

Breathless Puerto Vallarta Resort & Spa will mark the first Breathless Resort & Spa in Puerto Vallarta, and fourth Breathless Resort & Spa branded property in Mexico, further strengthening the Inclusive Collection's presence in the region

CHICAGO (February 14, 2024) – [Hyatt Hotels Corporation](#) (NYSE: H) in collaboration with [Grupo Hotelero Santa Fe](#), S.A.B. de C.V., announce that their affiliates have entered into an agreement to expand Hyatt's Inclusive Collection portfolio in Mexico with plans for a Breathless Resort & Spa branded property to open next year in Puerto Vallarta. Breathless Puerto Vallarta Resort & Spa is set to open in 2025 as part of the Inclusive Collection, the world's largest portfolio of luxury all-inclusive resorts comprised of 10 distinct brands.

Situated in an exclusive zone just 10 minutes from Puerto Vallarta International Airport, Breathless Puerto Vallarta Resort & Spa will be a prime destination for guests visiting from across the world. The adults-only resort will feature impressive amenities, including four swimming pools, a scenic rooftop with picturesque views, and a variety of culinary options comprised of seven à la carte gourmet restaurants, two cafés and two snack areas.

"We are thrilled by this plan to introduce the Breathless Resorts & Spas brand to Puerto Vallarta, Mexico," said Javier Coll, global head of Hyatt Inclusive Collection Growth, Hyatt. "Mexico has played a pivotal role in our developmental strategy for many years, and we continue to collaborate with quality owners like Grupo Hotelero Santa Fe to strengthen our leadership in the region and address ongoing consumer demand for luxury, all-inclusive experiences."

"Puerto Vallarta is a very successful destination that continues to grow its penetration across global and domestic markets. The Breathless Resort & Spa brand will definitely be a great addition to the thriving destination and to our portfolio of properties" said Francisco Zinser Cieslik, Executive Vice Chairman of HOTEL.

"It's a true honor to collaborate with Grupo Hotelero Santa Fe on their sixth Hyatt property following the success of Hyatt Centric Campestre Leon, Hyatt Place Aguascalientes, Hyatt Regency Mexico City Insurgentes and Secrets Tulum Resort & Spa" said Camilo Bolaños, senior vice president of development, Latin America & the Caribbean, Hyatt. "Together we will continue exploring opportunities to expand Hyatt's brand footprint in extraordinary destinations that matter most to guests, customers and World of Hyatt members. Our growth strategy in Mexico continues to be driven by strong relationships with existing owners and we're excited to witness this resort come to life."

Breathless Puerto Vallarta Resort & Spa will feature more than 450 sleek accommodations exclusively for adults. With [Unlimited-Luxury®](#) inclusions, guests will enjoy delectable dining at nine chic dining venues, unlimited top-shelf spirits at five bars, 24-hour room and concierge services, daily activities and wow-worthy daytime and nightlife entertainment, a world-class spa, captivating events inspired by local culture, art, and fashion, and more. Visitors will also experience the beautiful beaches of Mexico's Pacific Coast right from the comfort of the resort.

With more than 10,000 square feet of dedicated meeting and function space, Breathless Puerto Vallarta Resort & Spa is poised to become a premier destination for conferences, weddings, and special events, with a range of custom packages to take chic celebrations to the next level.

Nestled along the Pacific Coast of Mexico, Puerto Vallarta is a vibrant destination that seamlessly blends sun-soaked beaches, rich cultural experiences, and unparalleled natural beauty. Travelers can enjoy cobblestone streets, a lively arts scene, and magnificent sunsets that paint the sky over Banderas Bay. Every corner of Puerto Vallarta invites exploration and relaxation. Additionally, the warm and welcoming hospitality of the locals contributes to the city's charm, creating an inviting atmosphere that fosters a sense of connection and community, making each visit to Puerto Vallarta an immersive and unforgettable experience.

The expected opening of Breathless Puerto Vallarta Resort & Spa will build on Hyatt's intentional growth strategy by adding hotels in key leisure markets across Mexico, joining Hyatt Ziva Puerto Vallarta, Dreams Bahia Mita Surf & Spa Resort, Secrets Bahia Mita Surf & Spa Resort, Dreams Vallarta Bay Resort & Spa, Secrets Vallarta Bay Puerto Vallarta, Sunscape Puerto Vallarta Resort & Spa, and a robust portfolio of 71 hotels in Mexico.

To learn more about Hyatt's Inclusive Collection, please visit www.hyattinclusivecollection.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.

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For further information:

About HOTEL

HOTEL is a leading Company in the Mexican hotel industry, focused on acquiring, converting, developing, and operating its own hotels as well as third-party owned hotels. The Company focuses on strategic hotel location and quality, a unique hotel management model, strict expense control and the proprietary Krystal® brand, as well as other international brands. As of year-end 2022, the Company employed over 3,400 people. For more information, please visit www.gsf-hotels.com

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 September 30, 2023, the Company's portfolio included more than 1,300 hotels and all-inclusive properties in 76 countries across six continents. The Company's offering includes brands in the *Timeless Collection*, including **Park Hyatt®**, **Grand Hyatt®**, **Hyatt Regency®**, **Hyatt®**, **Hyatt Vacation Club®**, **Hyatt Place®**, **Hyatt House®**, **Hyatt Studios**, and **UrCove**; the *Boundless Collection*, including **Miraval®**, **Alila®**, **Andaz®**, **Thompson Hotels®**, **Dream® 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 **Impression by Secrets**, **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®, Mr & Mrs Smith™, 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. 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; and 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 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:

Robert Martinez

Hyatt

Robert.martinez1@hyatt.com

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