Hyatt Newsroom

This landmark opening in Frankfurt's Sachsenhausen district underscores Hyatt's commitment to expanding its luxury portfolio throughout Europe

CHICAGO (December 19, 2025) – Hyatt Hotels Corporation (NYSE: H) today announced the opening of Kennedy 89, a design-forward, full-service hotel in Frankfurt's vibrant Sachsenhausen district and the latest addition to The Unbound Collection by Hyatt brand in Germany. The hotel introduces a sophisticated new interpretation of luxury in one of Frankfurt's most culturally rich neighborhoods.

Inspired by a moment in time, designed for today

In developing Kennedy 89, the project team and design partners approached the hotel's creation with a balance of respect and imagination, drawing inspiration from the cultural resonance of a moment in time. Rather than recreating the past, the hotel invites the past to fuel the vision of tomorrow. Design elements allow history to influence its character while shaping an experience designed for the modern traveler.

John F. Kennedy's 1963 visit to Frankfurt inspired the project teams to create a hotel that carries forward the optimism and cultural energy of that moment, not by recreating the 1960s, but by capturing its spirit. This is seen in the warm mid-century cues, the skyline-facing balconies, and the cocktail menu that nods to Kennedy's favorite daiquiri. The mood is less about nostalgia and more about connection: a place where guests feel part of Frankfurt's conversation rather than observers of its past.

Situated in the heart of Frankfurt's vibrant Sachsenhauen district, Kennedy 89 — Hyatt's first full-service hotel in the city, is perfectly positioned to inspire guests to explore the city's creative spirit. Surrounded by eclectic art galleries, live music venues, and classic apple wine taverns nestled within historic streets, the hotel offers a connection to the city's cultural pulse. Guests can easily walk to the Main River promenade, the Städel Museum, and the Liebieghaus, or explore the lively atmosphere along Schweizer Strasse. Frankfurt's city center and major transport links, including Frankfurt International Airport, are only a short 10–15-minute journey away.

Mid-century sophisticated design for the modern traveler

Influenced by the sophistication of the 1960s, Kennedy 89 features 180 elegantly appointed rooms, including 69 suites, the largest amount of suites offered in the city. Each space blends comfort and contemporary luxury, offering breathtaking views of the Frankfurt skyline and cityscape from their private balconies. All rooms and suites also include kitchens, bringing residential ease to the experience.

"The opening of Kennedy 89 marks an important milestone for Hyatt as we continue to grow our luxury portfolio across Europe. As Hyatt's first affiliated hotel in Frankfurt's Sachsenhausen district, Kennedy 89 offers guests a new level of choice and flexibility, whether they are visiting for business or leisure," said Michel Morauw, Managing Director North, Hyatt. "Our team is committed to innovation and highly personalized service, Kennedy 89 is designed to deliver an experience that consistently exceeds expectations. Its debut underscores our dedication to creating exceptional, meaningful stays while strengthening Hyatt's presence in one of Germany's most dynamic and culturally rich locations."

Inspired Flavors and Modern Plates

Eighty Nine Restaurant & Bar brings Levantine cuisine and flavors together with a touch of Frankfurt and serves dishes designed to be shared. Communal dining forms the heartbeat of the culinary experience here.

KaSa Lounge & Bar combines modern style with classic charm, serving timeless comfort dishes alongside cocktails in a space inspired by the late John F. Kennedy. The cocktail menu pays homage to his tastes with several interpretations of the daiquiri, his favorite drink, woven throughout.

From July 2026, Jack's Rooftop Bar, will provide sweeping skyline views from a serene green oasis above the city. Perfect for meaningful conversations and memorable moments as the light changes over Frankfurt.

Movement for the Modern Traveler

The 24-hour fitness studio allows guests to exercise on their own schedule. Equipped with state-of-the-art machines and designed for both performance and relaxation, it supports every fitness preference from cardio and strength training to yoga and stretching. Peloton bikes will also be incorporated in the near future, further enhancing the studio's offering.

Refined Meetings and Events

The hotel offers versatile spaces for meetings and events, seamlessly blending modern design with advanced technology. Four flexible meeting rooms provide options for intimate or larger gatherings, with the ability to combine two rooms for an expanded space. Integrated audiovisual technology ensures effortless connectivity across all venues, creating an environment where business and creativity come together.

Benjamin Blackman, developer and operator of SIC Hospitality GmbH, commented: “This is the culmination of a ten-year vision to create the preeminent hotel in Frankfurt, and to rejuvenate the city with an alternative vision of contemporary luxury for Europe’s financial capital. I am proud of the result of my decade-long quest. SIC Hospitality has an expanding presence in Germany, with further projects to be announced soon.”

“We are thrilled to welcome Kennedy 89 to The Unbound Collection by Hyatt,” said Jan-Hendrik Meidinger, General Manager, Kennedy 89. “Kennedy 89 brings a new chapter of luxury to Frankfurt, inspired by the desire to offer our guests a space to be themselves, in which all colleagues work together to create unforgettable memories for everyone involved and where the legacy of the past, fuels the vision of tomorrow.”

For more information, please visit Kennedy 89.

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 Unbound Collection by Hyatt

More than a compilation of independent, one-of-a-kind hotels, The Unbound Collection by Hyatt brand is a thoughtful curation of *stories worth collecting*. Whether it’s a modern marvel, a historic gem or a revitalizing retreat, each property provides thought-provoking environments and experiences that inspire guests seeking elevated service when they travel. For a full list of hotels in the collection, visit unboundcollection.hyatt.com. Follow @UnboundxHyatt on Facebook and Instagram and tag your photos with #UnboundxHyatt.

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.

For further information: Media Contacts: Alexandra Rodriguez Vargas Kennedy 89 alexandra.rodriguezvargas@kennedy-89.com Jan-Hendrik Meidinger Kennedy 89 Jan-hendrik.Meidinger@kennedy-89.com Patrice Henry Hyatt – Global Luxury patrice.henry@hyatt.com

---

Additional assets available online: (1)

https://newsroom.hyatt.com/Kennedy89