

Maria Zarraluqui brings more than 25 years of industry-leading expertise in all-inclusive development to her new role as SVP, Global Hyatt Inclusive Collection Growth and Owner Relations

CHICAGO (January 27, 2026) – [Hyatt Hotels Corporation](#) (NYSE: H) today announced that Maria Zarraluqui has been appointed SVP, Global Hyatt Inclusive Collection Growth and Owner Relations, underscoring Hyatt's Inclusive Collection ambition to further strengthen its leadership position in the all-inclusive segment. This appointment, effective March 1, 2026, will help unlock the next phase of growth for an all-inclusive portfolio that already spans more than 150 resorts and 55,000 rooms across Latin America, the Caribbean and Europe, with plans to expand further within these regions and beyond.

In this newly created role, Maria will focus on asset-light growth strategies, resort development and repositioning, and the cultivation of strategic relationships to support the long-term expansion of Hyatt's all-inclusive portfolio. She will report directly to Javier Águila, President, Inclusive Collection, Hyatt, who stepped into his global role in March 2025.

"Maria brings a broad track record of success in growing all-inclusive portfolios, along with an outstanding industry reputation, which will further strengthen and propel the Inclusive Collection's development team as we continue to solidify the portfolio as a global leader, building on the industry-leading expansion achieved in recent years," said Javier Águila, President, Inclusive Collection, Hyatt. "We have taken a creative approach to organic and inorganic growth and focused on delivering outsized results for our owners, and Maria's appointment will be central to advancing that strategy."

Most recently serving as Vice President of Global Development at Meliá Hotels International, Maria brings more than 25 years of experience in the hospitality industry. She has led development across Europe, the Middle East, Africa, Southeast Asia, China and the Americas, spearheading, alongside her team, more than 350 hotel deals in both new and established markets. Her experience includes successful joint ventures and a strong track record of building strategic alliances with major international partners. Maria serves on several advisory boards and committees. She is also a global speaker and a real estate professor at IE Business School in Madrid. She holds a master's degree in legal consultancy for enterprises from Deusto University, a mention of honour as number one of the 2008-2009 Executive Tourist MBA, IE Business School in Madrid, and a law degree from the University of Navarra.

Hyatt's Inclusive Collection currently comprises more than 150 resorts and 55,000 rooms across Latin America, the Caribbean and Europe. Hyatt recently completed its transactions related to the acquisition of Playa Hotels & Resorts following the successful [sale of its real estate portfolio](#) to Tortuga Resorts, resulting in a fully asset-light transaction.

The portfolio continues to expand in destinations and countries that matter most to guests and World of Hyatt members, with the recent openings of [Secrets Playa Esmeralda Resort & Spa](#), [Dreams Playa Esmeralda Resort & Spa](#), [Secrets St. Lucia Resort & Spa](#), and [Secrets Baby Beach Aruba](#), as well as the planned openings of [Hyatt Vivid Punta Cana](#) and [Secrets Macao Beach Punta Cana](#) in 2026.

To learn more about Hyatt's Inclusive Collection, 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 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 September 30, 2025, the Company's portfolio included more than 1,450 hotels and all-inclusive properties in 82 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®**, **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.

About Hyatt's Inclusive Collection

The Inclusive Collection includes 11 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](#)[®], [Sunscape](#)[®] [Resorts & Spas](#), and [Bahia Principe](#). 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 at www.hyattinclusivecollection.com. Images and press material on the Inclusive Collection are available at newsroom.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. 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.

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