



# Hyatt Centric South Beach Miami Officially Opens

6/1/2015

Second hotel to debut under Hyatt’s newest brand, putting guests in the heart of key destinations

CHICAGO--(BUSINESS WIRE)-- [Hyatt Hotels Corporation](#) (NYSE: H) in conjunction with Miami-based development group Robert Finvarb Companies and its partner David Martins today announced the opening of Hyatt Centric South Beach Miami, a 105-room lifestyle hotel bringing the first Hyatt Centric-branded hotel to Miami Beach, and the second Hyatt Centric property worldwide.



Hyatt Centric South Beach Miami (Photo: Business Wire)

“We’re excited to introduce our newest brand, Hyatt Centric, to vibrant South Beach,” said Sandra Micek, global senior vice president of brands, Hyatt. “Hyatt Centric South Beach is positioned to deliver on the brand’s commitment to put guests in the middle of the action and inspire them to explore the destination.”

“Hyatt Centric South Beach is ideally located in the heart of South Beach on Collins Avenue

and 16th Street,” said developer Robert Finvarb, a Miami Beach native who has placed a strong emphasis on honoring his local roots in the development of the hotel. “Hyatt Centric South Beach captures the spirit of South Beach and inspires guests to explore the best that the area has to offer. Guests will be steps away from the best in culture, dining, and nightlife.”

Renowned architect Kobi Karp uses the local culture of South Beach as inspiration for the design of Hyatt Centric South Beach – a striking, 10-story glass tower that sits above a historic building façade, blending the city’s Art Deco roots with modern aesthetics. Protruding horizontal windows, which Karp describes as “bulging eyes,” are just one

of the unique architectural elements that make Hyatt Centric South Beach distinctive. Contemporary furnishings and carefully selected artwork by local gallerist Dina Mitrani define the hotel's calm and inviting interiors, while floor-to-ceiling windows offer a luminous view of the hustle and bustle outside the hotel. Public spaces showcase an eclectic art series entitled "El Peso de las Cosas" (The Weight of Things) conveying what featured artist Marina Font describes as "the bridge that connects experiences to memories."

Upon arrival, guests are led to a central lobby lounge on the third floor where they can enjoy handcrafted signature cocktails at the bar and browse through the hotel's curated book collection in The Corner. Outside is a stunning, open-air deck featuring a swimming pool where guests can leisurely soak up the Miami sun on lush lounge chairs or unwind in shaded cabanas. The hotel also offers a distinctive indoor-outdoor lobby on the third floor with public spaces available for guests to recharge and socialize.

Located in close proximity to South Beach's iconic attractions, such as the Convention Center, Bass Museum, New World Center, and world-class shopping on Lincoln Road, Hyatt Centric South Beach places guests at the epicenter of the dynamic "Magic City."

"Hyatt Centric South Beach has been developed to ensure our guests have everything they need," said Ricardo Mendes, general manager, Hyatt Centric South Beach. "Our associates, who are modern explorers themselves, are ready to share their local knowledge and insider tidbits to inspire our guests to discover the best South Beach has to offer. We are excited to welcome our first and future guests."

Hyatt Centric South Beach features a Spanish-Mediterranean restaurant, [DECK sixteen](#), offering a locally sourced menu for breakfast, lunch and dinner, with the talented Executive Chef William Milian at the helm of the kitchen. Additional food and beverage amenities include pool and beach service and Hyatt Centric's signature restaurant-to-room dispatch service, which delivers selected menu items and cocktail kits in 20 minutes or less.

The hotel also offers a unique roster of conveniences including a fitness center and a number of off-site amenities, such as custom-designed bicycles and specially priced services at the famed exhale spa, where luxury spa services and award-winning fitness programs are at the tip of guests' fingers.

In addition to catering to leisure travelers, Hyatt Centric South Beach also offers business guests a stylish boardroom on the second floor for meetings. The hotel allows for convenient connectivity with complimentary wireless Internet throughout the property and a state-of-the-art Bluetooth enabled TV systems with full audio and visual services.

Hyatt Centric South Beach is located at 1600 Collins Avenue. For more info, visit [Hyatt Centric South Beach Miami](#).

Facebook: [fb.com/HyattCentricSouthBeachMiami](https://www.facebook.com/HyattCentricSouthBeachMiami)

Instagram & Twitter: @HyattCentricMIA

## The Hyatt Centric Experience

Hyatt Centric is a full-service lifestyle hotel created for modern explorers, a multigenerational group comprised of travelers who view their hotel as more than a place to stay. While each hotel has its own personality and offers guests a story to tell, thanks to its eclectic and fun touches, the Hyatt Centric brand is characterized by certain signature elements, including spaces like The Corner, where guests can work, socialize and peruse a curated collection of local books and magazines, and a bar and restaurant area that help foster great conversations and deliver thoughtful, locally inspired food and signature cocktails. Hyatt Centric hotels are centrally located in every destination – this means being both “in the middle of the action ” and “in the know” so that both leisure and business travelers can easily explore the destination and get a feel for the local flavor. Hyatt Centric is designed with the concept that “sometimes less is really more.” All the must-haves that guests expect from a full-service hotel are there but in the most intuitive and simple way (e.g. associates who will help with bags, if desired, and express dispatch service allowing guests to enjoy gourmet food and craft cocktails in their rooms without formal delivery). While guests can enjoy the in-room technologies designed to connect seamlessly with their devices and media, a staff of knowledgeable associates is on hand to aid guests in their discovery of the destination – particularly useful for business travelers with limited time for exploration.

The term “Hyatt” is used in this release for convenience to refer to Hyatt Hotels Corporation and/or one or more of its affiliates.

**About Robert Finvarb Companies:** Robert Finvarb Companies (RFC) is a private real estate investment and development company based in Miami, Florida. Robert Finvarb, founder of the company, started his development career in 2002. Since then, RFC has developed fourteen hotels containing approximately 2400 guestrooms that operate under various Marriott and Hyatt brands and are located in six states and the District of Columbia.

Currently, RFC is developing two mixed-use projects that contain both hotel and retail components in New York City and South Florida. RFC has a reputation for developing high-quality, institutional grade assets and possesses a track record of success in all market cycles. As a private company, the principals invest their own equity in all projects and are personally involved in all phases of the project. In addition to developing its projects from the land acquisition stage to their opening, RFC oversees the sales, marketing, accounting and administration functions that are primarily undertaken by its management staff at each hotel with a sophisticated cadre of in-house professionals.

## About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company with a proud heritage of making guests feel more than welcome. Thousands of members of the Hyatt family strive to make a difference in the lives of the guests they encounter every day by providing authentic hospitality. 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 Hyatt®, Park Hyatt®, Andaz®, Grand Hyatt®, Hyatt Centric™, Hyatt Regency®, Hyatt Place®, Hyatt House®, Hyatt Zilara™, Hyatt Ziva™, Hyatt Residences® and Hyatt Residence Club® brand names and have locations on six continents. As of March 31, 2015, the Company's worldwide portfolio consisted of 599 properties in 50 countries. 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 actual results 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; if our third-party owners, franchisees or development partners are unable to access the capital necessary to fund current operations or implement our plans for growth; changes in the competitive environment in our industry and the markets where we operate; our ability to access the capital 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 SEC. We caution you not to place undue reliance on any forward-looking statements, which are made 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 laws. 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.

Source: Hyatt Hotels Corporation

Hyatt Hotels Corporation

Aurelia Vasquez

312.780.5873

[aurelia.vasquez@hyatt.com](mailto:aurelia.vasquez@hyatt.com)

Kanakara Markar

312.780.5579

[Kanakara.markar@hyatt.com](mailto:Kanakara.markar@hyatt.com)