New resort brings elegant coastal living and upscale dining to the Iberian Peninsula

CHICAGO (March 19, 2026) – Hyatt Hotels Corporation (NYSE: H) has today announced the opening of Masana Algarve, the first Destination by Hyatt branded resort in Portugal. The hotel opening builds on the brand's recent launches in Lisbon and Madeira and reflects Hyatt's continued brand expansion across Portugal, with plans for room count of Hyatt hotels to triple iin the country by 2027.

Located in Olhos de Água, a tranquil coastal neighborhood within the municipality of Albufeira, Masana Algarve offers an upscale residential experience just moments from the Atlantic Ocean. Framed by winding coastal paths, iconic cliffs, and panoramic sea views, the resort provides a relaxed retreat for wellness enthusiasts to immerse themselves in the beauty of their surroundings. Nearby beaches, Olhos de Água and Maria Luísa, are known for their golden sand, turquoise waters and traditional fishing heritage. Small villages, residential neighborhoods and Albufeira Old Town are close by, allowing easy access to cultural attractions, dining and entertainment.

"We are thrilled to welcome Masana Algarve to our diverse and growing European brand portfolio. The hotel embodies the spirit of the Destination by Hyatt brand by capturing the soul and natural beauty of Portugal's Algarve coast," said Manuel Melenchon, Managing Director South - Hyatt EAME. "With vibrant dining experiences, spacious villas and apartments, and premium spa facilities, Masana Algarve offers an ideal retreat for couples and families seeking personalized service, carefully curated moments and natural design inspired by its surrounding."

Where coastal living meets comfort and calm

Masana Algarve features 33 residences composed of spacious one- and two-bedroom suites and villas with garden, pool, or sea views. Each residence offers a fully equipped Bosch kitchen with high-end Create Brand appliances, expansive living and dining areas, a walk-in shower, private outdoor space, and contemporary comforts designed to support longer stays at a relaxed coastal pace. Interiors reflect the rich culture, landscape and slow rhythm of life in the south, blending natural materials, earthy tones, and soft textures to create a refuge of calm and authenticity while promoting wellbeing.

Personalized service rooted in the Algarve spirit

Blending the privacy of residential living with the ultimate comfort of hotel services, Masana Algarve delivers a true home-like experience. Guests are welcomed with thoughtful touches, including traditional cake, seasonal fruits, water, robes, and flip-flops, inviting them to fully unwind in the fresh sea air. Each stay is thoughtfully curated by a dedicated Guest Experience Manager ensuring a seamless and personal experience inspired by the local culture.

Vibrant dining experiences

The resort plays host to two lifestyle-driven culinary concepts, curated and operated by TUPUQ and designed to seamlessly accompany guests from day to night. Casa da Praia by TUPUQ serves as the resort's relaxed daytime venue, offering breakfast, lunch, and light bites in a sundrenched setting overlooking the pool and ocean. As evening falls, TUPUQ Restaurant & Bar on the resort's rooftop becomes the beating social heart, pairing Mediterranean-inspired flavor and crafted cocktails with music that transports guests from sunset well into the night. At both venues, the atmosphere is informal and effortless, built around rhythm, a strong sense of place and designed to flow naturally with each guest's own pace.

A holistic approach to wellbeing

Wellbeing at Masana Algarve seamlessly integrates within the guest experience. The spa offers a holistic menu of services for complete relaxation and includes facilities like sensory and chromotherapy showers, a sauna and hammam alongside a couples' treatment room fit with Thalgo products. The fitness center features Technogym equipment while two outdoor pools, including an adults-only pool, are set within landscaped gardens, lakes, and sweeping coastal views, making it the perfect place to soak up the warmth of the Algarve and connect with nature.

For further information or to make a reservation, please visitMasana Algarve

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The Destination by Hyatt brand is a diverse collection of independent hotels and resorts that are individual at heart yet connected by a commitment to embody the true spirit of each location—whether urban hubs or sprawling resort retreats. Ranging from upper-upscale to luxury, each property is purposefully crafted to be a place of immersive discoveries, in cities or communities, offering authentic design and warm, welcoming service. As an honored host, each Destination by Hyatt property

connects guests to both people and place—offering a sense of belonging that invites all to *make our destination yours*. For more information, visit destinationbyhyatt.com. Follow the Destination by Hyatt brand on Instagram:@destinationhotels, X: @Destination, and Facebook: Destination Hotels.

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*.

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