Hyatt Newsroom

New brand complements upper-midscale extended-stay brand Hyatt Studios, which recently celebrated its first opening in Mobile, Alabama

CHICAGO (February 25, 2025) – Hyatt Hotels Corporation (NYSE: H) today announced plans for **Hyatt Select**, a new upper-midscale transient brand designed to meet the needs of modern travelers while delivering an efficient, cost-effective model for owners. The Hyatt Select brand will strengthen Hyatt's upper-midscale presence complementing Hyatt Studios, Hyatt's extended-stay brand in the category, which marked the opening of its first property, Hyatt Studios Mobile / Tillmans Corner, on Feb. 18.

As part of Hyatt's evolution to a more brand-focused company with five distinct brand portfolios catering to the unique needs of each guest, the Hyatt Select brand joins the Essentials portfolio alongside Hyatt's established select-service brands. The Essentials portfolio delivers exactly what guests need and enables them to make the most of their stay and be their best wherever their travels take them. Hyatt Select hotels will focus on offering an efficient, streamlined guest experience without compromising the essentials. The brand expands Hyatt's ability to care for travelers seeking shorter stays for business or leisure in secondary and tertiary markets where Hyatt has limited hotels to date. The brand also provides a conversion-friendly option for owners looking to leverage Hyatt's powerful distribution network, commercial engine, and the award-winning World of Hyatt loyalty program.

"For Hyatt, launching a new brand is never just about adding to our portfolio—it's about strengthening our network in a way that benefits both owners and guests," said Jim Chu, Chief Growth Officer, Hyatt. "Hyatt Select hotels will meet a specific need in the market by offering a cost-effective, conversion-friendly option for owners, while delivering an experience for guests who want reliability, comfort, and thoughtful design in the upper-midscale segment."

A Flexible Model for Owners and Efficient Stay for Guests

The Hyatt Select brand was created with a focus on helping owners maximize their returns while delivering an efficient guest experience. Designed to be flexible for both new-build and conversion environments, the brand offers an opportunity for owners to optimize existing assets while minimizing upfront capital investments. The brand will be focused on the Americas region before scaling globally.

For owners, the Hyatt Select brand provides:

- **Flexible Prototype:** Properties can range from 70-200 keys, offering adaptability across diverse markets.
- **Lean Operating Model:** Designed for transient travelers, with efficient staffing models to reduce labor costs while maintaining service quality.
- **Hyatt's Global Distribution:** Owners can benefit from Hyatt's commercial engine, including its world-class reservation system, revenue management tools, centralized commercial services, and the award-winning World of Hyatt loyalty program, all with a focus on driving demand and maximizing performance.

For travelers, Hyatt Select hotels will balance efficiency with comfort, offering the essentials designed for functionality and convenience:

- **Complimentary Breakfast:** A thoughtfully curated selection of hot and cold breakfast offerings requiring limited equipment, ensuring efficiency without sacrificing quality.
- **24/7 Market:** A self-serve grab-and-go concept operated by a third-party provider, featuring a variety of food and snack options, as well as beer and wine.
- **Modern, Comfortable Guestrooms**: Guestrooms are thoughtfully designed to provide comfort and functionality, ensuring an experience that meets the needs of modern travelers, including free high-speed internet and workspaces for productivity.

By combining streamlined operations with thoughtful, modern guest offerings, Hyatt Select hotels will deliver a practical solution for both owners and travelers, further elevating Hyatt's position in the upper-midscale segment.

"We've seen strong interest from owners both within and outside of our network who are looking for flexible conversion opportunities with access to Hyatt's powerful commercial engine and distribution platform," continued Chu. "The Hyatt Select brand will allow us to meet these distinct needs of owners and expand our brand presence for guests looking for a short stay option in secondary and tertiary markets."

First Hyatt Studios Now Open in Mobile, Alabama

Coinciding with the Hyatt Select announcement, Hyatt is also celebrating the opening of the first Hyatt Studios location – Hyatt Studios Mobile / Tillmans Corner, developed by the team at 3H Group and led by CEO Hiren Desai. Hyatt Studios, Hyatt's upper-midscale extended-stay brand, has seen remarkable growth since its launch in 2023, with a pipeline of over 50 executed

deals, including 22 in new markets for Hyatt.

“Seeing Hyatt Studios come to life with the opening of the brand’s first property is an exciting milestone—not just for Hyatt, but for our owners and developers who have been integral in the creation of this brand,” said Dan Hansen, Head of Americas Development, Hyatt. “From the beginning, Hyatt Studios was designed with owners in mind, and the strong momentum we’ve seen is a testament to the demand for a flexible, extended-stay product backed by Hyatt’s world-class support.”

With Hyatt Studios capturing demand for extended-stay accommodations and Hyatt Select catering to transient travelers, Hyatt is well positioned to grow its presence in the upper-midscale segment. Both brands expand Hyatt’s reach into key new markets for Hyatt, strengthening its network and offering more opportunities for owners and guests alike.

For more information, visit https://www.hyatt.com/development/.

The term “Hyatt” is used in this release to refer to Hyatt Hotels Corporation and/or one or more of its affiliates.

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, 2024, the Company's portfolio included more than 1,400 hotels and all-inclusive properties in 79 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***, and ***Alua 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***®, ***Hyatt Place***®, ***Hyatt House***®, ***Hyatt Studios***, 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 our plans, strategies, outlook, expected new openings and timing of such openings, growth of new brands, expected owner preference for our brands and expected profitability, prospects or future events and involve known and unknown risks that are difficult to predict. As a result, 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; 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 earthquakes, tsunamis, tornadoes, hurricanes, 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 certain 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; failure to successfully complete proposed transactions (including the failure to satisfy closing conditions or obtain required approvals); our ability to successfully execute our strategy to expand our management and hotels services and franchising business while at the same time reducing our real estate asset base 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 hotels services 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 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 us 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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