Hyatt celebrates success of newest brands with openings of Unscripted by Hyatt, Hyatt Select and Hyatt Studios hotels, including a new Hyatt Studios hotel in Huntsville, Alabama
Jason Ballard appointed to Global Brand Leader of Hyatt's Essentials portfolio

CHICAGO (December 16, 2025) — Hyatt Hotels Corporation (NYSE: H) is expanding the reach of its Essentials portfolio with several major milestones, including signing more than 20 new Hyatt Select deals this year and reaching 70 total hotel deals for the Hyatt Studios brand since its launch, highlighting the portfolio's continued growth in new markets across the Americas. Underscoring the momentum, Jason Ballard was recently appointed as Global Brand Leader – Essentials to steer this anticipated next phase of exponential growth.

Under Ballard's dedicated leadership, Hyatt is positioning the brands in its Essentials portfolio—Caption by Hyatt, Hyatt House, Hyatt Place, Hyatt Select, Hyatt Studios, Unscripted by Hyatt, and UrCove—to offer owners attractive operating models and measurable value in the hotel industry's select-service category. Half of Hyatt's executed 2025 U.S. Essentials portfolio deals are in new markets, reflecting strong interest and confidence from developers.

In his new role, Ballard will lead ongoing efforts to ensure Hyatt's Essentials portfolio is insights-led and brand-focused. As the portfolio continues to scale, Hyatt will refine brand standards based on owner and guest insights, while safeguarding the quality and consistency that guests, customers and World of Hyatt members expect.

"Hyatt is hyper-focused on elevating the guest experience within the Essentials portfolio and deepening engagement with our 61 million World of Hyatt members to deliver a best-in-class experience each time they walk through our doors," said Ballard. "In this next chapter, I'm proud to lead a talented team driving our select-service growth strategy—designed to deliver high-owner returns and trusted brand experiences—through more markets and more stay occasions to members."

Ballard, a proven operations leader with more than two decades of Hyatt experience scaling select-service properties globally, will oversee strategy, performance, and brand evolution for Hyatt's Essentials portfolio. His Hyatt leadership roles include franchise operations, brand performance, and development across the Americas, Asia Pacific, and EAME regions. Recently, Ballard led the launch of Hyatt Studios, Hyatt's newest extended-stay concept, and the successful opening of the brand's first hotel in Mobile, Alabama, earlier this year.

"Jason's leadership has been instrumental in strengthening our franchise capabilities and establishing the Hyatt Studios brand as a standout success while setting a new benchmark for flexible, owner-focused select-service hospitality," said Pete Sears, Group President, Americas, Hyatt. "From his early career at Hyatt scaling the Hyatt Place brand globally to his foundational work in our franchise capabilities, his strategic vision and operational expertise will now guide our Essentials portfolio as we expand into more markets and deliver more value to guests, members, and owners."

Expanding Opportunity, One Market at a Time

The Essentials portfolio continues to deliver sustained owner and guest enthusiasm through flexible development options and efficient operating models.

Recent milestones include:

- **Expansion of the Hyatt Studios brand** with the opening of its second hotel, located in Huntsville, Alabama, offering travelers upper-midscale extended stay accommodations featuring apartment-style suites, full kitchens and dedicated workspaces.
- **Strategic global growth for the Hyatt Place brand** in Mexico with Hyatt Place Cancun Airport and Hyatt Place Merida / Via Montejo, and in Canada with Hyatt Place Toronto Airport.

Each opening demonstrates Hyatt's agility in scaling its brands in underserved markets and focus on creating value for owners while strengthening Hyatt's brand presence in key destinations.

Growing the Pipeline with Purpose

Hyatt's 2025 development pipeline highlights a powerful pipeline trajectory with new hotels planned across the U.S.

- **New U.S. markets:** 50% of new U.S. deals signed within the Essentials portfolio in 2025 represent entirely new markets for Hyatt, including the expected opening of a **Hyatt Place** hotel in Missoula, MT in 2027.
- **Extended Stay Growth:** The **Hyatt Studios** brand continues to see remarkable growth since its launch in 2023, with a

pipeline of 70 executed deals, including new U.S. markets for Hyatt: Macon, GA, Danville, VA, Frankfort, KY and Elizabethtown, KY, Glacier Country, MT, and Lafayette, IN.
- **External Pipeline Growth:** The **Hyatt Select** brand, Hyatt's upper midscale and conversion-friendly concept for the modern traveler seeking shorter stays and streamlined amenities, has executed more than 20 hotel deals this year.
- The **Unscripted by Hyatt** brand recently opened Latitude Suites in Tinton Falls, NJ and has several additional executed deals across the U.S. in 2025, including for hotels in Allentown, PA and Durango, Colorado that are expected to open in 2026 and 2027 respectively.

"Our development pipeline reflects Hyatt's intentional approach to growth, anchored in expanding in the right markets with the right brands," said Dan Hansen, Global Head of Growth Operations & Strategy, Hyatt. "There is an incredible amount of white space in the Americas, and our Essentials brands give owners the opportunity to enter new markets for Hyatt where there is limited intra-brand competition and expand the Hyatt network for our guests and members."

Power of the World of Hyatt Network

Every Essentials hotel benefits from the strength of World of Hyatt, driving occupancy, repeat stays, and loyalty-driven revenue. Members are rewarded for exploring new Hyatt brands, creating incentives for consistent business for owners and developers across the portfolio.

In 2025, Hyatt's Stay More, Earn More campaign generated more than 900,000 nights across Hyatt Place, Hyatt House, and Hyatt Studios hotels, demonstrating strong conversion from loyalty engagement to real demand.

To explore development opportunities and upcoming projects, visit hyatt.com/development.

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*.

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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