Hyatt Newsroom

# Strategic focus on Canada supports Hyatt's sustained growth in key leisure markets and one of the industry's fastest growing loyalty programs

**CHICAGO (November 1, 2023) –** Hyatt Hotels Corporation ("Hyatt") (NYSE: H) is positioned to double Hyatt's brand footprint in Canada by the end of 2026, with more than 20 executed managed and franchised agreements across its distinct brands. As Hyatt continues to build industry-leading net rooms growth globally, this strategic and intentional growth in Canada reflects Hyatt's focus on listening and developing in destinations that matter most to guests, World of Hyatt members and owners.

With nearly 20 hotels currently open in Canada, Hyatt expects to have an additional 23 hotels open and operating by the end of 2026, doubling Hyatt's Canadian brand footprint, and further expanding compelling guest and member experiences for World of Hyatt, one of the industry's fastest growing loyalty programs. This significant expansion includes newly announced deals for luxury and lifestyle hotels including the second hotel in Canada within The Unbound Collection by Hyatt brand. The hotel will be located in Ontario wine country and will join Spirit Ridge located in the beautiful Okanagan Valley wine country. Other upcoming properties include:

- **Hyatt Centric Winnipeg Downtown** (2025) is expected to be the second Hyatt Centric hotel in Canada and will be in the heart of downtown Winnipeg, home to a vibrant arts and music scene, world-class museums, and stunning outdoor attractions. The lifestyle hotel will offer 140 modern guestrooms and suites, approximately 1,200 square feet of meeting space, a signature restaurant and bar and an open concept lobby that will capture the local spirit and inspire guests to get out and explore. The property is owned and will be operated by The Kothari Group.
- **Hyatt Centric Victoria – Old Town** (2026), will be the first Hyatt branded hotel in Victoria, British Columbia and will join Hyatt's growing Boundless Collection portfolio in Canada. Centrally located in Old Town Victoria, home to Canada's oldest Chinatown and known for its historic brick buildings and walkable streets, the hotel will offer 135 rooms and suites, and dynamic food and beverage options including a restaurant, bar, lounge, and coffee shop. The property is owned by Chard Development Ltd.

"Hyatt is focused on accelerating brand growth and momentum in meaningful ways with several planned openings to meet every stay occasion in sought-after destinations coast-to-coast across Canada," said Scott Richer, vice president of development and owner relations for Canada, Hyatt. "In 2022, Hyatt established a cross-functional corporate team dedicated to Canada, which enables us to continue growing Hyatt's brand presence across the country with new and existing owners, to bring these — and more — exciting projects to life."

**Portfolio Growth Includes Several New Leisure & Tertiary Markets for Hyatt**

Hyatt's commitment to growing its brands in Canada will offer guests a portfolio of hotels designed to provide memorable and engaging guest experiences. By the end of 2026, Hyatt expects to have an established brand presence in several sought-after leisure markets that currently do not have a Hyatt hotel including:

- **Hyatt House Port Elgin** (2026) will be located in close proximity to some of the most idyllic sandy beaches on Lake Huron.
- **Hyatt Place Whitehorse** (2025) will provide the ideal home base for adventurers looking to explore the vast and breathtaking Yukon wilderness.

**New Airport Locations Planned Coast-to-Coast**

Hyatt is expanding its brand footprint at some of Canada's busiest airports with elevated experiences including free breakfast for guests and 24/7 conveniences that are attractive to both leisure and business travelers:

- **Hyatt Place Montreal - Trudeau International Airport** (2025)
- **Hyatt Place Toronto International Airport** (2025)
- **Hyatt House Toronto International Airport** (2026)
- **Hyatt Place Mississauga – Airport Corporate Centre** (2024)
- **Hyatt House Mississauga – Airport Corporate Centre** (2024)
- **Hyatt Place Vancouver International Airport** (2026)
- **Hyatt House Vancouver International Airport** (2026)

**Recently Opened Hyatt Hotels in Canada**

Hyatt's impressive Canadian pipeline will join several hotels that opened in Canada over the past years, across Hyatt's diverse brand portfolio including:

- Hyatt Centric Montreal *opened in March 2023*
- Hyatt Place Toronto/Brampton *opened in August 2022*
- Hyatt Place Montreal Downtown *opened in June 2022*
- The Walper Hotel, part of the JdV by Hyatt brand, located in Kitchener, Ontario,*opened in May 2022*
- The Anndore House, part of the JdV by Hyatt brand, located in Toronto,*opened in April 2021*

To further engage with owners and operators, Hyatt will be exhibiting at the Western Canadian Lodging Conference November 1-2 at Hyatt Regency Vancouver.

For more information or to book a stay, please visithyatt.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 June 30, 2023, the Company's portfolio included more than 1,250 hotels and all-inclusive properties in 76 countries across six continents. The Company's offering includes brands in the *Timeless Collection*, including ***Park Hyatt®***, ***Grand Hyatt®***, ***Hyatt Regency®***, ***Hyatt®***, ***Hyatt Vacation Club®***, ***Hyatt Place®***, ***Hyatt House®***, ***Hyatt Studios***, and ***UrCove***; the *Boundless Collection*, including ***Miraval®***, ***Alila®***, ***Andaz®***, ***Thompson Hotels®***, ***Dream® Hotels***, ***Hyatt Centric®***, and ***Caption by Hyatt®***; the *Independent Collection*, including ***The Unbound Collection by Hyatt®***, ***Destination by Hyatt®***, and ***JdV by Hyatt®***; and the *Inclusive Collection*, including ***Impression by Secrets***, ***Hyatt Ziva®***, ***Hyatt Zilara®***, ***Zoëtry® Wellness & Spa Resorts***, ***Secrets® Resorts & Spas***, ***Breathless Resorts & Spas®***, ***Dreams® Resorts & Spas***, ***Hyatt Vivid Hotels & Resorts***, ***Alua Hotels & Resorts®***, and ***Sunscape® Resorts & Spas***. 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 the 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 geo-political 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 earthquakes, tsunamis, tornadoes, hurricanes, droughts, floods, wildfires, oil spills, nuclear incidents, and global outbreaks of pandemics or contagious diseases, or fear of such outbreaks; the pace and consistency of recovery following the COVID-19 pandemic and the long-term effects of the pandemic, additional resurgence, or COVID-19 variants, including with respect to global and regional economic activity, travel limitations or bans, the demand for travel, transient and group business, and levels of consumer confidence; the ability of third-party owners, franchisees, or hospitality venture partners to successfully navigate the impacts of the COVID-19 pandemic, any additional resurgence, or COVID-19 variants or other pandemics, epidemics or other health crises; our ability to successfully achieve certain 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 property 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, including with respect to our acquisition of Apple Leisure Group and Dream Hotel Group and the successful integration of each business; failure to successfully complete proposed transactions (including the failure to satisfy closing conditions or obtain required approvals); our ability to successfully execute on our strategy to expand our management and franchising business while at the same time reducing our real estate asset base within targeted timeframes and at expected values; declines in the value of our real estate assets; unforeseen terminations of our management 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, including as a result of the COVID-19 pandemic, industry consolidation, and the markets where we operate; our ability to successfully grow the World of Hyatt loyalty program and 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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