

The hotel connects travelers to local and authentic experiences in the heart of France's Champagne region

CHICAGO (November 4th, 2025) – [Hyatt Hotels Corporation](#) (NYSE: H) today celebrated the opening of Hyatt Centric Reims, marking the exciting debut of the Hyatt Centric brand in France. The hotel opening supports Hyatt Centric brand growth globally, with plans to expand its brand footprint by 50% by the end of 2029, reaching over 100 hotels.

From its prime location in the city center, Hyatt Centric Reims offers breathtaking views of the Aisne-Marne Canal that sits right in front of the hotel, while still being close to the main tourist attractions. Cultural landmarks, such as the famous Notre-Dame Cathedral, the Palais du Tau, and the world-renowned Champagne Houses, offer the perfect itinerary within a 15 minute walk of the hotel, placing guests in in the heart of the action to immerse themselves in the rich history of the region.

Commenting on the opening, **Michel Morauw, Managing Director, EAME North, Hyatt**, said, “We are delighted to welcome Hyatt Centric Reims into our European portfolio, a reflection of our intentional growth strategy in the region. Thoughtfully designed to reflect the unique character of its surroundings, the hotel invites guests to discover the region through a new, local lens. The opening marks a key milestone in our strategic expansion of the Hyatt Centric brand, as we meet the rising demand from guests for more modern accommodations that inspire exploration.”

Guestrooms crafted for comfort

Hyatt Centric Reims offers 155 thoughtfully designed guestrooms and suites, featuring natural tones and soothing materials inspired by the vineyards in the surrounding area. Whether traveling for business or leisure, guests will find a harmonious blend of modular design and inviting spaces that are multifunctional and adapt to their needs. Each guestroom features a calming rain shower and sleek flat-screen TV, ideal for unwinding after a day of exploring.

Local flavors for culinary explorers

The hotel offers two distinct food and beverage experiences that celebrate the art of tasting, sharing, and discovery. **Le Néó**, the hotel's signature restaurant, boldly reimagines French culinary classics with charcoal grilling. **The Bar by Le Néó** offers innovative mixology, where sommeliers and mixologists guide guests through a journey of flavor with inventive cocktails and a large Champagne menu that spotlights small producers and prestigious Champagne brands. The hotel also offers a boutique store where guests are welcomed into a space inspired by chalk caves and can purchase a curated selection of niche Champagne brands and local products.

Versatile meeting and event spaces

Hyatt Centric Reims is the ideal venue for meetings and events, offering versatile spaces equipped with modern technology. The event facilities include eight flexible meeting rooms well-suited for conferences, seminars and receptions. Offering natural light and modern décor, each space is designed to spark creativity and collaboration. The hotel's dedicated events team ensures smooth organization and flow, offering a bespoke service to cater to the unique needs of each occasion.

“We are delighted to welcome guests to Hyatt Centric Reims, the first Hyatt Centric branded hotel in France,” said **Nicolas Benfodda, General Manager, Hyatt Centric Reims**. “The hotel offers a personalized, premium experience tailored to every type of stay, making it the ideal base for guests to discover the rich culture of the region.”

For further information, please visit www.hyattcentricreims.com or follow along on Instagram at [@hyattcentricreims](#).

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 Centric

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 travelers 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](#).

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.

For further information: Marie Cazaux Director of Communications Western Europe marie.cazaux@hyatt.com

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