



# The Unbound Collection By Hyatt Brand To Expand In Europe

3/5/2018

NEW HOTELS IN LONDON AND  
ISTANBUL EXPECTED TO JOIN THE  
UNBOUND COLLECTION BY HYATT  
BRAND  
ICONIC HÔTEL MARTINEZ IN  
CANNES PARTIALLY REOPENED AS  
PART OF THE BRAND PORTFOLIO

CHICAGO (March 5, 2018) – Hyatt Hotels Corporation (NYSE: H) announced today two hotels in Europe are expected to join The Unbound Collection by Hyatt brand – the Great Scotland Yard Hotel in London and Nish Palas in Istanbul. Additionally, the iconic Hôtel Martinez in Cannes, the charming Párisi Udvar Hotel in Budapest and the newly renovated Hôtel du Louvre in Paris are all expected to open and become a part of The Unbound Collection by Hyatt portfolio by early 2019, creating significant growth for the brand in Europe.

“The Unbound Collection by Hyatt brand offers tremendous potential for growth in the European market. The brand allows new hotel owners to explore opportunities with us,” said Peter Norman, senior vice president, acquisitions and development – Europe, Africa and Middle East (EAME) and Southwest Asia for Hyatt. “This brand enables us to team up with new owners and developers and furthers the foundation they’ve developed with their individual hotel brands. We also know guests are increasingly seeking authentic and one-of-a-kind experiences and have a desire to stay at properties that have a story to tell while creating new stories of their own and The Unbound Collection by Hyatt brand caters to this demand.”

The Unbound Collection by Hyatt brand was created in 2016 and is a global collection of unique and independent properties that promise to create story-worthy and shareable experiences for the modern traveler. Whether it is a fascinating past, an exclusive location, famous architecture and design or an award-winning dining experience, each property maintains a distinct character and the freedom to be unique, while still providing guests with Hyatt’s customer loyalty program, robust operational and marketing resources and a trusted quality brand.

The Unbound Collection by Hyatt hotel portfolio in Europe will include:

## Great Scotland Yard Hotel, London, United Kingdom

The iconic building of the historic London Metropolitan police station, Great Scotland Yard Hotel is currently being developed into a luxury lifestyle hotel and will be the first hotel in the U.K. in The Unbound Collection by Hyatt brand. Expected to open in Q4 2018, the famed landmark is known for its rich history, providing guests the opportunity to stay in the location where police pursued some of the country's most notorious criminals, including Jack the Ripper. The distinct historical character of the building will be preserved throughout the renovation, including maintenance of its original façade. Upon completion, this historic building will be a luxury 153-room hotel with sophisticated food and beverage offerings.

## Nish Palas, Istanbul, Turkey

Nish Palas, the first hotel in Turkey joining The Unbound Collection by Hyatt brand, is set to open in Summer 2018, and will be located in Nisantasi, one of Istanbul's oldest and most exciting neighborhoods. Known today for its fashion boutiques, trendy restaurants, bars, and art galleries, the area was originally frequented by the Sultans and their hunting parties. The charming 45-room boutique hotel will be the post-modern interpretation of a typical historical Nisantasi apartment, known as a "Palas," providing a local lifestyle rather than an accommodation experience. The hotel will feature a rooftop venue overlooking the iconic Bosphorus Sea and a fine dining restaurant where guests will have the chance to taste authentic Mediterranean flavors.

## Párisi Udvar Hotel, Budapest, Hungary

Párisi Udvar Hotel in Budapest will be located in the 20th-century Brudern House, a building known for its eclectic design that offers a rich history and sense of place in the heart of Budapest. The Art Deco and Neo Gothic building located on Ferenciek Square on the Pest side of the city has escaped major renovations, making it a unique treasure from Budapest's past. Upon completion, the 110-room hotel will incorporate elements from Moorish, Art Deco and Neo Gothic styles, representing the best of Hungary's architecture. The Párisi Udvar Hotel is expected to open in the first quarter of 2019.

## Hôtel Martinez, Cannes, France

Hôtel Martinez is one of the most recognizable and iconic hotels on the French Riviera, rich in culture and history, with a colorful past. The landmark has hosted some of the world's most distinguished guests and delivers on the brand's promise of creating story-worthy and shareable experiences for the modern traveler. The renovations to the hotel's 409 guest rooms were designed by Parisian firm Pierre-Yves Rochon. The hotel is home to the renowned two Michelin-starred restaurant La Palme d'Or, and it hosts many VIP guests and events during the world-famous Cannes Film Festival. The hotel is currently under partial operations with a limited room inventory and facilities. The hotel is expected to fully reopen on May 5, 2018.

Hôtel du Louvre, Paris, France

The culturally and historically rich Hôtel du Louvre in Paris sits in the heart of city's cultural district, surrounded by the Musée du Louvre, the Comédie-Française, the Palais Garnier, and Palais Royal. Known as one of the oldest hotels in Paris and as a product of Napoleon III's regeneration plan for Paris, the 177-room hotel has inspired the likes of Camille Pissarro and Sigmund Freud to create some of their best-known works from inside its walls. The hotel is expected to reopen in the fourth quarter of 2018.

These hotels will join the growing global portfolio including the recently opened Holston House Nashville in Nashville, Tenn. and Spirit Ridge in Osoyoos, British Columbia. The Bellevue Hotel in Philadelphia and The Eliza Jane in New Orleans is expected to join The Unbound Collection by Hyatt portfolio in March 2018. Currently, The Unbound Collection by Hyatt brand properties include The Driskill in Austin, Texas, Royal Palms Resort & Spa in Phoenix, The Confidante Miami Beach in Miami Beach, Fla., and Carmelo Resort & Spa in Uruguay.

For more information, visit [unboundcollection.hyatt.com](http://unboundcollection.hyatt.com).

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 Unbound Collection by Hyatt

The Unbound Collection by Hyatt brand is a portfolio of new and existing upper-upscale and luxury hotel properties, ranging from historic urban gems to contemporary trend-setters, boutique properties to resorts, and private home accommodations. Whether it is a fascinating past, an exclusive location, famous architecture and design, or an award-winning dining experience, the properties in the collection provide guests with "social currency" and allow them the freedom to be unique. Current hotel properties include The Driskill in Austin, Tex.; The Royal Palms Resort & Spa in Phoenix, Ariz.; The Confidante Miami Beach in Miami Beach, Fla.; Holston House Nashville in Nashville, Tenn.; Spirit Ridge in Osoyoos, British Columbia and Carmelo Resort & Spa in Uruguay. For more information, please visit [unboundcollection.hyatt.com](http://unboundcollection.hyatt.com). Follow @UnboundxHyatt on [Facebook](https://www.facebook.com/UnboundxHyatt) and [Instagram](https://www.instagram.com/UnboundxHyatt).

For further information:

About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company with a portfolio of 14 premier brands. As of December 31, 2017, the Company's portfolio included more than 700 properties in more than 50 countries across six continents. 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 attract and retain top colleagues, build relationships with guests and create value for shareholders. The Company's subsidiaries develop, own, operate, manage, franchise, license or provide services to hotels, resorts, branded residences, vacation ownership

properties, and fitness and spa locations, 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™, Hyatt Residence Club® and exhale® brand names. For more information about Hyatt Hotels Corporation, 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; failure to successfully complete proposed transactions (including the failure to satisfy closing conditions or obtain required approvals); 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.

###

## MEDIA CONTACTS:

Glennie Janssen

Hyatt

+1 312 780 5815

[glennie.janssen@hyatt.com](mailto:glennie.janssen@hyatt.com)

Simone Loretan

Hyatt - EAME/SWA

+41 44 279 1226

[simone.loretan@hyatt.com](mailto:simone.loretan@hyatt.com)