

The 226-room adults-only hotel, located on the southern coast of Tenerife, offers travelers the opportunity to explore local attractions and activities while enjoying the conveniences of an all-inclusive hotel.

CHICAGO, IL (November 4, 2024) – [Hyatt Hotels Corporation](#) (NYSE: H) announced today the opening of [AluaSoul Costa Adeje](#) in Tenerife. The opening further expands Hyatt's brand presence in the Canary Islands and supports its continued commitment to providing more distinct options for guests and members seeking unique experiences.

"The debut of AluaSoul Costa Adeje strengthens Hyatt's brand presence in the region, to meet the growing demands of travelers," said Manuel Melenchón, managing director of South Region EAME at Hyatt. "Offering multiple accommodation options tailored to guest and member preferences, the new hotel provides a flexible experience in Europe, perfectly complementing the destination's blend of relaxation, adventure and entertainment."

As part of the Alua Hotels & Resorts brand within Hyatt's Inclusive Collection portfolio, AluaSoul Costa Adeje offers guests the services of an all-inclusive hotel, with multiple boarding options designed to cater for every type of traveler. With its fresh, modern feel, the hotel is perfectly positioned for those seeking comfortable amenities for recharging after a day of exploring.

"Ideally located on the beautiful island of Tenerife in the Canary Islands, AluaSoul Costa Adeje boasts stunning views of the Atlantic Ocean with modern facilities, bright spaces and flexible options for guests to enjoy their ideal vacation experience," said Elena María Hernández, general manager of AluaSoul Costa Adeje. "The hotel is perfect for global travelers, providing modern accommodations designed with comfort in mind and tailored to meet the needs of every guest."

As part of Hyatt hotels' goals of supporting the local community, most renovation materials and furnishings have been locally sourced.

Convenient Location

Located in Costa Adeje on the southern coast of Tenerife, AluaSoul Costa Adeje is nestled on a seafront promenade near beaches, shopping centers, bars and restaurants, with easy access to local attractions, such as Puerto Colón Marina, La Pinta Beach, Teide National Park, Drago Park, and Los Gigantes Cliffs. A culinary paradise for seafood lovers, Costa Adeje's vibrant food scene combines traditional Canarian flavors with rich international fusions to create a mix of fresh, local dishes that perfectly complement the stunning backdrop of the Tenerife coast and local culture.

Convenient Accommodations

Open year-round, the newly renovated AluaSoul Costa Adeje features 226 guest rooms, most of which are equipped with private balconies or terraces that unveil stunning ocean views. All rooms are spacious, elegantly decorated, and draw inspiration from nature with an earthy color scheme, contemporary furniture, wooden floors and pops of warm color. Guests can enjoy amenities such as complimentary Wi-Fi, air conditioning, walk-in rain showers and more.

For those seeking a premium vacation experience, the *My Favorite Club* offers upgraded accommodations and amenities, including the Two-Bedroom Suite Ocean View, which features two bedrooms and two bathrooms alongside a living area and panoramic views of Costa Adeje. Guests of *My Favorite Club* can enjoy exclusive services such as early check-in and checkout, a reserved area within the Terra restaurant, a rooftop sun terrace, Bali beds with panoramic ocean views, and access to the *My Favorite Club* lounge, offering snacks, drinks, and communal spaces throughout the day.

Culinary Offerings

Guests at AluaSoul Costa Adeje can choose from a variety of meal plans to suit their ideal vacation preferences. For those looking for a relaxing experience, the all-inclusive package offers three meals along with a late breakfast, snacks throughout the day, domestic and international beverages, and one dinner per week at the hotel's a la carte restaurant. For more flexibility, the half-board option provides breakfast and dinner, while guests who plan to explore the local surroundings can take advantage of the bed and breakfast meal plan, which offers complimentary breakfast each morning.

For guests who wish to dine at the hotel, AluaSoul Costa Adeje features two restaurants: an a la carte and a buffet-style option, both serving local and international cuisine. Menus can be tailored to accommodate dietary restrictions and preferences. Guests can also enjoy a poolside snack-bar and two bars offering domestic and international spirits.

Engaging Amenities

After exploring the diverse island of Tenerife, known for activities such as surfing, kite surfing, and paddle boarding, guests can unwind on the sun loungers by the newly refurbished outdoor pool. In the evening, daytime activity areas transform into lively

entertainment spaces, including live shows and performances.

For those looking to unwind, the on-site spa combines hydrotherapy and relaxing treatments to create a refreshing, invigorating and peaceful experience. During their time at the spa, guests can indulge in a variety of facilities such as a the jacuzzi, saunas, steam room, and sensation shower.

Weddings, Meetings and Events

Events at AluaSoul Costa Adeje benefit from three well-equipped meeting rooms that accommodate up to 300 guests. With state-of-the-art amenities including a dedicated lounge and lobby, special menus, and transport assistance, guests can work with dedicated event specialists to plan their ideal event itinerary, ensuring flexibility and an exceptional experience.

The opening of AluaSoul Costa Adeje enhances Hyatt's growing brand footprint in the EAME region, following recent openings including **Dreams Madeira Resort, Spa & Marina, all Berlin East Side Grand Hyatt Barcelona, and Hyatt Centric Cairo West**. Hyatt's thoughtful brand expansion is expected to continue throughout 2024 and 2025 with planned openings including **Andaz Doha, Thompson Rome, and Thompson Seville**.

To learn more about the rewarding ways members can enjoy luxury all-inclusive experiences through World of Hyatt, visit [Hyatt's Inclusive Collection](#). To learn more about AluaSoul Costa Adeje, visit the hotel's [website](#) or follow along on [Instagram](#).

For further information:

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 June 30, 2024, the Company's portfolio included more than 1,350 hotels and all-inclusive properties in 78 countries across six continents. The Company's offering includes brands in the *Timeless Collection*, including *Park Hyatt*®, *Grand Hyatt*®, *Hyatt Regency*®, *Hyatt*®, *Hyatt Vacation 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®, 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 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, pace and booking trends, the expected timing and payment of dividends, RevPAR trends, our expected Adjusted G&A Expense, our expected capital expenditures, our expected net rooms growth, our expected system-wide RevPAR, our expected one-time integration-related expenses, 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 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 earthquakes, tsunamis, tornadoes, hurricanes, 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 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 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 successfully execute our strategy to expand our management and hotels services and franchising business while at the same time reducing our real estate asset base within targeted timeframes and at expected values; 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 hotels services 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 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 SEC, including our annual reports on Form 10-K and quarterly reports on Form 10-Q, 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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