Hyatt grows net rooms by 10.5% to last year as of the end of the first quarter 2025 with momentum in Essentials, Lifestyle and Luxury portfolio growth, branded residential demand, and more

CHICAGO (MAY 30, 2025) – Hyatt Hotels Corporation (NYSE: H) today announced Unscripted by Hyatt, the newest brand in its growing Essentials portfolio. Designed for travelers who value the essentials and prefer spontaneity over structure, Unscripted by Hyatt hotels will bring to life a flexible, collection-style approach where each property reflects its own identity and local flavor yet remains unmistakably Hyatt in quality and care.

Positioned in the upscale segment, the Unscripted by Hyatt brand fills a key white space in Hyatt's portfolio and is designed to unlock growth through adaptive reuse and conversion-friendly opportunities. With over 40 hotels globally in active discussions to join the brand, the Unscripted by Hyatt brand offers independent properties and small portfolios a light-touch operating model and flexible brand standards—empowering owners to maintain their unique identity and positioning while benefiting from Hyatt's global scale, including the award-winning World of Hyatt loyalty program, now more than 56 million members strong.

"The Unscripted by Hyatt brand gives owners a flexible path to join the Hyatt system while still delivering the high-quality, dependable experience guests expect from Hyatt," said Dan Hansen, Head of Americas Development, Hyatt. "By joining the growing World of Hyatt loyalty program, owners benefit from our powerful network where an innovative new brand like Unscripted by Hyatt widens our guest and customer reach and strengthens the value of the whole Hyatt system."

Hyatt's focus on its Essentials portfolio is part of its insights-led evolution to deepen and enrich experiences for guests and owners within five distinct brand portfolios. As Hyatt scales its select service offerings within its Essentials portfolio, it is simultaneously expanding its Lifestyle and Luxury portfolios to grow in more markets, with more members, for more stay occasions.

Hyatt's Lifestyle portfolio grows room count by more than 11% as of the end of first quarter 2025 compared to the same period last year

Hyatt's Lifestyle portfolio continues to set the standard for immersive, design-driven hospitality. Known for bold design, vibrant dining, and unique cultural programming, the Lifestyle portfolio added more than 30 new properties and 3,500 rooms between the first quarter of 2024 and first quarter of 2025, including exciting openings and the acquisition of Standard International's brands.

The Standard, The StandardX and Bunkhouse Hotels are generating strong demand from guests, group customers, and owners alike as Hyatt increases its lifestyle offerings. Additionally, World of Hyatt members can now earn and redeem points at most The Standard and The StandardX hotels, including locations like New York, Ibiza, London, and Bangkok – bringing even more global lifestyle experiences into the program.

The recent formation of Hyatt's Lifestyle Group, led by Amar Lalvani, President & Creative Director, is focused on enhancing Hyatt's leading position in the lifestyle segment. The Lifestyle portfolio has a number of exciting openings ahead, with Andaz Nagoya recently signed and coming at a to-be-announced date, as well as the following hotels set to open through 2026:

- **Thompson Miami Beach** (*expected to open in Q3 2025*) is located just steps from the beach and the famed Lincoln Road shopping scene. With 147 stylish rooms, Thompson Miami Beach will offer a chic interior and suites by internationally acclaimed designer Gulla Jónsdóttir.
- **Thompson Shanghai Expo** (*expected to open in November 2025*) will debut the Thompson brand in Asia Pacific and is inspired by Shanghai's industrial legacy and cosmopolitan energy. This urban retreat will celebrate contemporary design, curated art, and innovative gastronomy – a true reflection of the city's vibrant spirit.
- **Andaz Lisbon** (*expected to open in Q4 2025*), located in the Baixa district, will span five buildings – including the former Banco Português de Investimento – with 232 rooms, a rooftop, and bold design rooted in local culture.
- **Andaz Turks & Caicos at Grace Bay** (*expected to open in early 2026*) will mark the first Hyatt hotel on the islands of Turks & Caicos and the first Andaz hotel in the Caribbean. The 5.5+ acre resort will offer three restaurants and bars, a spa, kids club, an indoor fitness center and recreational water sports.
- **Andaz Gold Coast** (*expected to open in 2026*) will be the first Andaz hotel in Australia. Part of the world-class integrated development on Broadbeach Island, Queensland, the property will offer easy access to sandy beaches, rainforests, and a myriad of dining and entertainment options.
- **The Standard, Lisbon** (*expected to open in 2026*) will open in the former Santa Clara Palace with 197 rooms, rooftop views, dining venues, and 32 branded residences, blending heritage, design, and prime city location.
- **Thompson Seville** (*expected to open in 2026*) will debut in Spain's fourth-largest city, channeling its vibrant creative energy. Its 101 rooms, rooftop pool, dining, and co-working spaces will be set within a culturally rich location.

- **Andaz Shanghai ITC** (*expected to open in Q1 2026*) will be situated in Xujiahui in Central Shanghai, offering global travelers inspiring and unique experiences in the vibrant city of Shanghai through the brand's distinct expressions of local culture and focus on elevated sensory experiences.
- **The Standard, Mexico City** (*expected to open in 2026*) is anticipated to open in time for one of soccer's biggest events, and will be set in Tabacalera, a historic neighborhood undergoing significant transformation due to its distinct art, culture and gastronomy.

Luxury offerings continue strong momentum driven by demand for experiences and branded residences

Hyatt's growing Luxury portfolio invites 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 sophistication with 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.

At the end of the first quarter of 2025 compared to the same period last year, the number of rooms in the Luxury portfolio has grown by more than 5%. This momentum continues with upcoming and exciting planned openings for the portfolio through 2026 including:

- **Park Hyatt Los Cabos at Cabo del Sol Hotel & Residences** (*expected to open in summer 2025*) will introduce the Park Hyatt brand to Mexico with a 59,000-square-foot wellness complex and 163 guestrooms and suites across two miles of coastline in the exclusive Cabo del Sol enclave.
- **Park Hyatt Kuala Lumpur** (*expected to open in August 2025*) will occupy the top floors of Merdeka 118, the tallest skyscraper in Asia Pacific, and be the first Park Hyatt property in Malaysia, overlooking Stadium Merdeka, Malaysia's national treasure and a UNESCO heritage site.
- **Alila Mayakoba** (*expected to resume operations in 2025 after rebranding from Andaz Mayakoba*) will mark the debut of the Alila brand in Latin America and the Caribbean, offering a wellbeing sanctuary with a collection of 118 guestrooms and 64 suites and Spa Alila offering holistic wellness experiences deeply connected to local culture and sustainability.
- **Park Hyatt Johannesburg** (*expected to open in Q3 2025*) will offer 31 rooms of pure understated luxury, serving as a refined retreat in the vibrant Rosebank district – a cultural and commercial hub in the heart of the city.
- **Miraval The Red Sea** (*expected to open in Q4 2025*), the Miraval brand's first resort outside the U.S. and designed around immersive, personalized wellness programming, will open on Shura Island with 180 rooms and suites.
- **The Barai** (part of The Unbound Collection by Hyatt) (*expected to open in July 2026*) will debut The Unbound Collection by Hyatt in Thailand. Set in the coastal city of Hua Hin, the resort will embody elevated wellness experiences where architecture meets the elements of nature, wind, water, fire and earth, inspired by Khmer spiritual design.
- **Park Hyatt Mexico City Hotel & Residences** (*expected to open in 2026*) will feature 155 guestrooms and will be located on the upscale Campos Elíseos Street overlooking Mexico City's iconic Chapultepec Park.
- **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.

As an extension of Hyatt's luxury growth, Hyatt is also seeing increasing demand for its branded residences – one of the fastest growing segments of luxury real estate globally. Hyatt's growing branded residential portfolio includes brands like Park Hyatt, Thompson Hotels, Andaz, The Standard, Miraval, and more.

"Born from Hyatt's luxury expertise, Hyatt's branded residential portfolio offers extraordinary living experiences with Hyatt's globally renowned brands in the world's most desirable destinations," said Tina Necrason, Global Head of Branded Residential, Hyatt. "Each residence reflects the brand's unique identity – reimagined for private ownership where hotel-inspired living meets every-day needs and desires."

With more than 50 branded residential projects open or in its pipeline around the world, Hyatt's rich legacy in luxury enables the company to redefine residential living excellence. Upcoming openings include Park Hyatt Los Cabos at Cabo del Sol Hotel & Residences, plans for five Thompson Hotels Residences to debut in Mexico in locations like Cancun, Puerto Vallarta, and Mexico City, along with the recently opened The Standard Residences in Lisbon and other upcoming openings in Miami and Asia.

To learn more about upcoming openings and projects in Hyatt's pipeline, please visithttps://www.hyatt.com/development/.

The term "Hyatt" is used in this release for convenience to refer to Hyatt Hotels Corporation and/or one or more of its affiliates.

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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 March 31, 2025, the Company's portfolio included more than 1,450 hotels and all-inclusive properties in 79 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***®, ***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. These statements include statements about the Company's new brand and expected performance and demand, planned openings, and development pipeline. 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 earthquakes, tsunamis, tornadoes, hurricanes, 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; failure to successfully complete proposed transactions (including the failure to satisfy closing conditions or obtain required approvals); 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 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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