

Agreement outlines plan to open 50 extended-stay Hyatt Studios branded hotels in China's emerging cities as demand for studio-style accommodations accelerates in high-growth markets

CHICAGO (October 22, 2025) - Hyatt Hotels Corporation (NYSE: H) and Homeinns Hotel Group (Homeinns) today announced that their respective subsidiaries have entered into a strategic master franchise agreement to introduce Hyatt Studios hotels in China. This collaboration will expand Hyatt's portfolio in the upper-midscale segment by adding hotels in Hyatt's new extended-stay brand in one of the world's most dynamic hospitality markets.

As leading hospitality companies in China and the United States, Hyatt and Homeinns Hotel Group will leverage their respective strengths and resources for the development of Hyatt Studios extended-stay hotels throughout vibrant business and travel destinations throughout China. Under the master franchise agreement, Homeinns Hotel Group plans to open 50 Hyatt Studios branded hotels in the next several years and develop a robust pipeline to drive future growth across China.

Part of Hyatt's Essentials portfolio, the Hyatt Studios brand makes extended stays feel even more like home by offering guests the essentials that matter most while creating efficient growth opportunities for owners. The Essentials portfolio, which also includes Caption by Hyatt, Unscripted by Hyatt, Hyatt Place, Hyatt House, Hyatt Select, and UrCove, is designed for everyday business and leisure travelers who look for consistency, modern amenities, and value in their stays.

Conceived based on direct input from hotel developers and listening closely to the needs of guests, the Hyatt Studios brand prioritizes scalable development options and an efficient operating model designed to adapt to local market needs. The Hyatt Studios brand broadens the guest experiences offered by World of Hyatt, a highly acclaimed loyalty program, which has grown in membership by 27% per year since 2017. Guests can anticipate the high quality and contemporary style that is characteristic of Hyatt, with rooms that emulate studio apartments offering dedicated space to work, relax or dine. First announced in 2023, the Hyatt Studios brand is designed to meet growing demand for extended stays with studio-style rooms, kitchenettes, and workspaces.

"This agreement with Homeinns Hotel Group builds on our strategic path, enabling us to bring Hyatt's brand and operational standards into a growing segment," said Stephen Ho, President – Greater China and Growth, Asia Pacific, Hyatt. "In China, one of our most important markets, Hyatt Studios will strengthen our ability to serve more stay occasions in more cities, in alignment with our long-term strategy."

"Our collaboration with Hyatt has always been guided by shared values, mutual trust, and a long-term vision for China's hospitality market," said David Sun, Chairman & CEO of Homeinns Hotel Group. "Together, we have already demonstrated the strength of this collaboration through the successful launch of the UrCove brand. Building on that success, we are now extending our relationship into the extended-stay segment with Hyatt Studios. With the introduction of the brand, we look forward to crafting a localized, tailored experience for the Chinese market – especially for the younger generation of travelers. With Hyatt's global expertise and Homeinns Hotel Group's local market knowledge, we are confident this next chapter will deliver meaningful results for both guests and owners across China."

"This agreement marks the next chapter of our collaboration with Homeinns Hotel Group and underscores Hyatt's commitment to scaling our brands thoughtfully in China, a cornerstone market for our global growth," said Owen Xing, Executive Managing Director, Growth & Operations, Greater China, Hyatt. "Over the next several years we plan to add at least 50 Hyatt Studios hotels in first and second tier cities across China, reflecting our strong relationships with major companies such as Homeinns Hotel Group, and confidence in China's long-term potential. These planned Hyatt Studios will extend our Essentials portfolio and broaden the choices available to World of Hyatt members, while reinforcing Hyatt's growth momentum across the region."

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 Studios

The Hyatt Studios brand is an upper-midscale, extended-stay concept designed to deliver studio apartment-style suites with an elevated, thoughtful design. Guests can enjoy the simple necessities that make everyday living and traveling more comfortable. Each hotel delivers spacious studio suites with must-have features for a convenient and comfortable experience, including Free Grab 'n' Go Breakfast (with your stay), 24/7 Market, self-service guest laundry, fitness studio, free high-speed Wi-Fi, outdoor patio and grills, and pet-friendly accommodations. The Hyatt Studios brand is part of Hyatt's portfolio of select-service brands and participates in the World of Hyatt loyalty program. The brand has over 50 hotels in the pipeline with several locations under construction and its first hotel, Hyatt Studios Mobile / Tillmans Corner in Mobile, Alabama. To learn more about Hyatt Studios visit hyattstudios.com and follow the brand on [Facebook](#), [Instagram](#), and [X](#).

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 June 30, 2025, the Company’s portfolio included more than 1,450 hotels and all-inclusive properties in 80 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 Homeinns Hotel Group

Founded in 2002, Homeinns Hotel Group was the first Chinese hotel chain to list overseas as it debuted on the NASDAQ in October 2006 (Stock Code: HMIN). In 2016, the group was privatized and merged with BTG Hotels Group (600258.SH), under which it now operates as a fully-owned subsidiary.

With more than two decades of steady growth, Homeinns Hotel Group has established itself as one of China’s leading hotel management companies. To date, the group has built a multi-brand portfolio spanning upper-mid-scale, mid-scale, economy, and leisure segments, as well as a rich and diverse franchised selection. It manages and operates over 20 brands—including Homeinns Hotel, Hidden Hotel, and UrCove—with hotels spanning around 1,000 cities across China.

Homeinns Hotel Group stays true to its vision of becoming the most trusted professional accommodation management platform in China. Through strong market expertise, a diverse brand ecosystem, and innovative operations, it continues to foster collaborative growth within the industry while contributing to the vitality of China’s hospitality sector.

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. 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 when made, are inherently uncertain, and are subject to numerous assumptions and uncertainties, many of which are outside of Homeinns Hotel Group or Hyatt’s control, which could cause actual results, performance or achievements to differ materially from those expressed in or implied by such statements. Forward-looking statements made in this press release are made only as of the date of their initial publication and neither party undertakes an obligation to publicly update any of these forward looking statements as actual events unfold, except to the extent required by applicable law. If one or more forward-looking statements is updated, no inference should be drawn that any additional updates will be made with respect to those or other forward-looking statements.

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