

30+ new select-service hotels in development across the fast-growing region poised to take advantage of significant population growth, corporate relocation and infrastructure investment

CHICAGO (March 16, 2026)— Hyatt Hotels Corporation (NYSE: H) today announced significant planned expansion of its Essentials portfolio across the Southeastern United States, with more than 30 Hyatt Studios, Hyatt Select, Hyatt Place, and Hyatt House hotels representing approximately 4,000 rooms in its executed pipeline. This planned growth underscores Hyatt's commitment to scaling its brands in primary markets, as well as in secondary and tertiary markets that haven't previously had a Hyatt hotel.

Southeastern states are experiencing population growth, infrastructure investment, and sustained corporate travel that is driving increased hotel demand in markets like Florida, Georgia, South Carolina, and Alabama. Hyatt's Essentials portfolio is enabling Hyatt to capture that demand by scaling both established brands and newer offerings in underpenetrated markets across the Southeast. Through efficient brand models, flexible operating structures and the strength of Hyatt's global commercial engine, the portfolio broadens Hyatt's reach while providing owners with opportunities for flexibility, lower complexity, and strong returns.

"Opening the first Hyatt Studios properties has given us a unique perspective on the strength of one of Hyatt's newest Essentials brands," said Hiren Desai, CEO and Principal of 3H Group, who has opened two Hyatt Studios locations in Alabama with a third one opening in Florida this year. "The hotels are ramping quickly and gaining traction with both extended-stay guests and corporate travelers. Beyond the efficient development model, what stands out is the personal relationship we have with Hyatt. Hyatt is responsive, collaborative and deeply invested in our success. That combination, paired with strong demand across the Southeast, makes this a compelling growth opportunity for us."

Hyatt Studios: Momentum Builds for Extended-Stay Brand in the Southeast

Hyatt Studios continues to gain traction as an upper-midscale, extended stay brand designed to deliver efficient design, a lean operating model and flexible brand and design elements. The brand's growth across Florida, Georgia, Mississippi, South Carolina and Alabama reflects sustained demand from workforce, project-based, and relocating travelers.

Hyatt Studios hotels in the Southeast pipeline include:

- Hyatt Studios Foley (AL)
- Hyatt Studios Orlando UCF – EV (FL)
- Hyatt Studios Jacksonville / St. Johns Town Center (FL)
- Hyatt Studios Tallahassee I-10 (FL)
- Hyatt Studios Pensacola I-10 (FL)
- Hyatt Studios Crestview (FL)
- Hyatt Studios Sarasota / Lakewood Ranch (FL)
- Hyatt Studios Venice (FL)
- Hyatt Studios Macon (GA)
- Hyatt Studios Winder (GA)
- Hyatt Studios Pooler (GA)
- Hyatt Studios Warner Robins (GA)
- Hyatt Studios Olive Branch (MS)
- Hyatt Studios Beaufort / Parris Island (SC)

Hyatt Select: Conversion-Friendly Brand Designed for Scale and Efficiency

Hyatt Select, an upper midscale transient brand, is designed to offer owners a flexible conversion opportunity option featuring streamlined brand standards and an efficient operating model. Created to expand Hyatt's brand presence in secondary and tertiary markets, the brand provides a practical pathway for existing hotels to join the Hyatt system while benefiting from Hyatt's global distribution platform, commercial engine and the World of Hyatt loyalty program.

Hyatt Select pipeline properties across the Southeast include:

- Hyatt Select Tuscaloosa Downtown (AL)
- Hyatt Select Port Wentworth / Savannah North (GA)
- Hyatt Select Valdosta (GA)
- Hyatt Select Hattiesburg – I-59 (MS)
- Hyatt Select Vicksburg (MS)
- Hyatt Select Oxford (MS)
- Hyatt Select Gonzales (LA)

- Hyatt Select West Monroe (LA)
- Hyatt Select Covington (LA)

Established Brands Continue to Drive Regional Growth

Hyatt's brand footprint in the Southeast is further driven by continued expansion of its Hyatt Place and Hyatt House brands, underscoring the sustained performance and owner confidence in these proven brands. With more than 350 Hyatt Place and 120 Hyatt House properties currently open across the United States, the brands remain foundational to Hyatt's Essentials portfolio in the upscale and upscale extended stay segments and continue to capture strong demand in both primary and secondary markets. Recent enhancements include a newly optimized Hyatt Place prototype that reduces overall square footage to help reduce build costs and a refreshed Hyatt House guestroom and lobby design that elevate the guest experience.

Hyatt Place and Hyatt House pipeline properties across the Southeast include:

Hyatt Place

- Hyatt Place Huntsville / Stadium Commons (AL)
- Hyatt Place Weston / Sunrise (FL)
- Hyatt Place Asheville Downtown (NC)
- Hyatt Place Fayetteville Downtown (NC)

Hyatt House

- Hyatt House Huntsville Downtown (AL)
- Hyatt House Daytona Beach / LPGA (FL)
- Hyatt House Ft. Myers (FL)
- Hyatt House Destin (FL)
- Hyatt House Orlando Convention Center (FL)
- Hyatt House Doral (FL)
- Hyatt House Weston / Sunrise (FL)
- Hyatt House Atlanta / Duluth (GA)
- Hyatt House Lafayette – River Ranch (LA)

"The Southeast continues to lead the country in population growth and corporate relocation activity, creating sustained lodging demand in smaller markets" said Jason Ballard, SVP Global Brand Leader, Essentials Portfolio, Hyatt. "Our Essentials brands are built to capture that opportunity, offering efficient models backed by Hyatt's commercial strength and distribution platform. This momentum reflects both owner confidence in our strategy and the significant opportunity to introduce Hyatt to new guests and World of Hyatt members across the region."

For more information on developing with Hyatt, visit: <https://www.hyatt.com/development/>.

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 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 Trisep Solutions® technology services. For more information, please visit 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. 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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