Hyatt Centric Sapporo. "Placing you in the middle of the action, Hyatt Centric Sapporo is designed to be an ideal starting point for exploration. Through an insider's lens, we look forward to helping World of Hyatt members and guests discover local flavors, cultural traditions and seasonal experiences that make every stay unique."

Guestrooms and Design

Inspired by Takeshiro Matsuura, the celebrated explorer and cartographer credited with naming Hokkaido, the hotel is envisioned as a modern-day "Northern Explorer's Residence." The design draws on the memories, landscapes, and traditions of Hokkaido, translating them into a contemporary expression through architecture, art, materials, cuisine, and immersive guest experiences.

Across the 216 guestrooms and suites, each measuring 36 square meters (388 sq. ft) and more, expansive windows invite natural light and frame the ever-changing cityscape of Sapporo. Inspired by the spirit of northern Japan, the hotel combines modern design with references to Hokkaido's cultural and natural heritage, including the large wooden check-in counter by a local artisan, and straw artworks, textures and motifs drawn from everyday regional life. Reclaimed wood, artisanal details, and an inviting fireplace lounge foster a sense of warmth and discovery, reflecting the enduring character of Hokkaido in a contemporary setting.

Explore the Region Through Its Flavors

Set in an open, airy space on the 17th floor, **Matsu Grill & Bar** celebrates the bounty of Hokkaido's sea and land through wood-fired grilling infused with Mediterranean culinary styles. The dynamic show kitchen fills the restaurant with the enticing aroma of the wood fire and the energy of open-kitchen cooking. Guests can enjoy distinctive dining experiences that celebrate Hokkaido's rich nature and culture while taking in panoramic views of the cityscape as it evolves throughout the day and evening.

Mr. Fish by Hyatt Centric Sapporo serves fish and chips made with seasonal white fish, caught in the waters surrounding Hokkaido, and paired with locally grown potatoes and craft beer. This casual café also offers convenient takeout options for travelers such as fish burgers and churros. Located on the hotel's ground floor, just steps from the former Hokkaido Government Office (historic Red Brick Building), Mr. Fish is a casual and welcoming spot for a quick bite, a relaxed meal, or something to take away, while connecting with the local community.

A Launchpad for Curious Travelers

Hyatt Centric Sapporo's Local Insiders help guests look beyond the guidebook, sharing recommendations shaped by the season, neighborhood happenings and individual interests. A seasonal insider map and daily insider picks invite travelers to discover Sapporo through spring blossoms and local festivals, summer gatherings, autumn harvests and winter experiences. Guests can return to the hotel to recharge, reconnect, and share stories around the fire before setting off again.

Grand Opening Offers

To celebrate the opening of Hyatt Centric Sapporo, guests can enjoy a special offer when booking directly with Hyatt by October 31, 2026 for qualifying stays between October 3 to December 31, 2026. The New Hotel Member Bonus Offer includes:

- Save 15% on your qualifying stay, or 17% for World of Hyatt members
- Enjoy complimentary daily breakfast for each registered guest
- Receive a JPY3,000 hotel credit per room, per stay, redeemable at Matsu Grill & Bar, Mr. Fish by Hyatt Centric Sapporo, in-room dining, or the mini bar

Plus, World of Hyatt is offering members who book the “New Hotel Member Bonus Offer” 2x World of Hyatt points for every full \$1 USD, or equivalent, spent on eligible room rates and eligible incidental charges. Terms apply. Explore more hotels new to World of Hyatt [here](#).

For more information or to book a reservation, please visit: [Hyatt Centric Sapporo](#)

Find high-resolution images [here](#).

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 Centric

Hyatt Centric is a brand of full-service modern boutique hotels located in vibrant cities and leisure destinations. Created to connect guests to the heart of the action, Hyatt Centric hotels are thoughtfully designed to enable exploration and discovery so travelers never miss a moment of adventure. Each hotel offers social spaces to connect, from the lobby to the bar and restaurant where guests come together over curated art, locally inspired food and well-crafted cocktails. Streamlined contemporary rooms focus on delivering everything guests want and nothing they don't. A passionately engaged team is there to provide local expertise on the best food, nightlife and activities the neighborhood has to offer. For more information, please visit [hyattcentric.com](#). Follow @HyattCentric on [Facebook](#) and [Instagram](#), and tag photos with #HyattCentric.

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 June 30, 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. 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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