World of Hyatt to Roll Out New Enhancements Including Digital Points Sharing and Early Award Access to Provide Members More Flexibility and Planning Confidence

CHICAGO (February 25, 2026) — World of Hyatt today announced a thoughtful update to the program, including its published award chart, reinforcing its commitment to transparency, predictability and long-term member value. Beginning in May, World of Hyatt will expand from three to five redemption levels within each of its existing eight categories. World of Hyatt will also separately introduce two new enhancements designed to make the program even more rewarding for members.

World of Hyatt points represent possibility – a long-planned family vacation, a spontaneous weekend getaway, or once-in-a-lifetime experiences in destinations that matter most to members. Members travel with confidence because they know exactly how far their points can take them. That confidence is rooted in our published award chart, a true industry differentiator that provides the clarity and transparency members value and trust. World of Hyatt remains firmly committed to preserving that structure and continuing to operate with fixed point thresholds rather than moving to dynamic pricing for award nights at Hyatt hotels and resorts.

Beginning in May, the award chart will expand to five redemption levels, Lowest, Low, Moderate, Upper and Top. This update enables more precise alignment at the hotel level within clearly defined category caps, and the added levels allow the program to manage peak demand more precisely by reducing the need for broad increases or major category shifts in the future. While the updated framework takes effect in May, World of Hyatt will implement the changes thoughtfully, with limited hotels moving a limited number of nights into the Upper and Top categories in 2026 and broader adoption in the years that follow. After five years without a meaningful structural update, this evolution reinforces long-term stability and protects the integrity of the program rather than fundamentally changing it. This adjustment allows the program to grow into the updated chart for years to come.

“Our members tell us they value transparency and the ability to plan with confidence,” said Laurie Blair, senior vice president, global marketing and loyalty, Hyatt. “We know change can be difficult, especially in a loyalty program our members care deeply about. This update reinforces our commitment to a published award chart with fixed point thresholds while ensuring World of Hyatt remains strong, sustainable and rewarding for years to come.”

New Enhancements Members Are Seeking

As World of Hyatt continues to listen closely to members, the program plans to introduce new enhancements designed to make it even more engaging. Later this year, members will be able to share points digitally, making it easier than ever to help a loved one begin their next adventure or turn a special occasion into a shared experience.

Additionally, Explorists, Globalists, Lifetime Globalists and World of Hyatt Credit Cardmembers will enjoy early access to award night availability and more opportunity to plan ahead and turn points into memorable future getaways. More details coming soon.

Advance Notice of Annual Category Changes

Providing advance notice allows members time to plan and book at current category levels before changes take effect (those reservations will be honored as booked). The expanded redemption levels are intended to reduce the need for larger category shifts over time by allowing for more precise seasonal alignment within each category.

World of Hyatt will continue its established annual hotel category review process, with yearly category changes announced in April. Separately, five hotels will shift up one category (Andaz Pattaya Jomtien Beach, Hyatt Centric Malta, Hyatt Regency Kotor Bay Resort, Hyatt Place San Antonio-Northwest/Medical Center and Grand Hyatt Incheon), one hotel with shift up two categories (Grand Hyatt Grand Cayman Resort & Spa, *opening in 2026*) and one hotel will shift down one category (The Barnett, which is part of the JdV by Hyatt brand) effective starting today, to better reflect current market conditions.

More Places to Earn, Redeem and Explore

Since the award chart was last updated in 2021, World of Hyatt has expanded in meaningful ways. Members can now experience iconic lifestyle brands like The Standard and Bunkhouse Hotels, discover luxury all-inclusive stays through brands such as Impression by Secrets, Zoëtry Wellness and Spa Resorts, Dreams Resorts and Spa and more, or enjoy immersive outdoor escapes with *Under Canvas*. At the same time, Hyatt has grown in sought-after destinations around the world, making World of Hyatt points one of the most powerful in the industry, opening the door to richer and more personalized experiences.

World of Hyatt’s loyalty program is designed to unite Hyatt’s growing brand portfolio while delivering meaningful member experiences. A strong program must balance exceptional value with long-term sustainability. By maintaining a published award

chart with fixed amounts and expanding flexibility within defined category caps, World of Hyatt reinforces its commitment to transparency, predictability and lasting member trust.

Members can learn more about the updated award chart here.

For further information:

About World of Hyatt

World of Hyatt is Hyatt's award-winning guest loyalty program uniting participating locations in Hyatt's Luxury Portfolio, ncluding ***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***, ***Bahia Principle Hotels & Resorts, Alua Hotels & Resorts***®, and ***Sunscape***® ***Resorts & Spas****;* 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***. Members who book directly through Hyatt channels can enjoy personalized care and access to distinct benefits including Guest of Honor, confirmed suite upgrades at time of booking, diverse wellbeing offerings, digital key, and exclusive member rates. With 63 million members and counting, World of Hyatt offers a variety of ways to earn and redeem points for hotel stays, dining and spa services, wellbeing focused experiences through the World of Hyatt FIND experiences platform; as well as the benefits of Hyatt's strategic loyalty collaboration with American Airlines AAdvantage®. Travelers can enroll for free at hyatt.com, download the World of Hyatt app for android and IOS devices and connect with World of Hyatt on Facebook, Instagram, TikTok and X.

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, 2025, the Company's portfolio included more than 1,500 hotels and all-inclusive properties in 83 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***, ***Bahia Principle Hotels & Resorts, Alua Hotels & Resorts***®, and ***Sunscape***® ***Resorts & Spas****;* 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.

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