Hyatt Newsroom

South Congress gem to be reimagined as a cultural playground

AUSTIN, TEXAS (April 1, 2026) – A new chapter is coming to South Congress. The Standard brand is set to debut its first Texas outpost with **The Standard, Austin**, opening Spring 2027 as a vibrant reimagining of the beloved South Congress Hotel. As The Standard brand's first U.S. opening in more than a decade, the project places Austin within the brand's growing constellation of global destinations, from London and Ibiza to Bangkok and Brussels, with locations in Lisbon and Mexico City expected to open later this year. **The Standard, Austin** will be a conversion and renovation of the existing South Congress Hotel located at 1603 South Congress Ave, Austin, Texas 78704.

A collaboration between Hyatt and Timberline Real Estate Partners, The Standard, Austin will transform the property into a culturally immersive gathering place for locals and travelers alike. The hotel will feature social wellness experiences, a rooftop pool, and world-class restaurants and bars. The guest rooms will bring a global sensibility brought to life with local craftsmanship.

The project is led by an Austin-based creative team that blends global hospitality expertise with Austin's cultural fabric. **Amar Lalvani**, president and creative director of Hyatt's Lifestyle Group, is joined by **James Moody**—founder of Guerilla Suit and known for his work behind the Mohawk and Equipment Room—**Stan Nix**, managing partner of Timberline Real Estate Partners, and local architect **Michael Hsu**. Hsu brings a nationally recognized, hospitality-driven approach and is known for defining many of Austin's most iconic hospitality and mixed-use destinations. Interior design will be a collaboration between Goodrich Design and The Standard brand's award-winning in-house design team led by Verena Haller.

Hyatt's Austin-based Bunkhouse brand team will support the project, ensuring continuity with the neighborhood's distinctive design and community sensibility. The Standard brand team is no stranger to the Austin market, having worked closely with the Bunkhouse Hotels team and their beloved Austin properties for over a decade.

"I have always loved the South Congress Hotel and have long envisioned its potential to be The Standard, Austin," said Lalvani. "We've assembled an incredible team of Austin-based friends and collaborators who will both honor the property's legacy and breathe new life into it. Austin deserves a hotel that reflects the cultural capital it has always been and the world-class city it has become."

"South Congress has always been a place where Austin's past and future meet," said Nix. "Bringing The Standard brand here feels like the natural next step—a commitment to the street's legacy and an opportunity to create something globally relevant, socially vibrant, and built for the long term."

Envisioned as more than a hotel, The Standard, Austin will function as a lively campus of ideas and experiences that evolves throughout the day and night. Guests can move seamlessly between cafés, dining spaces, guest quarters, and outdoor gathering spaces animated by music, conversation, and a considered cocktail program, culminating in a rooftop pool perched above South Congress.

"We're trying to build a unique and creative place that feels good any time you walk into it—morning, night, weekday, weekend," said Moody. "Something that lets you take care of yourself or let go a little, depending on the day. Austin doesn't quite have that yet."

The South Congress Hotel will close for renovations in Summer 2026, with **The Standard, Austin** slated to welcome its first guests in Spring 2027. More announcements are coming soon. For updates and information, visit **standardhotels.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.

About The Standard

The Standard hotels are culturally driven entertainment destinations. Established in 1999, The Standard brand is a pioneer in the Lifestyle space with flagship properties in New York, London and Bangkok. The goal of every Standard hotel is to be "anything but," upping the aesthetic stakes and defying convention across dining, nightlife, events, wellness and residences. Enjoy World of Hyatt benefits with eligible stays at participating The Standard hotels – discover more here. (https://www.hyatt.com/the-standard/en-US)

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 December 31, 2025, 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 Principle 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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