

The 424-room adults-only AAA Four Diamond resort completes transformative renovation, elevating the guest experience

CHICAGO (January 7, 2026) – [Hyatt Hotels Corporation](#) (NYSE: H) has announced the reopening of [Secrets Playa Mujeres Golf & Spa Resort](#), an adults-only, all-inclusive haven, following a transformative renovation. These new updates reaffirm Hyatt's commitment to mainstay destinations and elevate the refined experience guests have come to know from the Secrets Resorts & Spas brand.

Situated within the private, gated community of Playa Mujeres, just north of Cancun, and conveniently located just 35 minutes from Cancun International Airport, Secrets Playa Mujeres Golf & Spa Resort is framed by a Greg Norman-designed golf course. With breathtaking sunsets, this AAA Four Diamond, all-suite resort offers a tranquil Caribbean escape with white-sand beaches and sweeping ocean views. Guests can also enjoy complimentary access to the neighboring family-friendly Dreams Playa Mujeres Golf & Spa Resort, offering additional culinary and experiential adventures.

"We are thrilled to debut the newly renovated Secrets Playa Mujeres Golf & Spa Resort following extensive enhancements to elevate the guest experience," said Mauricio Martinez, general manager of Secrets Playa Mujeres Golf & Spa Resort. "The resort delivers Secrets Resorts & Spas signature blend of romance, relaxation, and elevated experiences, while also offering guests seeking a more active getaway access to a world-class golf course and a unique mix of leisure and stunning coastal scenery that truly sets it apart."

Accommodations with a Coastal Escape

All guest rooms at Secrets Playa Mujeres Golf & Spa Resort have been thoughtfully reimaged with a contemporary coastal design, inspired by the serenity of the sea and the endless horizon. Natural textures, soft fabrics, and fluid layouts create an intimate sanctuary for relaxation, while organic shapes and soothing color palettes invite guests to disconnect, unwind, and embrace true quality time with one another.

For an elevated experience, the Preferred Club offers a newly constructed two-story building featuring a dedicated check-in lounge on the first floor and an exclusive ocean-view restaurant on the second floor, with breathtaking ocean views. For moments of ultimate relaxation, the newly constructed private beach club offers a tranquil setting overlooking the sparkling sea, ideal for savoring quiet escapes or romantic sunsets.

Refreshed Public Spaces and Secrets Spa

To accommodate guests and create a welcoming arrival experience, the resort's vibrant social spaces have been thoughtfully redesigned, including the relocation of the Rendezvous lobby bar to the former main lobby, as well as the relocation of the check-in area to be closer to guestrooms, ensuring seamless convenience. Enhanced meeting spaces accommodate group gatherings with modern sophistication, while additional enhancements to the world-class Secrets Spa, which are expected to debut in mid-February, will provide rejuvenating escapes.

Elevated Dining and Entertainment

Culinary and nightlife offerings have been reimaged to inspire connection and celebration, including Desires Night Club and Coco Café, which now feature refreshed, dynamic atmospheres, while Portofino delights with elevated Italian flavors. Also expected to debut in mid-February, Bordeaux has been transformed into an Amazonian-inspired dining experience, offering an immersive journey for the senses.

To learn more about Secrets Playa Mujeres Golf & Spa Resort or to book your stay, please visit the resort's [website](#) or follow along on [Instagram](#).

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 Secrets Resorts & Spas

Secrets Resorts & Spas offer a luxury, all-inclusive experience for adults looking to indulge in an extra measure of romance. Elegantly appointed suites, pristine pools, and beachfront settings provide the ultimate backdrop for unparalleled pampering and romantic rendezvous. With *Unlimited-Luxury* inclusions, guests enjoy diverse gourmet à la carte dining, premium spirits, 24-hour room service, daily activities, and nightly entertainment. For more information, visit SecretsResorts.com. Follow @secretsresorts on [Facebook](https://www.facebook.com/secretsresorts), [Instagram](https://www.instagram.com/secretsresorts) and [X](https://twitter.com/secretsresorts).

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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