

The 249-room hotel will be a part of integrated development Samara Lombok, situated in the emerging destination of Lombok, Indonesia

CHICAGO (May 29, 2025) – [Hyatt Hotels Corporation](#) (NYSE: H) announced today that a Hyatt affiliate has entered into a franchise agreement with PT Lombok Torok Developments for Samara Lombok, debuting the Destination by Hyatt brand in Southeast Asia. The integrated development in south Lombok will join Hyatt’s portfolio of 15 properties in Indonesia, across 7 brands including Alila, Andaz, Park Hyatt, Grand Hyatt, Hyatt Place, Hyatt Regency and The Unbound Collection by Hyatt.

“Each property within the Destination by Hyatt brand is individual at heart yet connected by a commitment to embody the true spirit of each location,” said David Udell, group president, Asia Pacific, Hyatt. “We are thrilled to collaborate with PT Lombok Torok Developments on this hotel and bring guests and World of Hyatt members to the emerging destination of Lombok.”

Lombok is known for its untouched beaches and prime surf breaks that are amongst the best in Indonesia. It is also home to Mount Rinjani, the second highest volcano in the country, and a popular trekking destination. Accessible by air and sea, Samara Lombok is only 25 minutes away from Lombok International Airport.

“Our vision for Samara Lombok has always been to create a destination that goes far beyond conventional luxury. It’s about crafting a place where exceptional design, sport, dining, and exploration come together to deliver truly meaningful guest experiences,” said Stephen Ebsworth, co-founder, Samara Lombok. “This agreement with Hyatt allows us to share that vision with a wider global audience, while remaining firmly rooted in the spirit and soul of Lombok.”

Totaling more than 300 acres (125 hectares) on the pristine island, the integrated development of Samara Lombok will encompass two sites, Samara Bay and Samara Hills. Guests can look forward to a comprehensive wellness village, multiple swimming pools, and over 10 restaurants and bar venues offering a diverse range of culinary concepts developed in collaboration with some of the region’s most respected chefs. There will be purpose-built sports facilities, including four tennis courts and four padel courts, a marine and water sports center, an educational marine biology center, an organic farm and sustainability hub, a dedicated kids’ zone, and a collection of beach clubs and day clubs designed for guests to relax and connect. The hotel will offer 249 guest rooms and villas located throughout the development.

The architecture and interior design will be by several award-winning architects based in Bali, drawing inspiration from the lush paddy fields that surround the development. Construction is currently underway and Samara Lombok is planned to open in 2027.

To learn more about Destination by Hyatt hotels, please visit the official brand website: <https://www.hyatt.com/destination-by-hyatt/>

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 Destination by Hyatt

The Destination by Hyatt brand is a diverse collection of independent hotels, resorts and residences that are individual at heart yet connected by a commitment to embody the true spirit of each location. Ranging from upper-upscale to luxury, each property is purposefully crafted to be a place of immersive discoveries, authentic design, and warm and welcoming service. As an honored host, each Destination by Hyatt location connects guests to both people and place—offering a sense of belonging that invites all to *make our destination yours*. For more information, visit [destinationbyhyatt.com](https://www.destinationbyhyatt.com). Follow the Destination by Hyatt brand on Instagram: [@destinationhotels](#), X : [@Destination](#), and Facebook: [Destination Hotels](#).

About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company guided by its purpose – to care for people so they can be their best. As of March 31, 2025, the Company's portfolio included more than 1,450 hotels and all-inclusive properties in 79 countries across six continents. The Company's offering includes brands in the *Luxury Portfolio*, including **Park Hyatt®**, **Alila®**, **Miraval®**, **Impression by Secrets**, and **The Unbound Collection by Hyatt®**; the *Lifestyle Portfolio*, including **Andaz®**, **Thompson Hotels®**, **The Standard®**, **Dream® Hotels**, **The StandardX**, **Breathless Resorts & Spas®**, **JdV by Hyatt®**, **Bunkhouse® Hotels**, and **Me and All Hotels**; the *Inclusive Collection*, including **Zoëtry® Wellness & Spa Resorts**, **Hyatt Ziva®**, **Hyatt Zilara®**, **Secrets® Resorts & Spas**, **Dreams® Resorts & Spas**, **Hyatt Vivid Hotels & Resorts**, **Sunscape® Resorts & Spas**, **Alua Hotels & Resorts®**, and **Bahia Principe Hotels & Resorts**; the *Classics Portfolio*, including **Grand Hyatt®**, **Hyatt Regency®**, **Destination by Hyatt®**, **Hyatt Centric®**, **Hyatt Vacation Club®**, and **Hyatt®**; and the *Essentials Portfolio*, including **Caption by Hyatt®**, **Hyatt Place®**, **Hyatt House®**, **Hyatt Studios**, **Hyatt Select**, and **UrCove**. Subsidiaries of the Company operate the World of Hyatt® loyalty program, ALG Vacations®, Mr & Mrs Smith, Unlimited Vacation Club®, Amstar® DMC destination management services, and Trisept Solutions® technology services. For

more information, please visit www.hyatt.com.

About Samara Lombok

Samara Lombok is a 125-hectare integrated luxury resort destination located on the south coast of Lombok, Indonesia. Purpose-built around experience-first hospitality, Samara blends world-class design, sport, wellness, dining, and outdoor adventure across a vibrant coastal setting. The development includes multiple hotels and branded residences, a marine and water sports centre, an organic farm, sustainability hub, and over ten restaurants and bars — including concepts led by renowned regional chefs. With direct beachfront access and curated programs for families, wellness seekers, and explorers alike, Samara Lombok offers a new kind of destination in Southeast Asia — one defined by authenticity, connection, and barefoot luxury.

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, but are not limited to, general economic uncertainty in key global markets and a worsening of global economic conditions or low levels of economic growth; the rate and pace of economic recovery following economic downturns; global supply chain constraints and interruptions, rising costs of construction-related labor and materials, and increases in costs due to inflation or other factors that may not be fully offset by increases in revenues in our business; risks affecting the luxury, resort, and all-inclusive lodging segments; levels of spending in business, leisure, and group segments, as well as consumer confidence; declines in occupancy and average daily rate; limited visibility with respect to future bookings; loss of key personnel; domestic and international political and geopolitical conditions, including political or civil unrest or changes in trade policy; hostilities, or fear of hostilities, including future terrorist attacks, that affect travel; travel-related accidents; natural or man-made disasters, weather and climate-related events, such as hurricanes, earthquakes, tsunamis, tornadoes, droughts, floods, wildfires, oil spills, nuclear incidents, and global outbreaks of pandemics or contagious diseases, or fear of such outbreaks; our ability to successfully achieve specified levels of operating profits at hotels that have performance tests or guarantees in favor of our third-party owners; the impact of hotel renovations and redevelopments; risks associated with our capital allocation plans, share repurchase program, and dividend payments, including a reduction in, or elimination or suspension of, repurchase activity or dividend payments; the seasonal and cyclical nature of the real estate and hospitality businesses; changes in distribution arrangements, such as through internet travel intermediaries; changes in the tastes and preferences of our customers; relationships with colleagues and labor unions and changes in labor laws; the financial condition of, and our relationships with, third-party 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 our ability to successfully integrate completed acquisitions with existing operations; failure to successfully complete proposed transactions (including the failure to satisfy closing conditions or obtain required approvals); our ability to maintain effective internal control over financial reporting and disclosure controls and procedures; declines in the value of our real estate assets; unforeseen terminations of our management and hotel services agreements or franchise agreements; changes in federal, state, local, or foreign tax law; increases in interest rates, wages, and other operating costs; foreign exchange rate fluctuations or currency restructurings; risks associated with the introduction of new brand concepts, including lack of acceptance of new brands or innovation; general volatility of the capital markets and our ability to access such markets; changes in the competitive environment in our industry, industry consolidation, and the markets where we operate; our ability to successfully grow the World of Hyatt loyalty program and manage the Unlimited Vacation Club paid membership program; cyber incidents and information technology failures; outcomes of legal or administrative proceedings; and violations of regulations or laws related to our franchising business and licensing businesses and our international operations; and other risks discussed in the Company’s filings with the U.S. Securities and Exchange Commission (“SEC”), including our annual report on Form 10-K and our Quarterly Reports on Form 10-Q, which filings are available from the SEC. 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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