

Six properties of the made-in-Vietnam brand join Unscripted by Hyatt portfolio, more than doubling Hyatt's brand presence in Vietnam

CHICAGO (January 6, 2026) – [Hyatt Hotels Corporation](#) (NYSE: H) and Indochina Kajima announced today that Wink in Vietnam is joining the Unscripted by Hyatt brand. This strategic agreement between Hyatt and Indochina Kajima, a joint venture between Indochina Capital and Kajima Corporation, marks the global debut of the Unscripted by Hyatt brand and will expand Hyatt's brand presence in Vietnam to new destinations including Can Tho, Tuy Hoa and Hai Phong.

Under the agreement, six operating Wink properties – Wink Saigon Centre, Wink Danang Centre, Wink Danang Riverside, Wink Tuy Hoa Beach, Wink Can Tho Centre and Wink Hai Phong Centre – have joined the Unscripted by Hyatt brand collection, taking Hyatt's hotel portfolio in Vietnam from four hotels to ten. A new location, Wink Hanoi Westlake, is also set to open in late 2026. The combined seven Wink properties represent more than 2,000 rooms across Vietnam's key destinations, from the country's largest cities to emerging coastal and cultural hubs.

A Natural Fit for Unscripted by Hyatt

"This relationship with Indochina Kajima and Wink marks a milestone in our strategy to expand Hyatt's brand presence in the dynamic Vietnam market," said Stephen Ho, President - Greater China and Growth, Asia Pacific at Hyatt. "The Unscripted by Hyatt brand is an ideal match for the modern, tech-savvy and social-centric ethos of Wink. We are thrilled to bring this fresh, adventurous brand to a new generation of Vietnamese travelers and international guests."

As part of Hyatt's Essentials portfolio, the upscale Unscripted by Hyatt brand is purpose built to be flexible and conversion-friendly enabling independent hotels to preserve their own identity while gaining access to Hyatt's powerful systems and global platforms. For properties like Wink, this means to transitioning with minimal disruption while tapping into Hyatt's global scale and the award-winning World of Hyatt loyalty program with more than 61 million members.

Wink has established itself as a modern, locally rooted brand with an independent spirit, built on technology and thoughtfully designed spaces for a connected generation. This natural alignment in brand values creates a compelling foundation for growth. Through the Unscripted by Hyatt flexible, collection-style approach, each Wink hotel will continue to deliver its signature experience while remaining unmistakably Hyatt in quality and care.

What Makes Wink, Wink

"Wink was built on the belief that Vietnamese travelers deserve design-forward, tech-enabled hotels that don't compromise on personality," said Michael Piro, CEO of Indochina Capital and Wink. "Joining the Unscripted by Hyatt brand allows us to scale that vision while staying true to what makes Wink different: our contemporary ethos, sustainable DNA and modern Vietnamese style with nostalgic touches."

Since its first hotel opening in March 2021 with Wink Saigon Centre, Wink has quickly established itself as a beloved nationwide chain, standing out for its:

- Sleek, chic and vibrant design – Bold interiors that blend contemporary aesthetics with Vietnamese craft and color palettes
- Tech-driven functionality – Seamless check-in, smart room controls and connectivity designed for the mobile-first generation
- Sustainable DNA – From achieving LEED Gold Certification to limiting use of single-use plastics, sustainability is built into every Wink property
- Modern Vietnamese style with nostalgic touches – Design elements that honor Vietnam's heritage while looking firmly forward
- Celebrating the joy of spontaneity – Each hotel will sprinkle unexpected moments of delight throughout every stay

To celebrate this milestone, World of Hyatt members can earn 500 Bonus Points per qualifying night for stays at Wink hotels between January 1, 2026, and March 31, 2026. Additional participating hotels and their offer stay periods can be found at worldofhyatt.com/newhotelbonus. No registration is required and members can earn on top of other offers.

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 Wink

Founded in 2021, Wink is a made-in-Vietnam lifestyle hotel brand, combining sleek design, sustainable operations, and tech-enabled service across six properties – soon to be seven when Wink Hanoi Westlake opened in Q4 2026 – nationwide. With a focus on modern Vietnamese hospitality that honors local culture while embracing contemporary travel needs, Wink has become the go-to choice for domestic and international travelers seeking character-driven stays. For more information, visit <https://wink-hotels.com/>.

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 September 30, 2025, the Company's portfolio included more than 1,450 hotels and all-inclusive properties in 82 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®**, **Unscripted 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.

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. 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 when made, are inherently uncertain, and are subject to numerous assumptions and uncertainties, many of which are outside of Wink or Hyatt’s control, which could cause actual results, performance or achievements to differ materially from those expressed in or implied by such statements. Forward-looking statements made in this press release are made only as of the date of their initial publication and neither party undertakes an obligation to publicly update any of these forward-looking statements as actual events unfold, except to the extent required by applicable law. If one or more forward-looking statements is updated, no inference should be drawn that any additional updates will be made with respect to those or other forward-looking statements.


#

MEDIA CONTACTS:

Joyce Cheng
Hyatt – Asia Pacific
Joyce.Cheng@hyatt.com

Renee Yeung
Hyatt – Asia Pacific
Renee.Yeung@hyatt.com

David Kaye
Wink
David.kaye@wink-hotels.com

Additional assets available online:  (6)

<https://stage.mediaroom.com/hyatt2/060126-Unscripted-by-Hyatt-Brand-Debuts-Globally-with-Wink-Joining-World-of-Hyatt>