

Representing the largest oceanfront hotel development in San Diego County in more than 50 years, the two hotel openings join Hyatt and underscore Oceanside Beach's appeal as a sought-after Southern California travel destination

CHICAGO (May 19, 2021) – [Hyatt Hotels Corporation](#) (NYSE: H) announced today the opening of [Mission Pacific Hotel, a JdV by Hyatt hotel](#). Situated on 700 feet of beachfront property in Oceanside Beach, Calif. in North County San Diego, Mission Pacific Hotel and [The Seabird Resort, a Destination by Hyatt hotel](#), which is slated to open on May 25, welcome guests to two adjacent boutique-style properties on a coastal playground that will markedly enhance the tourism landscape in Oceanside Beach.

Mission Pacific Hotel

Mission Pacific Hotel is a vibrant beachfront sanctuary with a laid-back spirit. Relaxed and undeniably Southern Californian, the 161 high-touch guest rooms – including 38 suites – feature soothing textures, gentle colors, cozy bedding, and gentle salt air. An expansive rooftop pool and jacuzzi with private cabanas and lounge seating offers the ultimate vantage point from which to take in endless Pacific views and majestic sunsets. A 24-hour fitness center, a library, and 13,000 square feet of ocean-view function space are among other notable amenities. Additionally, an exclusive beach kiosk provides guests with everything they need for a day of surf and sand, from chairs and umbrellas to sunscreen, towels, flip-flops, surfboard rentals, and more.

On the culinary front, adventurous taste and joy-driven hospitality merge to create four distinct food and beverage experiences that range from surf-casual to upscale. Valle, a Guadalupe Valley Kitchen will debut this summer as the hotel's signature restaurant, helmed by acclaimed Chef Roberto Alcocer. Featuring a spacious outdoor dining veranda overlooking the ocean and private dining room, Valle will underscore California culinary inspiration rooted in the traditions of the Guadalupe Valley, perfectly rendered, and delivered by one of Baja's most celebrated chefs. The Rooftop at Mission Pacific is Oceanside Beach's first rooftop bar, where guests can enjoy expansive views and gorgeous sunsets with lounge seating and a range of specialty cocktails, craft beers, and inventive cuisine by Chef Alcocer. High/Low is an easy, breezy oceanfront café featuring expertly crafted bites with an emphasis on natural, fresh ingredients. Mission Pacific collaborated with Tara Lazar, a Southern California native and founder of the innovative hospitality group F10 Creative (Cheeky's, Birba, Mr. Lyons and Seymour's), on High/Low.

Most whimsical is Charlie's, a decadent dessert bar in the transformed Graves House, the charming beach cottage seen in the iconic 1986 film, "Top Gun." Built nearly 140 years ago, this piece of cinematic history was moved for the first time to Mission Pacific for its \$1 million restoration. Mission Pacific Hotel collaborated with Tara Lazar on this delightful culinary concept to serve up fresh interpretations of classic treats.

At the heart of the Mission Pacific Hotel vibe is a robust list of local experiences, infused with the laid-back Oceanside (fondly known as "O'side") spirit. At Mission Pacific Hotel, a unique "Skate School" program pays homage to Oceanside's beloved action sport scene via guided skateboard lessons from Neal Mims, a lauded Olympic skateboard coach and talent behind Golden State Skateboarding, followed by a tour of local skateboard sites as well as a custom skateboard-making experience. Additionally, an "Après Surf" concept at The Rooftop embraces Oceanside's breezy surf culture with an array of local beers and Baja-influenced fare curated with the help of the area's top surfers. Finally, guests can take in vibrant artwork throughout the hotel, selected in partnership with the Oceanside Museum of Art.

The Seabird Resort

Boasting beautiful ocean estate architecture next to Mission Pacific Hotel, the 226-room Seabird Resort, which is set to open May 25, will be a true-to-place beachside resort, reimagined. The Seabird experience will embody the true spirit of a Southern California lifestyle. Along with iconic ocean views, this classic seaside resort will be beautifully refined, wonderfully indulgent, and picture perfect. Signature amenities include an expansive pool deck with ocean views and The Shelter Club, a poolside cabana for hotel guests to enjoy refreshing drinks and flavorful snacks; Sunny's Spa and Beauty Lounge, featuring authentic, farm-to-sea treatments rooted in efficacy and world-class technique; a library; and nearly 20,000 square feet of spectacular ocean-view meeting and celebration spaces.

Chef Kurtis Habecker's inventive cuisine with ingredients sourced from San Diego's many small farms will take center stage at The Seabird's two inventive food and beverage concepts. With an open-kitchen design and a made-to-order pasta station, the signature Piper Restaurant showcases seasonal, local produce and celebrated authentic California cuisine. The Shore Room will be a buzzy ocean-view bar focusing on daring mixology and delicious bites serving as a premier spot to catch a classic California sunset.

The Seabird Resort will feature a variety of enriching experiences for the whole family. Embracing Oceanside's deep-rooted surf culture, a "Surfing by The Seabird" program offers a surf valet experience and lessons, including a private surfing session with

North County Surf Academy and an opportunity to surf alongside professional surfer and third-generation Oceanside resident, Duran Barr. Launching later in 2021 will be “Farm-to-Table Tours,” immersing guests in Oceanside’s burgeoning agritourism scene with a one-of-a-kind paddock-to-plate experience. Families can also look forward to the “Little Seabirds” program, a series of interactive, ocean-inspired activities for children such as sandcastle building, kite flying, treasure hunts, arts and crafts, and more. Finally, art-lovers can revel in OMA West, a rotating art gallery at The Seabird Resort that serves as an extension of Oceanside Museum of Art (OMA).

“We are thrilled to welcome locals and travelers alike to Oceanside Beach,” said Michael Stephens, area managing director of Mission Pacific Hotel and The Seabird Resort. “This has been a passion project for our team, and every touchpoint of the guest experience at each of the properties and all the restaurants has been considered.”

Truly a Southern California beach town, Oceanside Beach touts phenomenal weather year-round and pristine coasts peppered with charming bungalow neighborhoods. Mission Pacific Hotel and The Seabird Resort are conveniently located near the Oceanside Transit Center, offering effortless travel to both properties. Notable attractions including the Oceanside Arts District, Safari Park, San Diego Zoo, and Disneyland are also nearby.

For more information, please visit missionpacifichotel.com and theseabirdresort.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 Mission Pacific Hotel

Situated on 700 feet of pristine beachfront near the historic pier in Oceanside, CA, [Mission Pacific](https://missionpacifichotel.com) Hotel is a beachfront sanctuary with a laid-back spirit. Relaxed and undeniably Southern Californian, the dreamscape hotel exudes serenity by the ocean in a way that puts guests into a dreamlike state. The hotel has 161 guest rooms, including 38 suites, along with immersive biking, skating, and surfing experiences, bold culinary moments from renowned Chef Roberto Alcocer, Oceanside’s only rooftop pool/bar, the Historic Graves House (as seen in the iconic “Top Gun” film), and 13,000 square feet of ocean view function space. For more information visit, missionpacifichotel.com. Follow Mission Pacific Hotel at facebook.com/missionpacifichotel, on Instagram [@missionpacifichotel](https://www.instagram.com/missionpacifichotel) and Twitter [@missionpacific](https://twitter.com/missionpacific).

About The Seabird Resort

Boasting beautiful ocean estate architecture, [The Seabird Resort](https://theseabirdresort.com) is a grand beachside resort, reimagined. Every aspect of The Seabird experience embodies the quintessential Southern California estate lifestyle. Along with iconic ocean views, this classic seaside resort is beautifully refined, wonderfully indulgent, and picture perfect. The resort has 226 guest rooms, including 56 suites, an expansive pool with an indoor/outdoor living room, a contemplative library, Chef Kurtis Habecker’s inventive seasonal cuisine with ingredients sourced from San Diego’s many small farms, nearly 20,000 square feet of spectacular ocean view meeting and celebration spaces, and a world-class spa offering authentic, farm-to-sea treatments. For more information visit, theseabirdresort.com. Follow The Seabird Resort at facebook.com/theseabirdresort, on Instagram [@theseabird](https://www.instagram.com/theseabird) and Twitter [@seabirdresort](https://twitter.com/seabirdresort).

About S.D. Malkin Properties

S.D. Malkin Properties, Inc. is a global real estate company specializing in creating and operating experiential retail and hospitality destinations for discerning global audiences. S.D. Malkin’s expertise includes retail, hotel and urban mixed-use projects in the United States, including the award-winning Hilton Gaslamp and Cable Building Lofts in San Diego as well as Two Rodeo Drive in Los Angeles and, through Value Retail PLC and VIA Outlets, affiliated companies, luxury factory outlet retail Villages in Europe and China. S.D. Malkin is also currently involved in the development of large scale, sports and entertainment anchored mixed-use master planned environments. S.D. Malkin Properties has offices in Greenwich, Connecticut and San Diego, California. For more information, visit www.sdmproperties.com.

About Destination by Hyatt

The Destination by Hyatt brand is a diverse collection of independent hotels, resorts and residences that are individual at heart yet connected by a commitment to embody the true spirit of each location. Ranging from upscale to luxury, each property is purposefully crafted to be a place of immersive discoveries, authentic design, and warm and welcoming service. As an honored host, each Destination by Hyatt hotel connects guests to both people and place—offering a sense of belonging that invites all to *make our destination yours*. For more information, visit destinationhotels.com. Follow Destination by Hyatt on Instagram: [@destinationhotels](https://www.instagram.com/destinationhotels), Twitter: [@Destination](https://twitter.com/Destination), and Facebook: [Destination Hotels](https://www.facebook.com/DestinationHotels).

About JdV by Hyatt

A community for the spirited, light-hearted, and young-at-heart, the JdV by Hyatt brand offers a collection of vibrant, independent hotels that are true reflections of the urban neighborhoods they call home. Each hotel provides an experience that is inclusive in spirit and space, welcoming all vibes, tribes and unique souls—effortlessly bringing people together with joy-driven service. Embracing its namesake, each property invites guests and locals to connect, live in the moment and *celebrate the joy of life*. Follow @JDVHotels on Facebook, Instagram, and Twitter for news and updates. For more information, please visit www.jdvhotels.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 duration of the COVID-19 pandemic and its short and longer-term effects, including the demand for travel, transient and group business, and levels of consumer confidence, and the pace of recovery following the pandemic, any additional resurgence, or COVID-19 variants; the impact of the COVID-19 pandemic, any additional resurgence, or COVID-19 variants, and the impact of actions that governments, businesses, and individuals take in response, on global and regional economies, travel limitations or bans, and economic activity, including the duration and magnitude of its impact on unemployment rates and consumer discretionary spending; the broad distribution of COVID-19 vaccines and wide acceptance by the general population of such vaccines; 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; 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, such as the COVID-19 pandemic, or fear of such outbreaks; 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 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 the COVID-19 pandemic, 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 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.

###

Media Contacts:

Gloria Kennett

Hyatt

Gloria.Kennett@hyatt.com

Veronica Werhane

The Brandman Agency

SeabirdMissionPacific@BrandmanAgency.com

Additional assets available online:  [\(2\)](#)

<https://newsroom.hyatt.com/news-releases?item=124097>