

Expansion kicked off with Leeds openings

CHICAGO March 18th, 2025) - [Hyatt Hotels Corporation](#) (NYSE: H) announced Hyatt Place Leeds and Hyatt House Leeds opened their doors earlier this month, signaling Hyatt's expanding brand footprint and ambitious growth strategy in the UK – Hyatt's third largest market in EAME by portfolio size, surpassed only by Germany and Spain.

The dual-branded Hyatt Place Leeds and Hyatt House Leeds development combines the operational efficiency and contemporary design of both brands. The 217-key Hyatt Place Leeds caters to multi-tasking travelers, with a convenient guest experience. The 88-key Hyatt House Leeds is designed for extended stays, with tailored living accommodations such as a well-equipped kitchenette, apartment-style amenities, including separate living and sleeping areas. Shared amenities include a 24/7 fitness center, bar and marketplace, while the shared meeting spaces, Azotea rooftop bar and Zoom restaurant are designed to maximise total revenue by appealing to guests and locals alike.

With plans to grow its UK portfolio by more than 30% between 2025 and 2026, adding more than 1,000 rooms to the market, including the recent openings in Leeds, Hyatt continues to meet the increasing demand for purposeful service and premium guest experiences. Upcoming highly anticipated openings include Hyatt Place London Paddington and Hyatt Regency London Olympia, which are anticipated to create around 250 new UK jobs over the next two years.

- **Hyatt Place London Paddington:** The hotel will mark the third Hyatt Place property in the capital, offering 24/7 conveniences and intuitive design, with 87 rooms ideal for today's multi-tasking traveler.
- **Hyatt Regency London Olympia:** The property will be the fifth Hyatt Regency hotel in London and seventh in the UK. The hotel will be located in one of the city's most vibrant districts and housed within a listed Art Deco building, boasting over 200 well-appointed rooms.

Demonstrating the UK as a priority growth market within Hyatt's evolving portfolio, Hyatt has more than doubled its number of rooms in the country and tripled its number of properties since 2017. Today, the Hyatt portfolio has grown to 17 hotels across 9 distinct brands in the UK, with the opening of Park Hyatt London River Thames marking the latest debut in October 2024.

The drivers behind Hyatt's UK growth

Building on its organic growth in the UK market, Hyatt's acquisition of Mr & Mrs Smith in 2023 has given World of Hyatt members even more choice globally with more than 1,000 boutique and luxury properties now participating in the World of Hyatt loyalty program. With hotels in 20 new countries and more experiences to choose from, the acquisition has helped increase membership in World of Hyatt, which has grown to 54 million global members at the end of 2024.

Another trend fuelling growth in the UK is business travel. In Q4 2024, Hyatt saw a 5% increase, compared to Q4 2023, in meetings, incentives, conferences and exhibitions (MICE) inquiries in Europe, with UK properties accounting for more than 7,000 of these.

"The UK remains a priority growth market for Hyatt. We are committed to expanding our portfolio of brands in locations that matter most to our guests, members, customers, and owners and I have no doubt the UK will continue to be a strong contributor to Hyatt's growth journey in Europe, Africa, and the Middle East," said **Anna Corkill, Regional Vice President of Development for the UK & Ireland at Hyatt**. "Following the openings of Hyatt Place Leeds and Hyatt House Leeds earlier this month, and with upcoming openings in London, we are bringing our renowned hospitality to even more travelers. Sustaining momentum is key, but we want to grow sensibly and intentionally. We see great potential in locations like Oxford, Cambridge, Liverpool, Newcastle, Glasgow, Cardiff, York, Bath, Dublin and Belfast."

For further information on Hyatt hotels and new openings across the globe, please visit www.hyatt.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 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 Disclaimers

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; 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; 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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