



# Hyatt Centric Brand Expands International Growth in Europe

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Hyatt Centric brand debuts two new hotels within France and Spain

CHICAGO--(BUSINESS WIRE)-- [Hyatt Hotels Corporation](#) (NYSE:H) announced expansion of the Hyatt Centric brand with several consecutive international hotel openings in two of Europe's most coveted destinations. [Hyatt Centric La Rosière](#), the first Hyatt Centric hotel in France and first Hyatt ski resort in Europe, opened its doors on December 15, 2017. [Hyatt Centric Gran Via Madrid](#) opened its doors on December 20, 2017, marking the first Hyatt hotel in mainland Spain. Together, these anticipated openings continue to drive new momentum for the brand's growth worldwide.

"Since its launch in 2015, the Hyatt Centric brand has proven to be one of the fastest growing lifestyle brands," said Steve Haggerty, global head of capital strategy and franchising for Hyatt. "The introduction of the Hyatt Centric brand to these European destinations marks a significant milestone for Hyatt, as we continue to increase our brand presence where our guests travel most and further connect with millennial-minded guests in the upper-upscale lifestyle segment."

The Hyatt Centric brand currently has 19 properties at the center of some of the most unique destinations and plans to welcome additional hotels to the portfolio in both international and domestic destinations, with locations expected in Japan, Qatar, Australia, China, Peru, Barbados and U.S.; including Hyatt Centric Brickell Miami, Fla., Hyatt Centric Boston, Mass. and Hyatt Centric Mountain View, Calif.

"We know our Hyatt Centric guests are eager to explore the world's best destinations and be in the heart of the action," said Sandra Cordova Micek, senior vice president, global brands for Hyatt. "As we continue to quickly expand the brand's presence both internationally and domestically, we are able to offer more of today's savvy explorers a local home base to go forth and discover their next sought-after destination."

## Hyatt Centric Gran Via Madrid

Hyatt Centric Gran Via Madrid marks the first Hyatt Centric hotel in Spain, located in the heart of Madrid along the vibrant Gran Vía. Located in a historic landmark building originally built in the 1920s, the 159-room hotel boasts an unbeatable location designed to be a launch pad for experiencing everything the capital city has to offer, and is

within minutes to the famous El Retiro Park, Prado museum, Royal Palace and many boutique shops. The hotel's contemporary guestrooms and suites are stylishly decorated and infused with local flare. Each suite offers city views and spacious furnished terraces. The hotel boasts three dining options and one of the most spectacular rooftop terraces in Madrid where guests will be able to experience unparalleled views of the ornate Gran Vía.

## Hyatt Centric La Rosière

Hyatt Centric La Rosière debuts as the first Hyatt ski resort in Europe and first Hyatt Centric brand hotel in France. Located at an altitude of 1850 meters, the 69-room French Alps hotel boasts an unbeatable slope-side location, situated in the center of Franco-Italian La Rosière, a popular skiing destination in the Tarentaise Valley known for its dramatic landscape and close proximity to Courchevel, Val d'Isère and Les Arcs. Guests will enjoy the hotel's cosmopolitan vibes while recharging in the contemporary guestrooms and 12 specially designed family suites, each complete with underfloor heating and spectacular views of the mountains. The hotel also boasts three dining options, the Summit Spa, which features a 420 sqm indoor swimming pool, sauna, steam room and outdoor hot tub, as well as immediate access to ski services and snow activities. Hyatt Centric La Rosière is operated by Sophos Hotels under a franchise agreement.

For more information on Hyatt Centric brand and its range of properties worldwide, visit [hyattcentric.com](https://hyattcentric.com) and connect with the Hyatt Centric brand on Facebook and 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.

## The Hyatt Centric Experience

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's 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](https://hyattcentric.com). Follow @HyattCentric on [Facebook](https://www.facebook.com/HyattCentric) and [Instagram](https://www.instagram.com/HyattCentric), and tag photos with #HyattCentricExplorer.

## About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company with a portfolio of 13

premier brands. As of September 30, 2017, the Company's portfolio included 739 properties in 57 countries. 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 create value for shareholders, build relationships with guests and attract the best colleagues in the industry. The Company's subsidiaries develop, own, operate, manage, franchise, license or provide services to hotels, resorts, branded residences and vacation ownership properties, including under the Park Hyatt®, Miraval®, Grand Hyatt®, Hyatt Regency®, Hyatt®, Andaz®, Hyatt Centric®, The Unbound Collection by Hyatt®, Hyatt Place®, Hyatt House®, Hyatt Ziva™, Hyatt Zilara™ and Hyatt Residence Club® brand names and have locations on six continents. For more information, please visit [www.hyatt.com](http://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 our actual results, performance or achievements to differ materially from current expectations include, among others, the rate and pace of economic recovery following economic downturns; levels of spending in business and leisure segments as well as consumer confidence; declines in occupancy and average daily rate; 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 the introduction of new brand concepts; changes in the competitive environment in our industry, including as a result of industry consolidation, and the markets where we operate; general volatility of the capital markets and our ability to access such markets; and other risks discussed in the Company's filings with the U.S. Securities and Exchange Commission, including our Annual Report on Form 10-K, which filings are available from the U.S. Securities and Exchange Commission. 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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Source: Hyatt Hotels Corporation

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