

## Located in one of Eastern Europe’s most popular seaside destinations—the 397-room adults-only hotel offers a vibrant all-inclusive experience on Bulgaria’s Black Sea coast

**CHICAGO (June 2, 2025)** – [Hyatt Hotels Corporation](#) (NYSE: H) announced today the opening of [AluaSoul Sunny Beach](#), part of Hyatt’s Inclusive Collection, in the heart of Sunny Beach, Bulgaria. The opening marks the continued expansion of the Alua Hotels & Resorts brand, strengthening Hyatt’s commitment to offering seamless all-inclusive travel experiences that suit every traveler. The opening of AluaSoul Sunny Beach complements the existing Inclusive Collection brand portfolio in Bulgaria, joining Secrets Sunny Beach, Dreams Sunny Beach, Alua Helios Bay and AluaSun Helios Bay, which opened in 2023.

“The opening of AluaSoul Sunny Beach reflects our commitment to offering exceptional value and memorable moments for guests and World of Hyatt members,” said Manuel Melenchon, Managing Director, South, for Hyatt in EAME. “As travelers continue to seek all-inclusive stays in Europe, we’re dedicated to creating seamless experiences that allow guests and World of Hyatt members to relax in comfort while also connecting with local culture, exploring the destination, and enjoying stays that consistently exceed expectations.”

“We’re excited to celebrate the opening of our newest Alua Hotels & Resorts property,” said Ana Tomicevic, Global Brand Leader, Inclusive Collection, Hyatt. “Alua properties are designed for today’s traveler—those seeking a modern, minimalistic stay with authentic local touches. The brand resonates with guests who value exploring their destination as much as relaxing at the resort. Sunny Beach, with its unique backdrop and vibrant energy, is the perfect setting for this next chapter.”

Juxtaposed between the lively Flower Street and the Sunny Beach Promenade, the adults-only AluaSoul Sunny Beach offers direct access to the famed Boulevard studded with local shops and a vibrant nightlife, offering a contemporary all-inclusive experience with a fresh, modern feel in the heart of this bustling beach town. Whether guests want to explore, relax, or a balanced blend of both, the hotel is thoughtfully designed to match every travel style—offering easy access to Blue Flag beaches, vibrant nightlife, and the rich culture and cobbled, picturesque streets of the UNESCO-listed Nessebar.

“We’re thrilled to welcome guests and World of Hyatt members to the new AluaSoul Sunny Beach. With a prime location in one of the most popular seaside destinations in Eastern Europe, the hotel boasts a truly elevated experience, combining a modern design with unforgettable entertainment and amenities along with the convenience of easy access to all that Sunny Beach has to offer,” said Daniel Bielsa Gibaja, general manager of AluaSoul Sunny Beach. “Whether looking to relax and unwind, or make the most of the local nightlife, the hotel has something for everyone.”

### Tranquil Guestrooms

AluaSoul Sunny Beach’s 397 guest rooms combine modern interior design with all the facilities needed for a relaxing stay, with many touting stunning views of the Black Sea. The hotel’s neutral color-scheme with a touch of vibrant hues, are inspired by the local culture and the surrounding natural beauty. Amenities include complimentary Wi-Fi, air conditioning and walk-in rainfall showers.

### Culinary Offerings

From fresh local ingredients to international favorites, the hotel’s six restaurants and bars offer something for every palate. Mare Nubium features hyper-local cuisine in an elegant à la carte setting, while Terra serves a wide range of local and international dishes buffet-style—perfect for a casual, quick bite. The Spot adds nightlife to the mix with live entertainment in a high-energy setting. Guests can also enjoy healthy snacks at Kentia’s terrace, handcrafted cocktails at the poolside Agua bar, and bold Asian fusion flavors at Jojo.

The all-inclusive offer includes three meals daily along with a late continental breakfast, snacks throughout the day, and a selection of alcoholic and non-alcoholic beverages.

### Engaging Amenities

The property boasts two outdoor swimming pools – one for relaxation in the sun, and the other for activities. Guests seeking adventure can make use of the hotel’s active offerings, which include water sports like windsurfing, jet skiing, parasailing, kayaking, boat rides and snorkeling.

For guests placing an emphasis on wellbeing, the hotel’s 24-hour fitness center touts floor to ceiling windows and is fully equipped with professional machines and free weights. Guests can also unwind in the hotel’s modern spa, with the choice of a hot tub, sauna, steam room and sensation showers, or partake in a relaxing massage or rejuvenating facial or body treatment to further complement the hotel’s wellbeing offerings.

### My Favorite Club

AluaSoul Sunny Beach offers My Favorite Club, designed to provide guests with added comfort and convenience through exclusive benefits, upgraded accommodations, and amenities. These include early check-in and late check-out, access to a reserved area in the Terra restaurant, private hotel areas, and premium accommodation options. My Favorite Club suites, such as the Double Superior Frontal Sea View, are situated in prime locations within the hotel, offering panoramic views of the Black Sea. These rooms come with additional amenities, including a larger TV, a wider selection of toiletries, and a bottle of red wine, and more.

## Meetings and Events

Flexible meeting space at AluaSoul Sunny Beach includes Sophia Hall, a 65 m<sup>2</sup> room which can accommodate up to 60 guests for meetings, presentations, training sessions or informal networking events, surrounded by the stunning Black Sea.

To learn more about the rewarding ways members can enjoy all-inclusive experiences through World of Hyatt, visit [Hyatt's Inclusive Collection](#). To learn more about AluaSoul Sunny Beach and save an additional 15% with the opening offer for stays through June 19, 2025, visit the resort's [website](#).

*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 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, 2025, the Company's portfolio included more than 1,450 hotels and all-inclusive properties in 79 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®**, **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](http://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. These statements include statements about the Company's plans, strategies, outlook, the number of properties we expect to open in the future, the expected timing and payment of dividends, the Company's 2025 outlook, including the Company's expected System-wide Hotels RevPAR Growth, Net Rooms Growth, Net Income, Gross Fees, Adjusted G&A Expenses, Adjusted EBITDA, Capital Expenditures, and Adjusted Free Cash Flow, the proposed Playa acquisition and our ability to consummate and finance the acquisition, outcomes of the proposed acquisition, including impact on asset-light earnings mix, our ability to reduce our owned real estate asset base within targeted timeframes and at expected values, financial performance, prospective or future events and involve known and unknown risks that are difficult to predict. As a result, the Company's 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 the Company and the Company's 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; the impact of global tariff policies or regulations; hostilities, or fear of hostilities, including future terrorist attacks, that affect travel; the effects that the announcement or pendency of the planned Playa Hotels Acquisition may have on us, Playa and our respective business and ability to retain and hire key personnel and maintain relationships with customers, suppliers and others with whom we or they do business; inability to obtain required regulatory or government approvals or to obtain such approvals on satisfactory conditions; inability to obtain sufficient stockholder tender of Playa ordinary shares, stockholder approval or to satisfy other closing conditions; the occurrence of any event, change or other circumstance that could give rise to the termination of the definitive agreement; the effects that any termination of the definitive agreement may have on us or our business; failure to successfully complete the planned acquisition; legal proceedings that may be instituted related to the planned acquisition; significant and unexpected costs, charges or expenses related to the planned acquisition; risks associated with potential divestitures, including of Playa real estate or business and our ability to finalize an agreement to sell Playa's owned real estate on favorable terms or at all; ability or failure to successfully integrate the acquisition with existing operations; ability to realize anticipated synergies of the Playa Hotels Acquisition or obtain the results anticipated; travel-related accidents; natural or man-made disasters, weather and climate-related events, such as hurricanes, earthquakes, tsunamis, tornadoes, 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 specified 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 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 hotel services agreements 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 manage the 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 the Company 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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