

The Hyatt Place brand debuts in South Korea with 160 rooms in the vibrant Yeonsan district of Busan

CHICAGO (December 21, 2025) – [Hyatt Hotels Corporation](#) (NYSE: H) today announced the grand opening of Hyatt Place Busan Yeonsan, the first Hyatt Place hotel located in Yeonsan, one of Busan’s key business and transportation hubs. This opening marks an important milestone for the Hyatt Place brand, debuting its signature blend of modern comfort, smart functionality, and seamless balance between work and leisure to a growing portfolio of six properties in South Korea. Hyatt Place Busan Yeonsan joins Park Hyatt Busan as the second Hyatt property in South Korea’s second-largest city.

Busan is a vibrant port metropolis known for its stunning beaches, bustling harbor and urban energy. As an international tourism destination with steadily growing meetings and events demand, Busan continues to evolve as a dynamic center where convenience and diversity come together. Hyatt Place Busan Yeonsan offers exceptional accessibility, situated next to Yeonsan Station and major bus lines, with convenient connections to Busan City Hall, Seomyeon, Centum City, and other key business and commercial districts. The neighborhood is also filled with local eateries, cultural venues, and lifestyle amenities, providing guests with effortless access to Busan’s everyday charm and local culture.

“We are excited to introduce the Hyatt Place brand to the incredible city of Busan, as it celebrates a milestone of over 3 million visitors. Blending rich culture, stunning coastal scenery and dynamic business opportunities, Busan is a wonderful destination,” shared Richard Kim, General Manager of Hyatt Place Busan Yeonsan. “Our dedicated team is proud to offer a hotel experience that is welcoming, seamless and convenient. We hope that guests will choose to return every time they are in Busan.”

Guestrooms

The hotel’s 160 guestrooms offer lively city views and stylish interiors that balance sophistication with comfort. Each room includes spacious workstations, smart TVs, and high-speed Wi-Fi to support productivity, while the cozy sofas and lounge areas provide space for rest and recharging.

Dining

At the heart of the hotel is The Placery — a dining space designed for comfort at any time of the day. Guests can start the morning with fresh breakfast, enjoy a relaxed lunch or casual meet-ups in the afternoon, and wind down in the evening in a cozy, inviting atmosphere. The modern yet warm interior pairs with diverse menu options, including made-to-order pasta, Vietnamese pho, cheese and charcuterie selections, and an array of Korean, Chinese, Western cuisine.

Design

Hyatt Place Busan Yeonsan collaborated with Korean design studio RMSJ to bring to life the concepts of “The Gateway to the City” and “Everyday Urbanism in Busan” throughout the lobby and public spaces. Clean architectural lines, modern Korean aesthetics, and warm textures come together to create a contemporary and relaxing environment that reflects the rhythm of the city.

Be More Rewarded

Exclusively for World of Hyatt members, earn 500 Bonus Points for qualifying nights at Hyatt Place Busan Yeonsan from January 1, 2026 through March 31, 2026, as part of World of Hyatt’s New Hotel Member Offer. Additional participating hotels, their offer stay periods, and full offer terms can be found at worldofhyatt.com/newhotelbonus. No registration is required, and members can earn on top of other offers.

For more information or to book a reservation, please visit [Hyatt Place Busan Yeonsan](#).

The term “Hyatt” is used in this release for convenience to refer to Hyatt Hotels Corporation and/or one or more of its affiliates.

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 Place

Hyatt Place hotels combine style, innovation and 24/7 conveniences to create an easy to navigate experience for today's multi-tasking traveler. Guests can enjoy thoughtfully designed guestrooms featuring distinct zones for sleep, work and play, and free flowing social spaces that offer seamless transitions from work to relaxation. With more than 440 locations globally, Hyatt Place hotels feature convenient dining options, a 24/7 fitness center, and a hot breakfast served every morning. For more information, please visit hyattplace.com. Join the conversation on Facebook and Instagram, and tag photos with #HyattPlace.

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