The 366-room family-friendly all-inclusive resort, located on the exclusive island of Madeira, marks the expansion of Hyatt's Inclusive Collection into Portugal

CHICAGO, IL (October 1, 2024) – Hyatt Hotels Corporation (NYSE:H) today announced the opening of the family-friendly, all-inclusive Dreams Madeira Resort, Spa & Marina. This luxury resort marks Hyatt's Inclusive Collection's entry into Portugal, supporting Hyatt's strategic growth plan to add hotels new destinations and provide more distinctive options for guests and members seeking unique experiences.

"The introduction of Dreams Madeira Resort, Spa & Marina continues to enhance all-inclusive offerings within Europe to meet the growing demands of travelers and serves as a truly all-inclusive experience in the region," says Manuel Melenchón, managing director of South Region, EAME, Hyatt. "With this exciting opening, Hyatt's Inclusive Collection reinforces its commitment to strategic growth, offering guests and members all-inclusive luxury to this serene destination."

Situated in a peaceful setting adjacent to a quayside and marina, Dreams Madeira Resort, Spa & Marina offers easy access to local attractions, including scuba diving, luxury yacht charters, whale and dolphin watching, sports fishing and more.

"With a rich heritage, history, and a breathtaking setting that complements all-inclusive luxury accommodations and amenities for the entire family, Dreams Madeira Resort, Spa & Marina is poised to be the ideal choice for guests and members," says Eric Schumann, general manager, Dreams Madeira Resort, Spa & Marina. "This new resort offers unique amenities with everything included, such as masterful culinary options offering local and international cuisine, four swimming pools, including a children's splash park and a freshwater pool that complements the destination's picturesque coastal village, and more."

"We are thrilled to introduce the island's first luxury all-inclusive resort," said Elwin Meijvis, COO of Okami Hospitality Group. "What began as a project three years ago has evolved into something truly exceptional. We've expanded the resort from 250 to 366 rooms, added a variety of dining options, created multiple entertainment areas for families, and introduced new pools. With these enhancements and the unparalleled operational excellence of Hyatt, the opening of Dreams Madeira will set a new standard for luxury hotels in this charming destination."

Luxury Accommodations

Dreams Madeira Resort, Spa & Marina boasts 366 guest rooms and suites which honor the traditional island architecture and style, featuring warm, bright and fresh décor reminiscent of a picturesque coastal villa. All buildings throughout the property are painted different colors to embrace a village-like atmosphere, while all guest rooms feature a furnished terrace or balcony.

Guests are treated to *Unlimited-Luxury®* inclusions, such as 24-hour reception and concierge service, daily replenished in-room mini-bars, unlimited access to gourmet restaurants and bars, and more.

For those seeking an elevated experience, the Preferred Club features upgraded accommodations such as the Preferred Club Townhouse, a two-story townhouse perfect for families and friends seeking a more intimate vacation experience with three bedrooms, two large terraces, and a private pool. All Preferred Club guests can access additional amenities, including personalized check-in and checkout, exclusive concierge services, access to the Preferred Club lounge and upgraded in-room amenities.

Culinary Offerings

Guests of Dreams Madeira Resort, Spa & Marina can indulge at seven restaurants and five bars that showcase both local and international cuisine These include Carvão, which invites guests to sample the most delicious meats and grill specialties, and Clube de Fado, emblematic of the destination, serving regional specialties that showcase the essence of Mediterranean cuisine.

For those seeking a unique dining environment, Nouvelle Brasserie, a French brasserie located in a former lighthouse on the shores of the Atlantic Ocean, is expected to open in November. It will serve a selection of a la carte options paired with a carefully curated wine list.

Family-Friendly Amenities

Dreams Madeira Resort, Spa & Marina offers four distinct pools, including a main three-tiered pool overlooking the Atlantic Ocean, a Splash Park Pool designed for younger children with water slides the entire family can enjoy, an Adults-Only pool, a quiet escape with a pool bar to relax and recharge, and a freshwater pool that provides a balance of relaxation and fun with breathtaking views of the Atlantic Ocean.

Scheduled to open in January 2025, the 900-square-meter Dreams Spa offers memorable health, beauty and wellness experiences. Designed with varied textures and color schemes to convey serenity and wholeness, the spa will offer a variety of

treatments and amenities such as a heated indoor pool, jacuzzi, hammam, sauna, cold water plunge, diathermic showers, and seven treatment cabins.

Weddings, Meetings and Events

Each event space at Dreams Madeira Resort, Spa & Marina offers functionality and versatility with the ability to meet the needs of group business and leisure events alike. With state-of-the-art facilities offering versatile spaces tailored to every occasion, Dreams Madeira promises unparalleled service that blends the conveniences of an all-inclusive with the functionality and flexibility required to provide an exceptional experience.

The opening of Dreams Madeira Resort, Spa & Marina complements Hyatt's growing brand footprint in the EAME region following recently announced openings, including **me and all Berlin East Side** and **Grand Hyatt Barcelona**. Hyatt's thoughtful brand expansion throughout the region is expected to continue throughout 2024 and 2025 with planned openings, including **AluaSoul Costa Adeje**, **Hyatt Centric Cairo West**, **Andaz Doha**, **Thompson Rome**, and **Thompson Seville**. The Dreams Resorts & Spas brand portfolio continues to expand with the recent opening of **Dreams Estrella del Mar Mazatlán Golf & Spa Resort** and the anticipated openings of **Dreams Grand Island** and **Dreams Playa Esmeralda Resort & Spa**.

To learn more about the rewarding ways members can enjoy luxury all-inclusive experiences through World of Hyatt, visit Hyatt's Inclusive Collection. To learn more about Dreams Madeira Resort, Spa & Marina, visit the resort'swebsite or follow along on Instagram.

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 June 30, 2024, the Company's portfolio included more than 1,350 hotels and all-inclusive properties in 78 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 Okami Hospitality Group

Okami Hospitality Group is a full-service asset management firm focused on providing unparalleled expertise to hotel owners and investors in Spain & Portugal, acting as a principal investment platform as well as an operating partner. Okami Hospitality Group is based out of Barcelona, Spain, and works independently for large investment firms, private equity and private owners. For further information: https://www.okamihotels.com/

Forward Looking Statement

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, occupancy, the amount by which the Company intends to reduce its real estate asset base, the expected amount of gross proceeds from the sale of such assets, and the anticipated timeframe for such asset dispositions, the number of properties we expect to open in the future, pace and booking trends, the expected timing and payment of dividends, RevPAR trends, our expected Adjusted G&A Expense, our expected capital expenditures, our expected net rooms growth, our expected system-wide RevPAR, our expected one-time integration-related expenses, financial performance, 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 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 geopolitical 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; 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 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; failure to successfully complete proposed transactions (including the failure to satisfy closing conditions or obtain required approvals); our ability to successfully execute our strategy to expand our management and hotels services and franchising business while at the same time reducing our real estate asset base within targeted timeframes and at expected values; our ability to maintain effective internal control over financial reporting and disclosure controls and procedures; declines in the value of our real estate assets; unforeseen terminations of our management and hotels services 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, 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 SEC, including our annual reports on Form 10-K and quarterly reports on Form 10-Q, 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.

Media Contact:
Robert Martinez
Robert.martinez1@hyatt.com

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