

Idyllic wine country retreat will mark the Alila brand's third hotel in California and the U.S.

CHICAGO (January 28, 2021) – [Hyatt Hotels Corporation](#) (NYSE: H) announced today an expansion of the luxury lifestyle Alila brand in the United States with the addition of Alila Napa Valley in St. Helena, Calif. Slated to join Hyatt's portfolio on March 1, 2021, and at this time, scheduled to resume operations on March 15, 2021, the exclusive 68-room adults-only retreat will feature personalized hospitality that celebrates the authenticity of one of the world's most famous wine regions. Alila Napa Valley will add to Hyatt's growing Alila brand portfolio, joining Ventana Big Sur, an Alila Resort, and Alila Marea Beach Resort Encinitas, which is slated to open in March 2021. With 14 distinct properties across six countries worldwide, the Alila brand features luxury hotels and resorts in unique locations, distinguished by innovative design, a strong commitment to sustainable tourism, as well as rare and intimate destination experiences.

Surrounded by the pristine home vineyards of the Beringer Estate, Alila Napa Valley will offer guests an exclusive, curated and truly luxury travel experience in the heart of California's Wine Country. The hotel features award-winning design by renowned design team Yabu Pushelberg using natural materials and a soothing neutral palette that well-complement the unobstructed vineyard and mountain views that face west for idyllic sunsets.

The hotel's 68 guest rooms, including seven suites are appointed with automation controls, marble bathrooms, custom-designed furniture. All guestrooms have oversized balconies or wrap-around terraces with fireplaces and some with an outdoor bathtub. Alila Napa Valley will feature a newly rebranded Spa Alila and Fitness Center, a dramatic outdoor pool that overlooks adjacent vineyards and distant mountains, as well as a seasonally driven restaurant and bar – Acacia House, led by Chef Chris Cosentino – which will feature a local, sustainable menu that reflects the bounty of Napa Valley. The hotel is walking distance from the quaint shops and restaurants in downtown St. Helena and has nearby access to more than 400 wineries, hot air ballooning, the Culinary Institute of America at the Greystone and a variety of experiences curated by the concierge team.

"Growing the Alila brand remains a priority for Hyatt and we're so thrilled to offer guests and World of Hyatt members new, immersive experiences set in the remarkable beauty of California's exceptional Napa Valley wine country," said Crystal Vinisse Thomas, Hyatt global brand leader, lifestyle and luxury brands. "As the third Alila destination in California, Alila Napa Valley is poised to provide a personalized approach that will help discerning guests discover what makes the Napa Valley region so special. As a leader in crafted luxury, responsible tourism and transformative experiences, the Alila brand will deliver a refreshing guest experience that is all its own, while embodying a brand ethos that feels right at home in California."

Previously known as Las Alcobas, a Luxury Collection Hotel, Napa Valley, the hotel is built around a stately, Georgian-style guesthouse that was originally constructed in 1907 and is now used to house the restaurant, bar and seven guest rooms. The welcoming dining space offers a half horseshoe-shaped bar for sipping and tastings as well as indoor and outdoor seating on a beautiful, covered terrace with towering columns.

The hotel's transformed Spa Alila will invite guests to relax and rejuvenate with transformative and customized therapies and treatments that are reflective of its wine country location. Guests will be able to enjoy various wellness offerings such as daily yoga classes, creative fitness programming, complimentary bicycles and uniquely local offerings such as "mindful wine tastings." Spa services will be offered within a unique contemporary farmhouse including a lap pool, steam room, couples massage suite and more. Meanwhile, a premium fitness center will be open to guests around the clock with state-of-the-art equipment from TRX and Life Fitness, as well as a yoga studio.

Alila Napa Valley will be set for gatherings with three contemporary-designed event spaces totaling nearly 5,500 square feet for small meetings and social events up to 100 guests. A boardroom will fit up to 12 guests, and the Acacia Barn will offer an adjoining kitchen and space for up to 150 guests. Groups can also take their affairs outside with a terrace, patio, and a 3,000-square-foot lawn perfect for weddings, reunions, and other fresh air events.

Alila Napa Valley will be easily accessible from various points throughout Northern California and the Bay Area, situated just 78 miles from San Francisco International Airport, 64 miles from Sacramento International Airport, and 45 miles from Sonoma County Airport.

Joining Alila Napa Valley and Ventana Big Sur, an Alila Resort, will be [Alila Marea Beach Resort Encinitas](#), slated for opening in March 2021 in Encinitas, Calif., a quintessential beach town in San Diego's North County Coastal region. Situated along coastal bluffs and overlooking Grandview and South Ponto Beaches, Alila Marea Beach Resort Encinitas will be a luxury oceanfront hotel with 130 guestrooms, including 16 suites. The resort will offer an ocean-view restaurant with rooftop patio, a pool with pool bar and an infinity-edge hot tub, a luxury Spa Alila and spectacular wedding and events venues, all with panoramic Pacific Ocean and lagoon views.

On March 1, 2021, Alila Napa Valley will also join the World of Hyatt loyalty program, providing members with opportunities to enjoy valuable loyalty benefits on qualifying hotel stays, dining services, meetings, events and more as a part of their unique stay experience. Reservations for Alila Napa Valley will be available starting March 1, 2021, for stays slated for March 15, 2021

and beyond.

Alila Napa Valley will be located at 1915 Main Street, St. Helena, Calif. For more information on Alila Napa Valley, visit alilanapavalley.com, and to learn more about the Alila brand, visit alilahotels.com.

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 Alila

The hallmark of Alila hotels is the combination of innovative design and luxury in unique locations, set apart by an unprecedented level of private space, crafted artisanship, personalized hospitality, and bespoke journeys. Alila means "Surprise" in Sanskrit, which suitably describes the refreshing character of our properties and impressions of our guests when they stay with us. In support of sustainable tourism, Alila hotels adopt EarthCheck operating standards, integrating the natural, physical and cultural elements of their environments. To stay at any Alila hotels and resorts is to embark on a destination experience – be it in recreating the flavors of the local cuisine, enhancing your well-being through ancient healing arts or the thrill of adventure sports, you will re-discover the luxury of living at Alila. For more information visit, alilahotels.com, follow us on Instagram [@AlilaHotels](https://www.instagram.com/AlilaHotels) or like us on [Facebook](https://www.facebook.com/AlilaHotels).

About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company offering 20 premier brands. As of September 30, 2020, the Company's portfolio included more than 950 hotel, all-inclusive, and wellness resort properties in 67 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 develop, own, lease, operate, manage, franchise, 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®**, **Hyatt Regency®**, **Hyatt®**, **Hyatt Ziva™**, **Hyatt Zilara™**, **Thompson Hotels®**, **Hyatt Centric®**, **Caption by Hyatt**, **Joie de Vivre®**, **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.

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, the short- and longer-term effects of the COVID-19 pandemic, including on the demand for travel, transient and group business, and levels of consumer confidence; actions that governments, businesses, and individuals take in response to the COVID-19 pandemic or any resurgence, including limiting or banning travel; the impact of the COVID-19 pandemic, and actions taken in response to the COVID-19 pandemic or any resurgence, on global and regional economies, travel, and economic activity, including the duration and magnitude of its impact on unemployment rates and consumer discretionary spending; the ability of third-party owners, franchisees or hospitality venture partners to successfully navigate the impacts of the COVID-19 pandemic; the duration of the COVID-19 pandemic and the pace of recovery following the pandemic or any resurgence; 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; levels of spending in business and leisure 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 such as earthquakes, tsunamis, tornadoes, hurricanes, floods, wildfires, oil spills, nuclear incidents, and global

outbreaks of pandemics or contagious diseases or fear of such outbreaks, such as the COVID-19 pandemic; 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 and common stock repurchase program and quarterly dividend, including a reduction in or elimination 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 capital necessary to fund current operations or implement our plans for growth; risks associated with potential acquisitions and dispositions and the introduction of new brand concepts; the timing of 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 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 and operating costs; foreign exchange rate fluctuations or currency restructurings; 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 industry consolidation, and the markets where we operate; our ability to successfully grow the World of Hyatt loyalty program; cyber incidents and information technology failures; outcomes of legal or administrative proceedings; violations of regulations or laws related to our franchising business; 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 Report on Form 10-Q filed on May 7, 2020, 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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