

The hotel is anticipated to open early 2026 in the city's upscale @580 commercial complex in the heart of downtown Cincinnati

CHICAGO (February 19, 2025) – [Hyatt Hotels Corporation](#) (NYSE: H) and Birkla Investment Group announced today plans for Hyatt Centric Cincinnati, slated to open in 2026. The 170-room hotel will mark the entry of the Hyatt Centric brand in Ohio and will offer easy access to the heart of bustling downtown Cincinnati. The property is owned by Birkla Investment Group and managed by Commonwealth Hotels.

“Hyatt is thrilled to expand its Hyatt Centric brand in the urban markets that our guests and World of Hyatt members seek most, particularly in vibrant city centers like Cincinnati, known for its rich culture and close community,” said Dan Hansen, global head of Americas development at Hyatt. “The guest journey at Hyatt Centric Cincinnati will start the moment they step through our doors, inspiring them to explore and dive into everything the city has to offer.”

Each guestroom will be designed with modern, timeless style inspired by the destination, partnering with local artists for unique touches in decor and design that adds layer and texture to the space. Colorful inserts that brighten and amuse will give guestrooms a sense of inspired adventure. Hyatt Centric Cincinnati will be a reflection of the surrounding Cincinnati community, creating a connection between guests and the destination, enhancing their overall experience and sense of place.

“Birkla Investment Group is excited to continue the great history of the AT580 building with the development of the Hyatt Centric Hotel,” said Tony Birkla, owner of Birkla Investment Group. “As part of this iconic project, AT580, a premier residential mixed-use facility, will be transformed to include hotel rooms and upscale restaurants, marking a first for Cincinnati. This development blends the building’s rich history with modern luxury, offering a dynamic space that caters to both residents and visitors, making it a vibrant cornerstone of downtown Cincinnati.”

Hyatt Centric hotels serve as a launchpad for savvy travelers to explore all that a destination has to offer. With its central location in the @580 building, the hotel will be just steps away from key attractions, local hotspots, and vibrant cultural experiences. The hotel will offer modern amenities that ensure comfort and convenience while preparing visitors for an adventure-filled day. From art lovers and foodies to sports enthusiasts, Hyatt Centric Cincinnati will provide easy access to everything guests need to dive into the local scene.

“Hyatt’s decision to invest in Cincinnati is a testament to the momentum of our urban core,” said Mayor Aftab Pureval of Cincinnati. “The Hyatt Centric brand embodies the vibrancy and energy of our great city, and we couldn’t be more excited about adding such a high-profile brand to our city’s hotel options. I’m thrilled to welcome the Hyatt family to this cornerstone of Downtown Cincinnati.”

To learn more about the Hyatt Centric brand, please visit <https://www.hyatt.com/brands/hyatt-centric>.

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, 2024, the Company’s portfolio included more than 1,400 hotels and all-inclusive properties in 79 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**, and **Alua 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**®, **Hyatt Place**®, **Hyatt House**®, **Hyatt Studios**, 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 Centric

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Hyatt Centric is a brand of full-service modern boutique hotels located in prime destinations. Created to connect guests to the heart of the action, Hyatt Centric hotels are thoughtfully designed to enable exploration and discovery so they never miss a moment of adventure. Each hotel offers social spaces to connect with others in the lobby, meanwhile the bar and restaurant are local hot spots where great conversations, locally inspired food and signature cocktails can be enjoyed. Streamlined contemporary rooms focus on delivering everything guests want and nothing they don't. A passionately engaged team is there to provide local expertise on the best food, nightlife and activities the destination has to offer. For more information, please visit hyattcentric.com. Follow @HyattCentric on Facebook and Instagram, and tag photos with #HyattCentric.


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. These statements include statements about our plans, strategies, outlook, expected new openings and timing of such openings, growth of new brands, expected owner preference for our brands and expected profitability, prospects or future events and involve known and unknown risks that are difficult to predict. As a result, 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; 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 earthquakes, tsunamis, tornadoes, hurricanes, 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 certain 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; failure to successfully complete proposed transactions (including the failure to satisfy closing conditions or obtain required approvals); our ability to successfully execute our strategy to expand our management and hotels services and franchising business while at the same time reducing our real estate asset base 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 hotels services 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 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 SEC, including our annual reports on Form 10-K and quarterly reports on Form 10-Q, which filings are available from the SEC. All forward-looking statements attributable to us or persons acting on our behalf are expressly qualified in their entirety by the cautionary statements set forth above. 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 do not undertake or assume any 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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