

Located just steps from Scottsdale's most beloved dining, nightlife, and cultural landmarks, Hotel Solaya offers an immersive experience where the spirit of the desert meets contemporary creativity.

CHICAGO, IL (April 13, 2026): A bold new chapter in Old Town Scottsdale hospitality is set to unfold this spring as [Hotel Solaya](#) has officially opened its doors, joining the JdV by Hyatt brand portfolio. Following an extensive transformation, the newly reimagined property introduces a vibrant desert oasis where modern Mexican influence, playful design, and the energy of Scottsdale come together to create an entirely new lifestyle destination for locals and travelers alike.

The property features **194 newly redesigned guest rooms and suites**, art-filled common spaces, curated dining concepts, on-site spa & fitness center, and a lively outdoor pool deck designed to capture the social energy of Old Town.

The name **Solaya** reflects the essence of the experience itself — combining “**Sol**,” **the sun**, with “**Aya**,” **the goddess of dawn** — creating a name that embodies radiance, imagination, and new beginnings. Inspired by the desert's quiet glow and the first light of day, the hotel evokes a sense of awakening, both creative and spiritual.

The design of Hotel Solaya introduces a bold, Modern Mexican flare, with interiors designed for natural connection. The property's sculptural architecture utilizes a sophisticated play of light and shadow to create an approachable yet elevated oasis. The aesthetic, rooted firmly in the Sonoran Desert, balances rich cultural textures with tonal elegance. Every detail is driven by a sense of creative curiosity, ensuring the experience is timeless yet never traditional.

“Hotel Solaya was designed to celebrate the energy of Scottsdale while offering guests a space that feels both vibrant and welcoming,” said **Tobby Rau**, Hotel Solaya General Manager. “From the architecture and design to the culinary concepts and poolside atmosphere, every element reflects a sense of curiosity, connection, and discovery.”

Elevated Dining Concepts

At the heart of the hotel's culinary experience, **Ella on the Park** is set to open in late Spring — a modern American restaurant overlooking scenic Civic Center Park that brings elevated yet approachable dining to Old Town Scottsdale. The restaurant seats up to **150 guests** across its inviting indoor dining room and outdoor patio, where signature dishes lean into **smokehouse techniques** with a modern American lens, leaving patrons feeling both adventurous and grounded. Guests can also gather around the lively **360-degree bar**, seating up to 30, making it an ideal destination for celebratory dinners and sunset cocktails. In addition to dinner service, a delightful brunch menu is set to debut this October.

Inside the hotel lobby, **Common Ground Bistro** offers a more casual yet thoughtfully curated dining experience. Serving American bistro-style cuisine, the space invites guests to gather over freshly brewed coffee, breakfast, or light bites throughout the day — creating a welcoming place for friends, colleagues, and travelers to connect.

A Social Poolside Destination

Upon entering the property, guests are immediately welcomed by **The Pool at Solaya**, a vibrant and expansive outdoor space designed for both relaxation and celebration. Surrounded by stylish cabanas and lounge seating, the pool deck sets the stage for sun-soaked afternoons, lively gatherings, and what is sure to become one of Scottsdale's newest social hotspots.

With its bar and grill service, the space offers a playful yet elevated poolside experience perfect for locals and visitors alike looking to enjoy the Arizona sunshine in style.

Events, Celebrations & Gatherings

Hotel Solaya also offers **seven versatile event spaces** designed to host everything from corporate meetings to weddings and social celebrations. The property's premiere event space, a sweeping 3,500-square-foot outdoor lawn, is ideal for open-air events, ceremonies, and large gatherings that embrace Scottsdale's beautiful desert surroundings. For interior meeting spaces, the 2,600-square-foot versatile, high-ceiling ballroom offers an airy open plan that can be tailored to any vision to create a successful gala, celebration or reception.

For more information or booking inquiries, visit: www.hotelsolaya.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.

Hotel Solaya is proudly managed by Dreamscape Hospitality, a Dallas-based hospitality management company known for its commitment to operational excellence and exceptional guest experiences. Through a culture of transparency, accountability,

and entrepreneurial thinking, Dreamscape Hospitality works closely with ownership groups to enhance long-term value across its growing portfolio.

About Dreamscape Hospitality

Dreamscape Hospitality is a Dallas-based visionary hospitality management company dedicated to operational excellence and maximizing profitability. By prioritizing relationships both within and outside the organization, Dreamscape Hospitality fosters a culture where its people are recognized as its greatest asset. Through transparent communication, accountability for results, and a spirit of entrepreneurship, Dreamscape Hospitality consistently strives to enhance value for hotel owners while prioritizing maximum investment return. This approach, coupled with a collaborative mindset and unwavering focus on guest satisfaction, enables Dreamscape Hospitality to deliver unparalleled experiences and drive enduring success across its diverse portfolio of properties.

To learn more about Dreamscape Hospitality, please visit the [website](#).

About JdV by Hyatt

The JdV by Hyatt brand offers a collection of independent hotels that exhibit personality and joy. True to its namesake *joie de vivre*, the properties are vibrant reflections of their surroundings, inviting guests to embrace discovery in their travels. Enjoy World of Hyatt benefits with eligible stays at JdV by Hyatt hotels – discover more [here](#).

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 December 31, 2025, the Company's portfolio included more than 1,500 hotels and all-inclusive properties in 83 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, *Bahia Principle Hotels & Resorts*, *Alua Hotels & Resorts*®, and *Sunscape*® Resorts & Spas; 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*®, *Unscripted 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.

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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 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; 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 or realize anticipated synergies; failure to successfully complete proposed transactions, including the failure to satisfy closing conditions or obtain required approvals; our ability to successfully complete dispositions of certain of our owned real estate assets 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 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 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.

Additional assets available online:  (6)

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