

Recent and anticipated openings in Johannesburg, Kuala Lumpur, Los Cabos, Tokyo and more mark a milestone year for Hyatt's most iconic luxury brand, underscored by its belief that "Luxury is Personal"

CHICAGO (September 29, 2025) – [Hyatt Hotels Corporation](#) (NYSE:H) announces that the Park Hyatt brand's commitment to personalized luxury is reflected not only in its philosophy to provide service at the highest standard, but also in the brand's thoughtful approach to entering desirable locations across the globe.

In 2025, Hyatt commemorates the 45th anniversary of Park Hyatt—an iconic brand that has helped redefine luxury hospitality since the debut of Park Hyatt Chicago in 1980. The first global Park Hyatt marketing campaign in over five years, [Luxury is Personal](#), showcases the brand's articulation of intuitive service and intentional enrichment. Through a subtle symphony of refined details, each Park Hyatt stay experience is composed to enrich the way our guests stay with us. From scent, to space, to service, the campaign captures the quiet resonance and seamless sensory harmony that occurs when each detail is orchestrated with care and attuned to the individual.

The Park Hyatt brand's recent and continued remarkable growth across Europe, Africa, Asia Pacific, and Americas regions promises to expand the brand's enduring dedication to refined design principles, gracious service, and culinary excellence resonant to each destination. As the brand continues to evolve alongside the expectations of today's discerning global travelers, these strategic openings will create new opportunities for exploration with Park Hyatt hotels serving as havens where understated luxury and exceptional service create a deeply personal experience.

The newest and upcoming openings of Park Hyatt hotels in iconic destinations include:

- **EAME**

- **Park Hyatt Marrakech (opened July 1, 2024):** Park Hyatt Marrakech stands apart from other luxury hotels in the market through a distinctly modern and stylish take on Arab-Berber heritage. The hotel's 130 residentially inspired guestrooms and suites are among the most spacious in Marrakech, and promise privacy and tranquility, with Moroccan touches throughout.
- **Park Hyatt London River Thames (opened October 8, 2024):** Marking the debut of the Park Hyatt brand in the United Kingdom, Park Hyatt London River Thames is located in the South West London district of Nine Elms, boasting unparalleled views of London's skyline. The hotel offers 203 guestrooms, in a prime location that allows guests to fulfill their diverse desires for culture, exploration and creativity – just a short walk from Battersea Power Station.
- **Park Hyatt Johannesburg (opened July 1, 2025):** Set within the vibrant Rosebank district, celebrated for its cultural richness and urban vitality – with 31 elegantly appointed guestrooms and suites, Park Hyatt Johannesburg offers a refined, residential-style experience where thoughtful design, immersive art, and warm hospitality come together in perfect balance.
- **Park Hyatt Taormina (expected to open in 2027):** A cliffside retreat on Sicily's eastern coast, this property will offer sweeping views of the Ionian Sea and Mount Etna, luxurious suites with private terraces, and a serene blend of modern elegance and timeless Italian charm. Just steps from Taormina's historic center, guests will be able to unwind with locally inspired cuisine, a world-class spa and access to the region's rich cultural and natural beauty.

- **ASPAC**

- **Park Hyatt Kuala Lumpur (opened August 7, 2025):** With 252 guestrooms and suites located between levels 75 and 114 of the iconic Merdeka 118 – the tallest skyscraper in Asia Pacific, the hotel provides discerning travelers a refined home in the sky with unparalleled views of the Malaysian capital's skyline.
- **Park Hyatt Tokyo (expected to resume operations in December 2025):** An elegant oasis of space and calm, Park Hyatt Tokyo hotel is the ideal luxury destination in Tokyo where guests can enjoy a 360-degree view of the bustling city and Mount Fuji. Following a comprehensive property-wide refinement since May 2024, the hotel will unveil newly designed guestrooms and suites, restored public spaces, event venues and enhanced dining destinations, including Girandole by Alain Ducasse in collaboration with Ducasse Paris Group founded by the celebrated Michelin-starred chef and entrepreneur, Alain Ducasse.
- **Park Hyatt Phu Quoc (expected to open Q2, 2026):** Nestled on the island's southwest tip, this property will seamlessly harmonize traditional Vietnamese architecture with pristine nature. Park Hyatt Phu Quoc will allow guests to indulge in the exquisite convergence of contemporary art and timeless craftsmanship, creating unforgettable moments for all ages on the pearl island.

- **Americas**

- **Park Hyatt Los Cabos at Cabo del Sol (expected to open late 2025):** A luxurious coastal sanctuary spread

across two miles of the Baja California Sur coastline in the exclusive Cabos de Sol community will boast 163 uniquely designed guestrooms and suites, a 59,000-square-foot wellness complex – one of the region’s largest – including a yoga studio, lap pool and personalized wellness treatments rooted in the destination.

- **Park Hyatt Cancun (expected to open in 2026):** Will offer beachfront access, immersive and rare culinary, bar and lounge experiences, and world-renowned architecture and design.
- **Park Hyatt Mexico City (expected to open in 2026):** Will feature 155 luxury guestrooms and 23 branded residences located on the upscale Campos Elíseos Street in the heart of the Polanco neighborhood, overlooking Mexico City’s iconic Chapultepec Park.
- **Park Hyatt Vancouver (expected to open in 2026):** Now operating as Hyatt Vancouver Downtown Alberni until a multi-million-dollar redesign, Park Hyatt Vancouver will rise high above the skyline in the tallest building in Vancouver. The hotel will also offer 119 beautifully outfitted guestrooms, serene wellness amenities, and a dining experience that promises to redefine elevated hospitality in one of Canada’s most captivating destinations.

Reinforcing the Park Hyatt brand’s belief that luxury experiences are created through the subtly refined and thoughtful details that encompass a stay, the brand is unveiling a new global campaign, [Luxury is Personal](#). Inspired by the idea that a symphony is built from distinct elements working seamlessly together, the campaign illustrates how every aspect of the Park Hyatt experience—from design, to art, cuisine, service, and more—is thoughtfully composed to enrich the way guests feel, move, and stay.

Hyatt’s Luxury hotel portfolio has grown at a remarkable 146 percent since 2017, inviting guests to experience a curated assortment of brands that span cultural immersion, transformational wellbeing, residential modern elegance, and more. With brands like Park Hyatt which combines service with refined understated luxury, the culturally rich and environmentally conscious Alila, and the compilation of independent, one-of-a-kind luxury hotels in The Unbound Collection by Hyatt, Hyatt’s Luxury portfolio continues to see strong, sustained demand from guests and owners alike.

To learn more information, 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 Park Hyatt

The Park Hyatt brand’s legacy spans over 45 years of being the luxury choice for discerning global travelers, offering refined and exceptional accommodations in the world’s most desirable cities and resort destinations. Each property is thoughtfully designed to deliver residentially inspired elegance through architecture, housed world-class art, and curated immersive culinary experiences—all complemented by an intuitively personalized level of service. Guests enjoy carefully appointed rooms, acclaimed design, and signature restaurants led by award-winning chefs—creating experiences as personal as they are memorable. For more information, visit parkhyatt.com. Follow @ParkHyatt on [Facebook](#), [X](#) and [Instagram](#), and tag your moments with #LuxuryIsPersonal.

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 June 30, 2025, the Company’s portfolio included more than 1,450 hotels and all-inclusive properties in 80 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 Contact: Patrice Henry Patrice.Henry@Hyatt.com

Additional assets available online:  [\(1\)](#)

<https://newsroom.hyatt.com/ParkHyattLuxuryIsPersonal>