Hyatt Newsroom

The all-inclusive resort is set to bring the Hyatt Ziva brand to life and add to the brand's growing presence in Mexico

CHICAGO (April 19, 2021) - Hyatt Hotels Corporation (NYSE:H) and Playa Hotels & Resorts N.V. (NASDAQ: PLYA) today announced plans for a new Hyatt Ziva all-inclusive resort in Mexico's Riviera Cancun region. Slated to open later this year, the family friendly Hyatt Ziva Riviera Cancun will be the latest resort to join the award-winning Hyatt Ziva portfolio, which is designed for travelers seeking an effortless, all-inclusive experience.

Situated between Playa del Carmen and the world-famous Cancun Hotel Zone approximately 30 minutes from Cancun International Airport, the 438-room Hyatt Ziva Riviera Cancun plans to provide travelers with the opportunity to reconnect with loved ones, enjoy time away from their busy lives, and experience the most unique aspects of Riviera Cancun.

"We are thrilled to introduce the Hyatt Ziva brand to new guests and World of Hyatt members as we expand our brand footprint in the Americas through the addition of this new all-inclusive resort," said Frank Lavey, senior vice president of global operations, Hyatt. "The Hyatt Ziva portfolio offers guests a vibrant and energizing, multi-generational stay with service from the heart and wellbeing inspired programming to create an effortless experience for every guest."

"Our portfolio of Hyatt all-inclusive resorts is the standard bearer and leader in the all-inclusive category across Mexico and throughout the Caribbean," said Fernando Mulet, executive vice president & chief development officer, Playa Hotels and Resorts. "Today's announcement further solidifies Playa's commitment to revolutionizing the all-inclusive sector by working with legendary hospitality brands that consumers trust and delivering an experience that is second-to-none."

With a focus on travel experiences for all ages, Hyatt Ziva Riviera Cancun will offer a variety of amenities including several globally inspired and locally authentic restaurants; multiple swimming pools; the Zen Spa inspired by pre-Hispanic Mayan culture with 12 indoor and eight outdoor treatment rooms designed to reflect the stunning, natural scenery; a fitness center with state-of-the-art amenities; and ocean views of the crystalline waters of the Caribbean Sea and the lagoon of Bahia Petempich. Additionally, the property will offer more than 15,000 square feet of meeting and event space, ideal for weddings, anniversary celebrations and a variety of gatherings.

The Hyatt Ziva Riviera Cancun debut will bring the total number of Hyatt Ziva resorts to six across Mexico and the Caribbean. Considered an expert in this space, Playa Hotels & Resorts will operate the resort, delivering a new level of sophistication and service to the destination's all-inclusive market.

Hyatt Ziva Riviera Cancun will be located at Bahia de Petempich SM 12 MZ 31 Lote14-02 Puerto Morelos, 77580 Q.R., Mexico.

For more information or to book a stay, please visithttps://www.resortsbyhyatt.com/comingsoon

Guided by its purpose of care, Hyatt's multi-layered Global Care & Cleanliness Commitment further enhances its operational guidance and resources around colleague and guest safety and peace of mind. More information on Hyatt's commitment can be found here: hyatt.com/care-and-cleanliness

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

For further information:

About Hyatt Ziva

Hyatt Ziva premium all-inclusive resorts capture the delightful and vibrant experiences families seeking quality time with their loved ones need. Guests can make unforgettable family memories through effortless, on-site activities, a wide variety of culinary offerings reflecting local and global cuisines, and service from the heart designed to cater to multiple generations. For more information on Hyatt Ziva all-inclusive resorts or to make a reservation, visit allinclusive.hyatt.com, call +1-800-760 0944 or contact a preferred travel agent. Join the conversation on Facebook and Instagram, and tag photos with #HyattAllIn.

About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company offering 20 premier brands. As of December 31, 2020, the Company's portfolio included more than 975 hotel, all-inclusive, and wellness resort properties in 69 countries across six continents. The Company's purpose to care for people so they can be their best informs its business decisions and growth strategy and is intended to attract and retain top employees, build relationships with guests and create value for shareholders. The Company's subsidiaries operate, manage, franchise, own, lease, develop, license, or provide services to hotels, resorts, branded residences, and vacation ownership properties, including under the ***Park Hyatt®***, ***Miraval®***, ***Grand Hyatt®***, ***Alila®***, ***Andaz®***, ***The Unbound Collection by Hyatt®***, ***Destination by Hyatt™***, ***Hyatt Regency®***, ***Hyatt®***, ***Hyatt Ziva™***, ***Hyatt Zilara™***, ***Thompson Hotels®***, ***Hyatt Centric®***, ***Caption by Hyatt***, ***JdV by Hyatt™***, ***Hyatt House®***, ***Hyatt***

Place®, ***tommie™***, ***UrCove***, and ***Hyatt Residence Club®*** brand names, and operates the World of Hyatt® loyalty program that provides distinct benefits and exclusive experiences to its valued members. For more information, please visit *www.hyatt.com*.

About Playa Hotels & Resorts N.V.

Playa Hotels & Resorts N.V. (NASDAQ: PLYA, "Playa") is a leading owner, operator and developer of all-inclusive resorts in prime beachfront locations in popular vacation destinations in Mexico and the Caribbean. Playa owns and/or manages a total portfolio consisting of 20 resorts (7,867 rooms) located in Mexico, Jamaica, and the Dominican Republic. In Mexico, Playa owns and manages Hyatt Zilara Cancun, Hyatt Ziva Cancun, Panama Jack Resorts Cancun, Panama Jack Resorts Playa del Carmen, Hilton Playa del Carmen an All-Inclusive Resort, Hyatt Ziva Puerto Vallarta and Hyatt Ziva Los Cabos. In Jamaica, Playa owns and manages Hyatt Zilara Rose Hall and Hyatt Ziva Rose Hall, Hilton Rose Hall Resort & Spa, Jewel Grande Montego Bay Resort & Spa and Jewel Paradise Cove Beach Resort & Spa. In the Dominican Republic, Playa owns and manages Hyatt Zilara Cap Cana, Hyatt Ziva Cap Cana, Hilton La Romana an All-Inclusive Family Resort and Hilton La Romana an All-Inclusive Adult Resort. Playa also owns two resorts in the Dominican Republic that are managed by a third party, manages Sanctuary Cap Cana in the Dominican Republic and owns one additional property in Mexico. For more information, please visit www.playaresorts.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. 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 when made, are inherently uncertain, and are subject to numerous assumptions and uncertainties, many of which are outside of Playa Hotels & Resorts or Hyatt's control, which could cause actual results, performance or achievements to differ materially from those expressed in or implied by such statements. Forward-looking statements made in this press release are made only as of the date of their initial publication and neither party undertakes an obligation to publicly update any of these forward looking statements as actual events unfold, except to the extent required by applicable law. If one or more forward-looking statements is updated, no inference should be drawn that any additional updates will be made with respect to those or other forward-looking statements.

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