



The Unbound Collection by Hyatt Brand Announces New North America Developments, Openings and Conversions

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Brand to nearly double portfolio with announcement of new California project and upcoming and recent additions in Nashville, New Orleans, Philadelphia and British Columbia

CHICAGO--(BUSINESS WIRE)-- [Hyatt Hotels Corporation](http://www.hyatt.com) (NYSE: H) today announced the development of a new hotel in Hollywood, Calif., for The Unbound Collection by Hyatt brand, slated to open in 2019. A Hyatt affiliate has entered into a franchise agreement with PNK Group, a subsidiary of S3D Partner, to build a new 64-room boutique lifestyle hotel, which will be located at 1525 N. Cahuenga Blvd. Located near the iconic Hollywood Palladium theater, famed Sunset Boulevard and star-lined Hollywood Walk of Fame, the new hotel will reflect the avant-garde attitude of Hollywood. The hotel will be managed by Interstate Hotels & Resorts.

This press release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20180130005423/en/>



Spirit Ridge in Osoyoos, British Columbia at sunset (Photo: Business Wire)

A commercial, cultural, and entertainment destination, the Hollywood location will deliver on The Unbound Collection by Hyatt brand promise of creating story-worthy and shareable experiences for modern travelers. In addition to its 39 guest rooms and 24 suites, The Unbound Collection by Hyatt hotel will feature a variety of food and beverage experiences, including a ground-level restaurant, street-front lounge, and rooftop pool deck and

lounge. The hotel will cater to both leisure and business travelers seeking an upscale, lively hotel experience in the

heart of vibrant Hollywood.

The Hollywood hotel is part of a broader expansion of The Unbound Collection by Hyatt brand in North America. The brand added two new hotels in 2017: Holston House in Nashville, Tenn., and Spirit Ridge resort in Osoyoos, British Columbia, with the addition of two more hotels expected this spring: the newly built Eliza Jane hotel in New Orleans and The Bellevue Hotel in Philadelphia. These four new hotels will nearly double the brand's current portfolio. From historic urban gems in Nashville and Philadelphia, to a contemporary trend-setter in New Orleans and an adobe-style resort on historical grounds in Canada, each new property in The Unbound Collection by Hyatt brand portfolio will give guests the opportunity to create shareable experiences and will provide travelers with a variety of upper-upscale and luxurious accommodations.

"We are thrilled to continue growing The Unbound Collection by Hyatt brand with these new North American properties," said Sandra Cordova Micek, senior vice president, global brands for Hyatt. "Whether it's a captivating past, an exclusive destination or world-class architecture and design, each of the new properties joining The Unbound Collection by Hyatt brand will maintain their distinct character and the freedom to be unique, giving the modern traveler even more ways to enjoy one-of-a-kind choices when they travel."

Holston House

Named after the Holston River and inspired by the adventurous spirit of Tennessee's founding fathers, this newly built 191-room premier boutique hotel opened in December 2017. It is located in an iconic 1920s Art Deco building in downtown Nashville, just blocks from the Cumberland River and the iconic Ryman Auditorium, an ideal location to discover Nashville's vibrant streets and neighborhoods. New York-based design firm Stonehill Taylor reimagined the hotel's design, combining rugged modernism with authenticity through various décor elements such as classic overdyed rugs, leather accents, and wooden features. Holston House's thoughtful accommodations and amenities include four plush one-bedroom suites, two signature 12th-floor Penthouse Suites, a fitness center, and a series of food and beverage offerings, including a signature restaurant, spacious lobby bar and lounge, and dynamic rooftop pool bar – all conceptualized by New York-based APICII restaurant group. holstonhousenashville.hyatt.com

Spirit Ridge

Situated 250 miles east of Vancouver in Osoyoos, British Columbia, Canada, Spirit Ridge joined The Unbound Collection by Hyatt brand in December 2017. Although just 10 years old, the resort peacefully shares land that has been home of the Osoyoos Indian Band for thousands of years. Rich in culture and historical relevance, the resort's design embraces the Okanagan First Nations people and celebrates their deep spiritual connection to natural surroundings. The adobe style resort provides a full range of services and amenities including a 7,000-square-foot conference center, 226 suites and villas with fully equipped kitchens and private terraces, private beach access to the nearby Lake Osoyoos, three food and beverage experiences, several pools with hot tubs and private cabanas.

Spirit Ridge is undergoing a \$5 million renovation to enhance the guest experience and will remain open while upgrades are taking place. All guest suites, public areas, swimming pools, meeting rooms, restaurants and fitness centers will be refreshed, and the first phase of renovations is anticipated to be completed by Spring 2018. All renovations will be an authentic representation of the South Okanagan Valley and the sacred land on which it sits. spiritridge.hyatt.com

The Bellevue Hotel

The Bellevue Hotel, which is slated to rebrand from Hyatt at The Bellevue to The Unbound Collection by Hyatt brand in March 2018, is located in Philadelphia. A beacon of sophistication, design, and society, the hotel has hosted royalty, world leaders, cultural icons and history-making events throughout its 113-year history.

Featuring 172 guest rooms, 30,000 square feet of meeting and event space, and the highly rated XIX (NINETEEN) fine dining American restaurant, the hotel underwent a multi-million dollar renovation in 2016. Its new design, led by Marguerite Rodgers Interior Design, is a modern interpretation of classic Philadelphia that explores the rich political, artistic, theatrical and musical history of the city. Drawing on inspiration from the hotel's iconic location on the celebrated Avenue of the Arts, all guest rooms feature a contemporary take on 18th century furnishings, as well as art from local Philadelphia painters and photographers. Known as the "Grand Dame of Broad Street," the hotel will continue to serve as the epicenter for Philadelphia's prestigious social and business community.

The Eliza Jane

The Eliza Jane hotel, expected to open in Spring 2018 in the heart of downtown New Orleans, will evoke a balance of timelessness with modern style and luxury. To be located at 315 Magazine Street, on the edge of the booming Central Business District, the hotel will convey a sense of hidden history of stories still left untold. This impeccably designed 196-room hotel will feature 50 suites, a fitness center, street-level restaurant, lobby lounge and 1,800 square-feet of flexible meeting and event space on the lobby level.

Originally built in the 1860s, the building's vibrant architecture and storied walls will speak to hotel guests by revealing its impressive pedigree, complemented by elegant design aesthetics, intriguing spaces, inviting service and destination culinary and cocktail experiences. theelizajane.hyatt.com

These properties will join the existing five distinct The Unbound Collection by Hyatt brand properties around the world, including The Driskill Hotel in Austin, Texas, The Royal Palms in Phoenix, The Confidante in Miami Beach, Fla., Hotel Du Louvre in Paris, France and Carmelo Resort & Spa in Uruguay.

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 The Unbound Collection by Hyatt

The Unbound Collection by Hyatt brand is a portfolio of new and existing upper-upscale and luxury properties, ranging from historic urban gems to contemporary trend-setters, boutique properties to resorts. 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 properties include The Driskill Hotel in Austin, Texas, The Royal Palms in Phoenix, Arizona, The Confidante in Miami Beach, Florida, Spirit Ridge in Osoyoos, British Columbia, the Hotel Du Louvre in Paris, France and Carmelo Resort & Spa in Uruguay. For more information, please visit unboundcollection.hyatt.com. Follow @UnboundxHyatt on [Facebook](#) and [Instagram](#).

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.

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

Hyatt

Mya Walters

312-780-2291

mya.walters@hyatt.com