

162-key hotel provides an immersive stay for savvy travelers eager to explore the wonders of New York City

(CHICAGO) – August 5, 2021 – [Hyatt Hotels Corporation](#) (NYSE: H) announced the debut of [Hyatt Centric 39th & 5th New York](#), which marks the lifestyle brand's second hotel in New York City. The 22-story property features 162 modern guestrooms, including six spacious suites, which seek to showcase the vibrancy of New York City, with the playful layering of textures, graphics, and curated curiosities.

Hyatt Centric 39th & 5th New York is centrally located in New York City's Midtown East neighborhood, providing a launchpad for those travelers looking to be in the heart of the action. Through enriched design and shareworthy experiences, Hyatt Centric 39th & 5th New York offers guests a window into the historic and charming Midtown East and inspires exploration of the neighborhood and the endless playground that is New York City.

"We are thrilled to welcome curious locals and travelers with an adventurous spirit to Hyatt Centric 39th & 5th New York," said General Manager Anthony Damiano. "The property offers guests a true lifestyle experience in the heart of one of the world's most exciting cities and embraces the people and culture of Midtown East."

The hotel's modern architecture and interiors, designed by New Jersey-based VLDG, reflect the spirit and elegance of the Gilded Age in New York City, which encompasses opulence and romance. The stylish Hyatt Centric 39th & 5th New York boasts artful touches that pay homage to the city's historic 5th Avenue neighborhood, and features a vibrant color palette, floral motifs throughout, unique velvet pieces and Art Nouveau-style gold steel light fixtures.

Guestrooms & Suites

The hotel is nestled among some of New York's iconic sights and the 162 guest rooms, which include six suites, feature a jewel-toned color palette, leather headboards, illuminating lights underneath the bed and behind the headboard, antique gold floor length mirrors, velvet plush seating, and a floral stitched curtain design. Guests also enjoy complimentary Wi-Fi, dedicated reading lights on either side of the bed, USB outlets for device charging, large 55" HDTVs, rainfall showerheads, and a salon-quality Drybar Buttercup blow dryer to ensure that guests look and feel their best while exploring everything the city has to offer.

Additional amenities and services include Hyatt Stayfit® Gym, a complimentary, 24-hour health club outfitted with the latest equipment, restaurant-to-go service, 24-hour Lobby Market opening with a variety of beverages and snacks and will offer a full barista bar in the coming months, full-service concierge, multilingual staff as well as laundry and dry-cleaning services to fulfill every need.

Food and Beverage

The onsite restaurant expected to open later this year will provide delicious Northern Italian cuisine infused with local flair. The three-meal restaurant will be perfectly suited for all tastes and occasions. Those venturing to the hotel's rooftop, which will also open later this year, will enjoy specialty cocktails and breathtaking views of the Empire State Building and the New York City skyline.

Meetings & Events

Hyatt Centric 39th & 5th New York's 535-square-foot, A/V-equipped 10-person boardroom is ideal for team meetings or small social gatherings.

Conveniently situated between legendary Fifth and Madison Avenue, Hyatt Centric 39th & 5th New York is steps away from landmarks such as Bryant Park, The New York Public Library, The Empire State Building and Grand Central Terminal.

For more information, please visit www.hyattcentric39thand5thnewyork.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.

World of Hyatt Gives Members 500 Reasons to Stay Somewhere New

To provide World of Hyatt members even more ways to be rewarded, World of Hyatt is offering members the opportunity to earn 500 Bonus Points for qualifying nights at Hyatt Centric 39th & 5th New York from October 1, 2021 to December 31, 2021, part of World of Hyatt's new hotel member offer. Additional participating hotels and their offer stay periods can be found at worldofhyatt.com/newhotelbonus. No registration is required, and members can earn on top of other offers.

Terms & Conditions

Offer valid for 500 Bonus Points for each qualifying night stayed by World of Hyatt members in good standing during a hotel's offer period at participating hotels and resorts. Offer valid at participating hotels and resorts for stays with a checkout date during each hotel's offer period. For each hotel's offer period, visit worldofhyatt.com/newhotelbonus. To be eligible for this offer you must be a World of Hyatt member in good standing at time of reservation and stay, stay at a participating hotel with a checkout date during that hotel's offer period, provide your World of Hyatt membership number at time of check-in, and either pay an Eligible Rate or redeem a free night award. An "Eligible Rate" and "Ineligible Rate" are defined in the World of Hyatt Terms and Conditions (located at worldofhyatt.com/terms). Only one point bonus may be earned per member, per stay, regardless of the number of rooms booked. Only the room occupied by the member will count toward this offer. Two or more consecutive nights at the same hotel will be deemed one stay. All points awarded under this offer are Bonus Points. This offer is subject to the complete terms and conditions of the World of Hyatt program. Please allow 3-4 weeks after travel is completed for World of Hyatt Bonus Points to be credited to your Account. To join World of Hyatt, visit worldofhyatt.com. Qualifying nights will automatically be tracked when you provide your World of Hyatt membership number at check-in. A limited number of rooms are allocated to this offer, reservations subject to availability. Offer not valid with groups, conventions, other promotional offers, tour packages or special rate programs. Promotional blackout periods may apply due to seasonal periods or special events, and normal arrival/departure restrictions apply. Hyatt reserves the right to alter or withdraw this offer at any time without notice. The trademarks Hyatt®, World of Hyatt® and related marks are trademarks of Hyatt Corporation or its affiliates. © 2019 Hyatt Corporation. All rights reserved. For additional information, visit worldofhyatt.com/newhotelbonus.

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 Centric

Hyatt Centric is a brand of full-service lifestyle hotels located in prime destinations. Created for millennial-minded travelers who want to be in the middle of the action, Hyatt Centric hotels are thoughtfully designed to enable exploration and discovery. The lobby lounge is a launch pad providing guests with information about the most sought after food, nightlife and activities the destination has to offer. The bar and restaurant are local hot spots where great conversations, locally inspired food and signature cocktails can be enjoyed. Streamlined modern rooms focus on delivering everything guests want and nothing they don't, including BeeKind environmentally conscious bath products, Bluetooth-enabled electronics and salon-grade blowdryers. A team of colleagues is always available to recommend local hidden gems to launch guests' discovery of the destination. For more information please visit hyattcentric.com. Follow @HyattCentric on [Facebook](#) and [Instagram](#), and tag photos with #HyattCentricExplorer.

About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company offering 20 premier brands. As of June 30, 2021, the Company's portfolio included more than 1,000 hotel and all-inclusive properties in 68 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.

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