

## Hotel opening marks the first Hyatt Centric hotel in Central America

**CHICAGO (July 20, 2017)** – [Hyatt Hotels Corporation](#) (NYSE: H), in conjunction with LATAM Hotel Corporation and GHL Hotels, today announced the opening of [Hyatt Centric Guatemala City](#), the brand's first hotel in Central America. The 138-room hotel is located along 2nd Avenue in the heart of Guatemala City's Zona 10, known locally as "Zona Viva," which is considered one of the city's most upscale commercial areas and provides a perfect launch pad for guests to explore and discover the diverse offering of shopping, dining and entertainment options.

"This hotel is a prime destination in Guatemala City, allowing guests to begin their journey of the country's economic, governmental, and cultural center," said George Vizer, vice president of franchise operations, Hyatt. "We are confident Hyatt Centric Guatemala City will deliver on the brand's commitment to put guests in the middle of the action and inspire them to explore Guatemala's capital city."

As the first Hyatt Centric hotel in Central America, the hotel is designed to make guests feel welcome and connected to the heart of Guatemala City and all it has to offer. From Hyatt Centric Guatemala City, guests can meander through the National Museum of Archeology, shop for handmade textiles at the Plaza Mayor, and experience the Historic Center and National Palace. Additionally, La Aurora International Airport, Guatemala's passenger and cargo hub, is only 10 minutes away from the hotel.

"Hyatt Centric is a globally recognized brand – we are confident that Hyatt Centric Guatemala City will serve as a terrific launch pad for guests, but will also be a great gathering point for the local community. Furthermore, the location of the hotel in Zona Viva will position Hyatt Centric Guatemala City as an outstanding hotel in the city," said Fernando Paiz, president of Latam Hotels Corporation.

"We are delighted to open Hyatt Centric Guatemala City, which will set a new standard for hospitality, service and facilities in Guatemala City. Hyatt Centric is a globally recognized brand, and whether traveling for leisure or business, our guests will have the opportunity to explore a full service lifestyle hotel and have a wonderful experience," said Jorge Londoño, president of GHL Hotels.

### Guestrooms

Modern explorers can relax and recharge in one of the hotel's 138 guestrooms and suites, each complete with floor-to-ceiling views of Guatemala City or the hotel's atrium. Design features include vintage artwork highlighting Guatemalan culture and desired conveniences such as complimentary Wi-Fi throughout the hotel and an airport shuttle to La Aurora International Airport are provided with your stay.

### Dining and Drinking

Food lovers can discover local flavors at the hotel's distinct dining outlets. Starting with the hotel's main restaurant, Zamat brings a unique open kitchen concept offering a delicious mix of modern inspirations and classic dishes prepared with local ingredients. Decorated with organic materials such as wood and the colorful textiles from Guatemala, Zamat features a display wall with the traditional masks of Guatemala as a central point of the restaurant. Adding to its character and a sense of place, an artisanal cocktail menu featuring local plants enhances the experience and atmosphere.

When the sun starts to set over Guatemala City, guests will find themselves at Zielo. This unique rooftop restaurant with a central open kitchen is the perfect place to relax or spend time with friends, family, and colleagues while being in the middle of the action. Enjoy tropical cocktails, live music once a week and a casual menu consisting of pizzas, small bites, and other sharing plates.

Additional food and beverage outlets include the exclusive Bar Zeis and Ezpresso Corner, which serves delicious coffees from different regions of Guatemala with gourmet pastries.

### Wellness and Recreation

The rooftop fitness center at Hyatt Centric Guatemala City pulls out all the stops to motivate your workout. Guests can enjoy skyline views while getting their heart rate going on a treadmill or stationary bike. Additionally, guests can round out their workout with a suite of strength-training equipment.

### Pet Friendly

Guests are welcomed to join us with their favorite four-legged friend during their stay in Guatemala City. Up to one dog per room weighing up to 40 pounds. The hotel offer beds, bowls, toys, and treats, free of charge.

For more information, please visit [www.hyattcentricguatemalacity.com](http://www.hyattcentricguatemalacity.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.

## The Hyatt Centric Experience

Hyatt Centric is a brand of full-service lifestyle hotels located in prime destinations. Created for millennial-minded travelers who want to be in the middle of the action, Hyatt Centric hotels are thoughtfully designed to enable exploration and discovery. The lobby lounge is a launch pad providing guests with information about the most sought after food, nightlife and activities the destination has to offer. 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, including Beekind's environmentally conscious bath products, Bluetooth-enabled electronics and salon-grade blowdryers. A team of colleagues is always available to recommend local hidden gems to launch guests' discovery of the destination. For more information please visit [hyattcentric.com](http://hyattcentric.com). Follow @HyattCentric on [Facebook](https://www.facebook.com/HyattCentric) and [Instagram](https://www.instagram.com/HyattCentric), and tag photos with #HyattCentricExplorer.

## About Latam Hotel Corporation

A company focused in the development of mix-used properties by building and operating real estate development and hotels of select service for the Hyatt Place brand, as well as lifestyle hotels for the Hyatt Centric brand and recently the corporation introduced Latam Hotel as their own brand.

## About GHL Hotels

A leading hotel operator and developer, based in Colombia with more than 52 years of experience in the tourism market. It operates over 70 hotels in 13 countries in Latin America with their own brands and international franchises such as Sheraton, Hyatt Place, Four Points by Sheraton, Sonesta, Howard Johnson, GHL Collections, GHL Style, Hilton Garden Inn, among others.

For further information:

## 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 March 31, 2017, the Company's portfolio included 708 properties in 56 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](http://www.hyatt.com).

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