



Hyatt Place Hotel Opens in Taghazout, Morocco

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Hyatt Place brand continues to expand outside the United States with new location in Africa

CHICAGO--(BUSINESS WIRE)-- [Hyatt Hotels Corporation](#) (NYSE: H) today announced the opening of [Hyatt Place Taghazout Bay](#), the first Hyatt Place hotel to open in Africa. The opening of the 152-room hotel, located 10 miles (17 kilometers) north of the Moroccan coastal town of Agadir, marks a significant milestone for the Hyatt Place brand as it continues to expand outside the United States. Over the past 18 months, the brand has welcomed [Hyatt Place Amsterdam Airport](#) and [Hyatt Place Pune/Hinjewadi](#) its portfolio, and the London-based Hyatt Place Heathrow/Hayes is set to open later this year.

Hyatt Place Taghazout Bay is part of Morocco's new sustainable and development Taghazout Bay Resort, which is set in the peaceful foothills of the Atlas Mountains and overlooks the stunning Atlantic coastline. The resort is located only 40 minutes from Agadir International Airport, and a range of activities will be offered throughout the year at the on-site surf camp, tennis club and golf academy at the beautiful new 18-hole golf course designed by architect Kyle Philips, as well as hang-gliding, hiking and mountain biking.

"Bringing a brand into a new market is always exciting, but in particular in Africa where we are planning on doubling the number of our properties on the continent over the next three years, adding four further properties to our existing four hotels," said Peter Fulton, group president for Europe, Middle East, Africa and Southwest Asia, Hyatt. "We look forward to welcoming guests to Hyatt Place Taghazout Bay, where they will experience the authentic hospitality and purposeful service for which the Hyatt Place brand is known."

"Every aspect of the hotel was designed with our guests in mind to ensure we cater seamlessly to their 24/7 lifestyles," said General Manager Gautier Py. "I look forward to welcoming both our guests to this picturesque and tranquil environment where they can enjoy stunning ocean views while either relaxing at the pool or playing golf in the resort's smartly designed course."

As with all Hyatt Place hotels, guests at Hyatt Place Taghazout Bay will be welcomed by Gallery Hosts, available at any moment of the day. From organizing tickets and tours to helping with meeting arrangements or even making guests coffee, the multi-tasking Gallery Hosts are always on hand to ensure guests enjoy a smooth and enjoyable stay.

Hyatt Place Taghazout Bay offers 152 guestrooms and suites, each offering a balcony to ensure all guests can enjoy

the impressive views of the coast. Additionally, guestrooms offer the Hyatt Grand Bed®, a Cozy Corner sofa sleeper, and a 42-inch flat screen TV. For those looking to stay fit during their stay, the hotel offers two outdoor swimming pools and a 24-hour Gym. After a busy day, guests seeking some relaxation can unwind in the ASENFO Spa and its authentic Hamman, hot tub or sauna, or enjoy a pampering session in one of the six treatment rooms.

For business meetings and team building days, the hotel offers flexible, high-tech meeting and event space that can cater up to 80 guests.

There are a number of food and beverage options offered at Hyatt Place Taghazout Bay. The complimentary hot breakfast for guests features freshly prepared breakfast sandwiches, a variety of fresh fruits, hot and cold cereal, yogurt, breads, premium coffee, and an assortment of juices. The Coffee to Cocktails Bar features specialty coffees, premium beers, wines and cocktails, and is the perfect place to meet up with friends or family. The 24/7 Gallery Menu serves made-to-order entrees and appetizers around the clock, in addition to all-day food and drinks available at the swimming pools.

ABOUT HYATT PLACE

Launched in 2006, the Hyatt Place brand brings authentic hospitality to the upscale service hotel category for which Hyatt is known. Inspired by the 24/7 lifestyle of multitasking travelers, Hyatt Place combines style with casual hospitality; featuring spacious guestrooms with the Cozy Corner sofa-sleeper, free Wi-Fi everywhere, 24/7 Gallery Menu, Coffee to Cocktails Bar, and free hot breakfast for guests. The Odds & Ends program also has guests covered with items they may have forgotten and can buy, borrow or enjoy for free. Specially trained Gallery Hosts are on hand to offer assistance with everything from directions to check-in to a freshly made meal.

Hyatt Place, a brand of Hyatt Hotels Corporation, offers more than 215 locations in the United States, Armenia, China, Costa Rica, India, Mexico, Puerto Rico, Morocco, The Netherlands, and United Arab Emirates. For Hyatt Place information or to make a reservation, call 1-888-HYATT-HP (888-492-8847) or visit www.HyattPlace.com.

About Taghazout Bay Resort:

Located 40 minutes from Agadir International Airport, Taghazout Bay is part of the Vision 2020 national strategy, managed by SAPST. Highly committed to sustainable development, the resort design takes into account the preservation of natural resources and respects the socio-cultural authenticity of host communities. As a resort on a rich coastline, within an exceptional natural environment, Taghazout Bay offers tourists tremendous experiences focused on the sea, culture, sports, nature and eco-tourism. With investment exceeding one billion US Dollars, Taghazout Bay Resort will offer 7,450 tourist beds, allocated in nine modern hotels and various tourist residences, as well as world-class sporting and leisure facilities within five years. www.taghazoutbay.ma

About SAPST

Established in July 2011, SAPST is devoted to the planning, development, marketing and management of the Taghazout Bay Resort. SAPST is a limited liability company registered with a capital of one hundred million Dirhams (MAD 100,000,000) and owned by five Moroccan shareholders: CDG Développement (35%); the Moroccan Fund for Tourism Development (25%); Alliances Développement Immobilier (20%); Sud Partners [consortium with Akwa Group] (15%); and the Moroccan Tourism Engineering Company (5%).

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 December 31, 2014, the Company's worldwide portfolio consisted of 587 properties in 50 countries. 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, 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.

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