

Newly signed properties will grow Hyatt's leisure, lifestyle, luxury and all-inclusive offerings in top Mexico destinations

CHICAGO (March 28, 2023) [Hyatt Hotels Corporation](#) (NYSE:H) announced the strategic growth of its brand portfolio in Mexico, a top leisure and business travel destination for global and domestic travelers, with new luxury and all-inclusive hotels and resorts that reinforce Hyatt's commitment to thoughtful growth in key markets. The continued expansion of Hyatt's Mexico brand portfolio is expected to increase by 30% through 2025.

Strong Brand Growth in Key Leisure Destinations

Hyatt's expansion of its brands in Mexico reaches desirable destinations known for their culture, architecture, cuisine and history, offering memorable experiences for guests, World of Hyatt members and customers across popular leisure destinations like Cancún, Mexico City, San Miguel de Allende, Baja California and beyond.

Coming soon in spring 2023, [Hyatt Regency Mexico City Insurgentes](#) will be a new capital-city hub for business and leisure travelers – and notable planned openings in 2024 include **Park Hyatt Los Cabos at Cabo del Sol**, which will mark the first Park Hyatt hotel in Mexico and **Grand Hyatt Cancún Beach Resort**, a luxurious destination on the Yucatán Peninsula.

With Hyatt's recent acquisition of Dream Hotel Group, Hyatt is expanding The Unbound Collection by Hyatt brand with three new luxury Chatwal-branded hotels. Joining The Chatwal in New York and The Chatwal Lodge in the Catskills of New York, The Chatwal San Miguel is slated to debut in 2024, featuring 44 freestanding villas and 125 branded residences, perched on a dramatic cliff overlooking the Laja River Valley and world-renowned UNESCO World Heritage church steeples of San Miguel de Allende.

In 2025, **Thompson Monterrey** is set to expand the luxury-lifestyle Thompson Hotels brand's presence in a new market in Mexico, and **Park Hyatt Mexico City** is expected to welcome guests to Mexico's first urban Park Hyatt.

This growth comes on the heels of The Unbound Collection by Hyatt brand making its highly anticipated Mexico debut with two new, one-of-a-kind hotels: the 30-acre oceanfront escape near the artist haven of Todos Santos, [Rancho Pescadero](#), and [NUMU Boutique Hotel](#) in the charming city of San Miguel de Allende, marking the first Hyatt hotels in the *Pueblo Magico* (magical town) and sought-after leisure market.

The Unbound Collection by Hyatt joins several notable Hyatt hotels and resorts that recently opened in Mexico, including [Hyatt Regency San Luis Potosí](#), [Andaz Mexico City Condesa](#), [Hyatt Place Monterrey Valle](#), [Hyatt House Monterrey Valle/San Pedro](#), and four luxury all-inclusive resorts under Hyatt's new Inclusive Collection: [Hyatt Zilara Riviera Maya](#), [Secrets Impression Moxché Playa del Carmen](#), [Secrets Moxché Playa del Carmen](#) and [Dreams Cozumel Cape Resort & Spa](#).

"The continued expansion of the Hyatt brand in Mexico will provide more upscale and luxury hotel options across new and existing resort and urban markets we know are important to our guests, World of Hyatt members and customers," said Camilo Bolaños, senior vice president of development, Latin America & the Caribbean, Hyatt. "We are proud to thoughtfully grow Hyatt's brand footprint in Mexico through our strong relationships with ownership groups and developers, and we look forward to continuing this momentum with an impressive roster of upcoming openings in key destinations across the beautiful country of Mexico."

Country-Wide Expansion of the Inclusive Collection, Part of World of Hyatt

Offering one of the largest portfolios of luxury all-inclusive resorts in the world, the Inclusive Collection's healthy slate of expected resort openings in 2023 is spearheaded by the recent launch of Secrets Impression Resorts & Spas, a first-of-its-kind product designed to deliver the highest level of luxury all-inclusive service and amenities. The new line extension expects to unveil its second property, [Secrets Impression Isla Mujeres](#), later this year.

"With the launch of Secrets Impression Resorts & Spas, the Inclusive Collection portfolio is elevating the luxury vacation experience to unprecedented levels. From culturally rich culinary experiences to personalized butler experience, we are continuing to respond to the evolving tastes of discerning travelers and redefining the all-inclusive experience for guests through our signature vacation programs like *Endless Privileges*," said Gonzalo del Peón, Group President, Global Commercial, Inclusive Collection, Hyatt. "Continuing to invest in our ultra-luxury offering is a critical component of our growth plan moving forward, and Mexico remains a priority market as we raise the bar for leisure travel and exceed the expectations of guests, members and customers."

Hyatt's anticipated Inclusive Collection resorts and recent openings reinforce the brand's commitment to providing new luxury travel experiences across Mexico. Upcoming Mexico openings include intimate, adults-only hideaways such as [Secrets Tulum Resort & Beach Club](#) and [Dreams Estrella Del Mar Mazatlan](#), a family-friendly resort featuring an aquatic park, lazy river, multiple pools and 350 suites that each have a view of the Pacific Ocean. By the end of 2023, the Inclusive Collection is

expected to have more than 45 resorts, representing more than 16,000 rooms, throughout Mexico.

Discover Hyatt's Latin America Region with a Special Offer

From Mexico to Argentina, travelers are invited to experience world-class service, personalized experiences and oceanfront dining at Hyatt hotels and resorts throughout the Latin America region. Guests can enjoy up to **20% off eligible stays** at participating Hyatt hotels and resorts when booked by April 10, 2023, for stays now through July 31, 2023, using the offer code **LATAM** at time of booking. To learn more and for full terms and conditions of the offer, visit <https://discover.hyatt.com/en-us/discover-latin-america>.

For more information about Hyatt hotels, please visit: www.hyatt.com.

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 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 December 31, 2022, the Company's portfolio included more than 1,250 hotels and all-inclusive properties in 75 countries across six continents. The Company's offering includes brands in the *Timeless Collection*, including **Park Hyatt®**, **Grand Hyatt®**, **Hyatt Regency®**, **Hyatt®**, **Hyatt Residence Club®**, **Hyatt Place®**, **Hyatt House®**, and **UrCove®**; the *Boundless Collection*, including **Miraval®**, **Alila®**, **Andaz®**, **Thompson Hotels®**, **Hyatt Centric®**, and **Caption by Hyatt®**; the *Independent Collection*, including **The Unbound Collection by Hyatt®**, **Destination by Hyatt®**, and **JdV by Hyatt®**; and the *Inclusive Collection*, including **Hyatt Ziva®**, **Hyatt Zilara®**, **Zoëtry® Wellness & Spa Resorts**, **Secrets® Resorts & Spas**, **Breathless Resorts & Spas®**, **Dreams® Resorts & Spas**, **Hyatt Vivid Hotels & Resorts**, **Alua Hotels & Resorts®**, and **Sunscape® Resorts & Spas**. Subsidiaries of the Company operate the World of Hyatt® loyalty program, ALG Vacations®, 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 our plans, strategies, outlook, growth plans in Mexico, expected new property openings, prospects or future events and involve known and unknown risks that are difficult to predict. As a result, 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 the 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 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, 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; the pace and consistency of recovery following the COVID-19 pandemic and the long-term effects of the pandemic, additional resurgence, or COVID-19 variants, including with respect to global and regional economic activity, travel limitations or bans, the demand for travel, transient and group business, and levels of consumer confidence; 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 or other pandemics, epidemics or other health crises; 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 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, including with respect to our acquisition of Apple Leisure Group and Dream Hotel Group and the successful integration of each business; 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, 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, 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 and Unlimited Vacation Club paid membership program; cyber incidents and information technology failures; outcomes of legal or administrative proceedings; 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 SEC, including our annual report on Form 10-K, which filings are available from the SEC. All forward-looking statements attributable to us or persons acting on our behalf are expressly qualified in their entirety by the cautionary statements set forth above. 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 do not undertake or assume any 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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