

Hyatt expands its brand presence in South America, offering a gateway for guests and members to immerse themselves in a new awe-inspiring coastal destination

CHICAGO, IL (April 17, 2024) – [Hyatt Hotels Corporation](#) (NYSE: H) and El Pardo Hospitality today announced plans for The Legend Paracas Resort in Paracas, Peru to join the Destination by Hyatt brand, marking the introduction of the brand in South America. Expected to join the Destination by Hyatt brand in June 2024, the hotel is currently undergoing a phased enhancement project to elevate guestrooms, offer new culinary options, and redesign public areas. Enhancements will be done in a thoughtful manner over the next 24 months in an effort to avoid impacting the guest experience.

“We are very excited to join Hyatt’s Independent Collection and deliver the Destination by Hyatt brand promise in the charming town of Paracas, Peru,” said Ricardo Bracale, CEO of El Pardo Hospitality. “This next chapter will allow us to further elevate our value proposition and offer guests and World of Hyatt members an even more personalized and memorable experience that allows a sense of connection to the unique culture and community of Paracas.”

Located on the coast of Peru about three hours south of Lima, The Legend Paracas Resort is nestled between the Paracas Natural Reserve and the Pacific Ocean, offering panoramic views of Paracas Bay and rugged desert hills. The Legend Paracas Resort is comprised of 124 well-appointed suites each boasting private balconies or terraces that unveil breathtaking ocean, garden or pool vistas. The design reflects the natural beauty of the surrounding Paracas National Reserve, gathering inspiration from the natural wonders and historical legacy of Paracas, with rich woods and inviting fabrics to create a deep sense of place.

Additional amenities include a well-equipped fitness center, an ocean-facing pool with a swim-up bar, a state-of-the-art spa and a range of curated experiences such as kitesurfing, wakeboarding, kayaking, paddleboarding, sandboarding, buggy excursions and engaging kid-friendly activities and programs. The hotel offers a dynamic on-site restaurant and bar with locally inspired Peruvian cuisine and creative cocktails.

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. 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 property connects guests to both people and place—offering a sense of belonging that invites all to make our destination yours.

“It’s a true pleasure to collaborate with El Pardo Hospitality on this exciting project and expand Hyatt’s brand presence in a new market in South America,” said Cristiano Gonçalves, vice president, development – South America. “Our plan to thoughtfully grow our brands in South America continues, and we look forward to introducing guests and World of Hyatt members to new cultural experiences in one-of-a-kind destinations.”

Venturing out a short distance will offer a glimpse into the rich history and fascinating pre-Columbian cultures of the region, fulfilling guests’ desires for exploration, adventure and creativity. Embark on a boat tour to the Ballestas Islands, a natural wildlife sanctuary with sea lions, penguins, pelicans, and marine birds, or explore the diverse landscapes of Paracas National Reserve and hike through desert trails and unique rock formations.

Located in the Santo Domingo area of Paracas, Peru, The Legend Paracas Resort will mark the second Hyatt hotel in Peru following Hyatt Centric San Isidro Lima and the 15th Hyatt hotel in South America. The Destination by Hyatt portfolio continues to grow in Latin America and the Caribbean following the previously announced Cas En Bas Beach Resort in St. Lucia. When the property joins the Destination by Hyatt brand, World of Hyatt members will have the opportunity to experience the warm culture and community of Paracas and earn points on stays to use toward free nights, dining, wellbeing experiences and more.

For the latest, follow The Legend Paracas Resort on Instagram at [@thelegend.paracas](#) or visit <https://www.hyatt.com/en-US/hotel/peru/the-legend-paracas-resort/piodh>. To learn more about the Destination by Hyatt brand, please visit [destinationbyhyatt.com](#).

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, 2023, the Company’s portfolio included more than 1,300 hotels and all-inclusive properties in 77 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.

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 upper-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 property connects guests to both people and place—offering a sense of belonging that invites all to make our destination yours. For more information, visit destinationbyhyatt.com. Follow the Destination by Hyatt brand on Instagram: [@destinationhotels](https://www.instagram.com/destinationhotels), Twitter: [@Destination](https://twitter.com/AtDestination), and Facebook: [Destination Hotels](https://www.facebook.com/DestinationHotels).

About El Pardo Hospitality

El Pardo Hospitality has been one of the leading companies in the operation of hotel properties in Peru for more than four decades. With an experienced executive team composed of highly qualified hotel professionals, the company is a reliable partner for groups of owners and recognized hotel brands.

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.

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