

## New 220-room downtown Portland, Ore. hotel marks the latest opening for Hyatt's fastest-growing lifestyle brand

**CHICAGO (February 10, 2020)** – [Hyatt Hotels Corporation](#) (NYSE:H) today announced the opening of [Hyatt Centric Downtown Portland](#) in Oregon, the first Hyatt Centric hotel in the Pacific Northwest. The 220-room hotel is located in the heart of Portland's hip West End District, just steps from high-end eateries and landmarks such as Powell's Books and the Pearl District. The new hotel features a modern design and sleek guestrooms, as well as noteworthy amenities, including a vinyl player in the hotel's 13 suites and 11 studio rooms, an impressive array of local art, and a Catalan and Spanish-inspired restaurant helmed by celebrated Portland chef Jose Chesa. The nearby MAX Light Rail and Portland Streetcar stop offer easy access to discover Portland's city center and Eastside neighborhoods, and to travel to and from Portland International Airport (PDX).

"Hyatt Centric Downtown Portland is the ideal jumping off point to begin a cultural quest of Portland's unique character and sought-after spots in its distinct neighborhoods, including a wide array of art galleries, breweries and James Beard award-winning restaurants," said General Manager Scott Lane. "We look forward to being the gateway for our guests to explore local hot spots and hidden gems, ensuring they never miss a moment of adventure in Rose City."

Designed by leading Portland-based developer and design builder Mortenson, in partnership with Sera Architects, Hyatt Centric Downtown Portland delivers a unique take on Oregon, focusing on the city's deep craftsman history and its interaction with the landscape.

A convergence of modern industrial and contemporary elements, complemented by locally influenced accents, creates a sense of place for guests and gives a nod to the city's quirky character. The "Portland Penny" adorns each in-room closet, paying homage to the 1835 American copper penny that was used in an 1845 coin toss to name the new town of Portland. Each suite showcases hand-stitched life-size chicken footstools by The City Girl Farm, speaking to the farming and agriculture around the city.

MASIA, the hotel's signature restaurant open for breakfast, brunch, lunch, and dinner, serves Catalan and Spanish-inspired cuisine, and boasts a shared plate menu, refined vermouth selection, inspired cocktails, and Spanish wine list. Under Chef Jose Chesa, MASIA offers an assortment of both contemporary and traditional Spanish classics, combining fresh ingredients and bold flavors to create a memorable dining experience. MASIA Bar, the hotel's lobby bar, offers a welcoming ambiance where guests can enjoy vinyl playlists featuring local artists and a premium selection of Vermouth cocktails. Additionally, chef Jose Chesa's famed 180 Xurros returns, serving as Hyatt Centric Downtown Portland's 24-hour market, and bringing hot xurros and coffee from Portland's Never Coffee Lab to guests and locals from the hotel's lobby.

Hyatt Centric Downtown Portland is pet-friendly and welcomes its pet guests with a bowl, treat and in-room bed. The hotel features a 24-hour fitness center and three meeting spaces, including the 1,368-square-foot Pettygrove Room, which can be divided in half to accommodate smaller groups, and 428-square-foot technology-driven boardroom, Lovejoy, named after one of Portland's founders.

Hyatt Centric Downtown Portland is located at 601 SW 11 Ave. (corner of 11th Ave. and Alder St.). For more information or to make a reservation, please visit [www.HyattCentricDowntownPortland.com](http://www.HyattCentricDowntownPortland.com), join the conversation on Facebook at [@HyattCentricPDX](#) and Instagram at [@HyattCentricPDX](#), or call 503-595-1234.

*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 Centric

Hyatt Centric is a brand of full-service lifestyle hotels located in prime destinations. Created to connect guests to the heart of the action, Hyatt Centric hotels are thoughtfully designed to enable exploration and discovery so they never miss a moment of adventure. Each hotel offers social spaces to connect with others in the lobby, meanwhile the bar and restaurant are local hot spots where great conversations, locally inspired food and signature cocktails can be enjoyed. Streamlined modern rooms focus on delivering everything guests want and nothing they don't. A passionately engaged team is there to provide local expertise on the best food, nightlife and activities the destination has to offer. For more information please visit [hyattcentric.com](http://hyattcentric.com). Follow [@HyattCentric](#) on [Facebook](#) and [Instagram](#), and tag photos with #HyattCentric.

### About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company with a portfolio of 20 premier brands. As of September 30, 2019, the Company's portfolio included more than 875 properties in over 60 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®, Alila®, Andaz®, The Unbound Collection by Hyatt®, Destination®, Hyatt Regency®, Hyatt®, Hyatt Ziva™, Hyatt Zilara™, Thompson Hotels®, Hyatt Centric®, Caption by Hyatt, Joie de Vivre®, Hyatt House®, Hyatt Place®, tommie™, Hyatt Residence Club® and Exhale® brand names, and operates the World of Hyatt® loyalty program that provides distinct benefits and exclusive experiences to its valued members. For more information, please visit [www.hyatt.com](http://www.hyatt.com).

For further information:

**MEDIA CONTACTS:**

Jorian Weiner

Hyatt

Corporate Communications

312-780-3004

[jorian.weiner@hyatt.com](mailto:jorian.weiner@hyatt.com)

Anna Parry


Laura Davidson Public Relations

Vice President

212-696-0660

[anna@ldpr.com](mailto:anna@ldpr.com)

---

Additional assets available online:  (3)

<https://stage.mediaroom.com/hyatt2/021020Hyatt-Centric-Downtown-Portland-Opens-Today-as-the-Hyatt-Centric-Brands-First-Hotel-in-the-Pacific-Northwest>