

The luxury property will mark the debut of The Unbound Collection by Hyatt brand in Frankfurt and the second Hyatt-branded hotel in the city

CHICAGO (May 24, 2023) – [Hyatt Hotels Corporation](#) (NYSE: H) announced today that a Hyatt affiliate has entered into a franchise agreement with SIC Hospitality GmbH for Kennedy 89, a luxury hotel currently under development. Set to open within The Unbound Collection by Hyatt brand later this year, the 181-room luxury hotel will be tailored for discerning travellers who appreciate sophistication, comfort, and a sense of history, while marking the brand's first hotel in Frankfurt. The announcement is part of Hyatt's ambitious plans to grow its luxury brands in key-growth markets across Europe in the places where guests, World of Hyatt members and customers want to travel.

The luxury hotel will be set in Frankfurt's elegant and serene Sachsenhausen district, neighbouring consulates and nineteenth century residential buildings, within walking distance to the city's historical centre. All 181 guestrooms, 68 of which will be suites, will feature private balconies, many of them boasting unique views across the Frankfurt skyline. The rooms will also feature seamlessly integrated kitchenettes, introducing added comfort for guests looking to enjoy extended stays.

The hotel name is inspired by its location on Kennedy Allee, a street name paying homage to the legacy of John F. Kennedy, the 35th president of the United States, and his well-documented stay in Frankfurt in 1963. The property will be located at the intersection of Kennedy Allee and Stresemann Allee, less than five minutes from the lush green banks of the river Main and its countless prestigious museums and exhibitions. With picturesque cobble stone streets and charming squares in the immediate surroundings, the hotel is just a 10-minute car ride away from Frankfurt International Airport, the city's main station as well as Deutsche Bank Park sports stadium and the Frankfurt trade fairgrounds.

"With Frankfurt being one of the world's leading financial centres, we are delighted to announce plans for the first hotel in The Unbound Collection by Hyatt brand in the city with this one-of-a-kind property, marking an important milestone in our impressive luxury brand growth in Europe," said Felicity Black-Roberts, vice president, development for Europe and North Africa, Hyatt. "The Unbound Collection by Hyatt brand celebrates the individuality of each property and the rich stories within to provide guests story-worthy experiences. We are honoured to collaborate with SIC Hospitality GmbH on this project to bring their distinct vision to life in such a key destination that is sure to attract global travelers and locals alike."

The hotel will feature a ground floor destination restaurant with street-level entrances and extensive outdoor seating, as well as offer guests and locals stylish, standalone bars on the first floor and the rooftop, the latter equipped with a memorable skyline view. Hotel guests will also be able to take advantage of an on-site gym and extensive underground parking. The event space will host the property's elegant lounge with its outstanding bar, brightly lit by floor-to-ceiling windows and surrounded by nearly 1,400 square feet (130 square metres) of banqueting space with meeting rooms for high-end gatherings and bespoke experiences.

To emphasize its prestigious corner position at Kennedy Allee number 89, the striking curved façade of the new-build property – conceived by Eike Becker, one of Germany's most renowned architectural firms – will reflect the river Main's flow. The hotel's spectacular geometric design and cubic-inspired approach will be complemented by high-end interiors designed by Studio Lux Berlin, which give a gentle nod to the design style of the 1960s.

"In designing our new property, we were keen to cater to the evolving demands of today's modern traveler whilst capitalizing on both Frankfurt's strong banking reputation and Hyatt's world-class hospitality," said Benjamin Blackman, Managing Director of SIC Hospitality GmbH. "Combining luxury service with the added flexibility of long-stay comfort, we are confident that Kennedy 89 will be perfectly positioned to help visitors of this vibrant city enjoy an elevated, comfort-rich experience, whether they are in town for a short break or doing business over an extended period, and believe it will be a strong addition to Hyatt's dynamic brand portfolio."

For more information about the independent hotels in The Unbound Collection by Hyatt brand, please visit unboundcollection.hyatt.com.

Kennedy 89 will mark the second Hyatt-branded hotel in Frankfurt, joining [Hyatt Place Frankfurt Airport](#). The hotel will also mark the second hotel in Germany under The Unbound Collection by Hyatt brand, joining [The Wellem](#) in Dusseldorf.

The term "Hyatt" is used in this release for convenience to refer to Hyatt Hotels Corporation and/or one or more of its affiliates.

For further information:

About The Unbound Collection by Hyatt

More than a compilation of independent, one-of-a-kind hotels, The Unbound Collection by Hyatt brand is a thoughtful curation of *stories worth collecting*. Whether it's a modern marvel, a historic gem or a revitalizing retreat, each property provides thought-provoking environments and experiences that inspire for guests seeking elevated yet unscripted service when they travel. For a full list of hotels in the collection, visit unboundcollection.hyatt.com. Follow @UnboundxHyatt on [Facebook](#) and [Instagram](#) and tag your photos with #UnboundxHyatt.

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, 2023, the Company's portfolio included more than 1,250 hotels and all-inclusive properties in 75 countries across six continents. The Company's offering includes brands in the *Timeless Collection*, including **Park Hyatt®**, **Grand Hyatt®**, **Hyatt Regency®**, **Hyatt®**, **Hyatt Residence Club®**, **Hyatt Place®**, **Hyatt House®**, **Hyatt Studios**, and **UrCove**; the *Boundless Collection*, including **Miraval®**, **Alila®**, **Andaz®**, **Thompson Hotels®**, **Dream® Hotels**, **Hyatt Centric®**, and **Caption by Hyatt®**; the *Independent Collection*, including **The Unbound Collection by Hyatt®**, **Destination by Hyatt®**, and **JdV by Hyatt®**; and the *Inclusive Collection*, including **Hyatt Ziva®**, **Hyatt Zilara®**, **Zoëtry® Wellness & Spa Resorts**, **Secrets® Resorts & Spas**, **Breathless Resorts & Spas®**, **Dreams® Resorts & Spas**, **Hyatt Vivid Hotels & Resorts**, **Alua Hotels & Resorts®**, and **Sunscape® Resorts & Spas**. Subsidiaries of the Company operate the World of Hyatt® loyalty program, ALG Vacations®, Unlimited Vacation Club®, Amstar DMC destination management services, and Trisept Solutions® technology services. For more information, please visit www.hyatt.com.

About SIC Hospitality GmbH

SIC Hospitality GmbH was founded with the purpose of developing and realizing innovative and luxurious hospitality concepts.

SIC Properties GmbH, a group company, has been developing office and commercial spaces as well as first-class apartments for over 15 years. The comprehensive portfolio extends across locations in Berlin, Gera, Leipzig and now Frankfurt, all united by the commonly shared aspiration to create sustainable value for the location and the people thriving in it.


Forward-Looking Statement

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. These statements include statements about our plans, strategies, outlook, occupancy, the amount by which the Company intends to reduce its real estate asset base, the expected amount of gross proceeds from the sale of such assets, and the anticipated timeframe for such asset dispositions, the number of properties we expect to open in the future, booking trends, RevPAR trends, our expected Adjusted SG&A expense, our expected capital expenditures, our expected net rooms growth, our expected system-wide RevPAR, our expected one-time integration costs, financial performance, prospects or future events and involve known and unknown risks that are difficult to predict. As a result, 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 the 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 geo-political 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 earthquakes, tsunamis, tornadoes, hurricanes, droughts, floods, wildfires, oil spills, nuclear incidents, and global outbreaks of pandemics or contagious diseases, or fear of such outbreaks; the pace and consistency of recovery following the COVID-19 pandemic and the long-term effects of the pandemic, additional resurgence, or COVID-19 variants, including with respect to global and regional economic activity, travel limitations or bans, the demand for travel, transient and group business, and levels of consumer confidence; the ability of third-party owners, franchisees, or hospitality venture partners to successfully navigate the impacts of the COVID-19 pandemic, any additional resurgence, or COVID-19 variants or other pandemics, epidemics or other health crises; our ability to successfully achieve certain 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 property 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, including with respect to our acquisition of Apple Leisure Group and Dream Hotel Group and the successful integration of each business; failure to successfully complete proposed transactions (including the failure to satisfy closing conditions or obtain required approvals); our ability to successfully execute on our strategy to expand our management and franchising business while at the same time reducing our real estate asset base within targeted timeframes and at expected values; declines in the value of our real estate assets; unforeseen terminations of our management 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, including as a result of the COVID-19 pandemic, industry consolidation, and the markets where we operate; our ability to successfully grow the World of Hyatt loyalty program and Unlimited Vacation Club paid membership program; cyber incidents and information technology failures; outcomes of legal or administrative proceedings; 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 SEC, including our annual report on Form 10-K, which filings are available from the SEC. All forward-looking statements attributable to us or persons acting on our behalf are expressly qualified in their entirety by the cautionary statements set forth above. 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 do not undertake or assume any 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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Additional assets available online:  [Photos \(4\)](#)

<https://stage.mediaroom.com/hyatt2/2023-05-24-Hyatt-Announces-Expansion-of-Brand-Footprint-in-Europe-with-Plans-for-Kennedy-89-Hotel-in-Frankfurt>