



Hyatt Centric Accelerates Growth with First International Hotels

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Properties in Uruguay and Japan and three new US hotels lead expansion plans

CHICAGO--(BUSINESS WIRE)-- [Hyatt Hotels Corporation](#) (NYSE: H) today announced the expansion of the Hyatt Centric brand with the first international Hyatt Centric hotel slated to open in mid-2016 in Montevideo, Uruguay, and the development of the first Hyatt Centric hotel in Tokyo, Japan. In addition, three Hyatt hotels in the U.S. – California, Utah and Texas – are moving under the Hyatt Centric brand.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20160125006061/en/>



Expected to open in early 2018, Hyatt Centric Ginza Tokyo will be the first new-build Hyatt Centric hotel in Asia Pacific. (Photo: Business Wire)

“The new and upcoming Hyatt Centric properties signal momentum for the brand’s global expansion plans and our foray into the increasingly popular upper upscale lifestyle segment, setting the stage for additional hotels in prime destinations by the end of this year,” said Steve Haggerty, global head of capital strategy, franchising and select service, Hyatt Hotels Corporation. “The Hyatt Centric brand portfolio is comprised of full-service hotels with an efficient service model designed to collaborate with

locally known partners to connect guests with authentic experiences.”

In mid-2016, the Hyatt Centric brand is expected to expand globally with the opening of its first international hotel,

[Hyatt Centric Montevideo, Uruguay](#). The 178-guestroom hotel will be located in the famed Pocitos neighborhood and will sit waterfront on River Plate along the Rambla Republica del Peru. With its prime location, guests will be able to explore and experience the city like a local along the Rambla, where Montevideans meet on weekends for exercising, socializing and taking advantage of the best sunset views in the city. The hotel will be in close proximity to the business district and tourist sites, including Ciudad Vieja, the World Trade Center and the Montevideo Shopping Center. Guests will also have access to over 1,100 square feet of flexible meeting space, a signature local restaurant and a rooftop executive lounge. This hotel was previously announced as Hyatt Montevideo.

Expected to open in early 2018, Hyatt Centric Ginza Tokyo will be the first new-build Hyatt Centric hotel in Asia Pacific. The 164-guestroom hotel will be located in Ginza, the prominent luxury fashion and entertainment center of the city on Namiki-Dori, and will occupy the top 10 floors of the 12-story commercial building tentatively known as the Ginza Asahi Building owned and under development by Asahi Shimbun. The hotel will offer dining and a bar with terrace seating, meeting space suited for gatherings, and a fitness center. The flexible design of the dining area can be arranged to host a variety of events from meetings to receptions. The interior design will reflect Ginza's special blend of tradition and innovation.

"We are embracing the spirit of exploration and discovery that is at the core of the Hyatt Centric brand and it will continue to guide us as the brand grows in new markets," said Sandra Cordova Micek, global senior vice president of brands, Hyatt. "The Hyatt Centric brand is created for millennial-minded travelers who are looking for authentic local experiences in the center of the destination. Every aspect of a Hyatt Centric hotel, from quality accommodations to helpful in-the-know staff, delivers on the brand's commitment to ensure our guests have everything they need and inspire them to explore the best that the area has to offer."

The three new Hyatt Centric hotels in the U.S. were chosen based on their sought-after locations and due to their unique designs that reflect the hotels' surroundings and local flair.

- Hyatt The Pike Long Beach (California) is now [Hyatt Centric The Pike Long Beach](#)
- Hyatt Escala Lodge at Park City (Utah) is now [Hyatt Centric Park City](#)
- Hyatt Market Street, The Woodlands (Texas) is now [Hyatt Centric The Woodlands](#)

The new additions join the two hotels that opened in 2015, Hyatt Centric The Loop Chicago and Hyatt Centric South Beach Miami, and demonstrate the brand's strong growth plans.

The vision for Hyatt Centric hotels is to collaborate with regional food and beverage partners to provide guests and locals with cuisine crafted by in-demand chefs. Additionally, the brand will introduce high-quality amenities such as salon-quality hair dryers, soft hooded bathrobes, and renowned bath products.

The Hyatt Centric Experience

Hyatt Centric hotels are full-service lifestyle hotels created for millennial-minded guests who view their hotel as more than a place to stay. Each hotel has its own personality and offers guests a story to tell, through its eclectic and fun touches and signature Hyatt Centric 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 so that both leisure and business travelers can easily explore the destination and get a feel for the local flavor. The Hyatt Centric brand 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., express dispatch service allowing guests to enjoy gourmet food in their room). 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 their surroundings. For more information on Hyatt Centric hotels, visit www.hyattcentric.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.

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 September 30, 2015, the Company's worldwide portfolio consisted of 627 properties in 52 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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