

Hyatt Vivid Grand Island will join Dreams Grand Island as part of resort complex, expanding Inclusive Collection's brand portfolio in Cancun

CHICAGO (June 6, 2023) – [Hyatt Hotels Corporation](#) (NYSE: H) announced today that a Hyatt affiliate has entered into a management agreement with Grupo Murano for Hyatt Vivid Grand Island, an adults-only resort and Dreams Grand Island, a family-friendly 616-room luxury resort. Both properties are expected to open in Cancun, Mexico in early 2024 within the Inclusive Collection, part of World of Hyatt. Hyatt Vivid Grand Island will mark the first Hyatt Vivid property in the Inclusive Collection portfolio.

"These plans for the first Hyatt Vivid resort reflect the continued evolution of travel and Hyatt's unwavering dedication to the all-inclusive concept. Introducing a resort experience that blends culture and a free-spirited atmosphere with the conveniences of an all-inclusive is an ideal value proposition for owners who are eager to capitalize on this exciting opportunity to introduce the all-inclusive experience to the next generation of travelers," said Javier Coll, group president, global business development & innovation, Inclusive Collection, Hyatt. "We are confident the winning combination of Hyatt Vivid Grand Island and Dreams Grand Island will create a must-visit destination that will appeal to a variety of travel occasions and guests."

"Working with one of the most prominent brands in hospitality aligns with Grupo Murano's strategic vision," said Marcos Sacal, CEO, Grupo Murano. "We are thrilled to continue collaborating with Hyatt, now in Cancun, to launch the new Hyatt Vivid brand. As we expand our services, offerings, and developments, we are eager to work with like-minded companies and brands, such as Hyatt and the Inclusive Collection, that are evolving the travel and hospitality space."

Hyatt Vivid hotels and resorts will offer couples, friends and solo travelers locally inspired itineraries and encourage social interaction at every turn through experiential-driven programming, dining, and entertainment. Created to appeal to the next generation of forward-thinking travelers, the new brand is designed for adults seeking casual comforts filled with simple pleasures. Signature dining experiences will offer a casual and inviting approach focused on flexibility over formality, including a culinary collective comprised of taco trucks, ceviche carts, a food hall, and more. For active travelers looking to maintain healthy routines and fitness goals, resorts will offer specialty classes to complement state-of-the-art fitness centers.

Hyatt Vivid Grand Island will feature 400 guest rooms designed for comfort and featuring expansive views. Reminiscent of the Mayan deity Kukulcan, the resort is being designed by world renowned and award-winning architects, HOK.

Guests can expect to have seamless access to the adjacent Dreams Grand Island, a family-friendly 616-room resort expected to open in early 2024, providing additional options and amenities for a truly immersive experience. Guests will enjoy the brand's signature [Unlimited-Luxury](#)[®] inclusions, such as pool and beach service, unlimited international and domestic top-shelf spirits, 24-hour room and concierge services, daily activities and entertainment, nightly events and more.

Together, the resorts will offer 19 unique culinary concepts comprised of Japanese, Mexican, French, Mediterranean, and more. Guests will have access to a 26,000-square-foot spa, complete with 25 treatment rooms, a state-of-the-art fitness center, multiple pools, a beach club and more.

To learn more about the Inclusive Collection, please visit www.hyattinclusivecollection.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.

For further information:

About Inclusive Collection, part of World of Hyatt

The largest portfolio of luxury all-inclusive resorts in the world, the *Inclusive Collection*, part of World of Hyatt, includes ten distinct resort and hotel brands designed to celebrate every moment for every lifestyle and stage of life including [Impression by Secrets](#), [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](#). The *Inclusive Collection* continuously raises the all-inclusive concept to a new level of luxury with award-winning properties that offer elevated accommodations, desirable locations, and thoughtful inclusions. For more information, visit the Inclusive Collection, part of World of Hyatt at www.hyattinclusivecollection.com. Images and press material on the Inclusive Collection are available at <https://newsroom.hyatt.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 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 **Impression by Secrets**, **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 Grupo Murano

Grupo Murano is a Mexican Real Estate development company with extensive experience in the structuring, development and assessment of industrial, residential, corporate office, and hotel projects in Mexico. The Company also provides comprehensive services, including the execution, construction, management, and operation of a wide variety of real estate projects. Grupo Murano has a national footprint and international outreach. For more information, please visit www.murano.com.mx.

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 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; 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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<https://stage.mediaroom.com/hyatt2/2023-06-06-Hyatt-Announces-Plans-for-First-Hyatt-Vivid-Property-to-Open-in-2024>