

# Me and All Hotel Flims, Switzerland, to be operated through the Lindner Hotel Group, which sold the Me and All Hotels brand to Hyatt in July 2024

**CHICAGO (December 13, 2024)** – [Hyatt Hotels Corporation](#) (NYSE: H) announced today that a Hyatt affiliate has entered into a franchise agreement with a subsidiary of Lindner Hotel Group for the Me and All Hotel Flims. Nestled in the Grisons Alps, Me and All Hotel Flims is the brand's first property outside Germany and the first to open since Me and All Hotels became a standalone brand within Hyatt's global Lifestyle portfolio.

Me and All Hotel Flims will be the fifth Hyatt-branded hotel in Switzerland, spanning 73 keys split between 47 guestrooms and 26 apartments. In a prime location with stunning alpine scenery and year-round recreational opportunities, the property will cater to leisure travelers and serve as an ideal venue for corporate retreats and events. The area is home to one of Switzerland's largest ski destinations, the Flims-Laax-Falera resort, with 136 miles of slopes and 205 miles of bike trails for off-season adventures. The destination has easy rail and road access from the city of Zurich and the Zurich Airport.

"This hotel represents a significant milestone as Me and All Hotels' first venture beyond Germany, marking an important step in Hyatt's ambitious expansion plans for the brand," said Michel Morauw, Managing Director North EAME, Hyatt. "True to the brand's DNA, Me and All Hotel Flims will serve as a community hub in this vibrant mountain town."

This opening sets the stage for the expansion of the conversion-friendly Me and All Hotels brand across Europe and beyond. With six properties currently operating in Germany, the brand known for blending local flair, community spirit and modern convenience is well-positioned for rapid growth in a growing lifestyle segment. Me and All Hotels feature a lean operating model, dynamic public areas and flexible design, making them adept to both conversions and new builds in primary and secondary urban and resort locations.

"Our ambition has always been to see Me and All Hotels beyond Germany's borders, and we're thrilled that the brand's first hotel to open since joining Hyatt will debut in Switzerland. This hotel will offer a distinctive food and beverage experience, activated public spaces, and unique entertainment options, with an in-house cinema playing a central role," said Jörg Lindner, Chairman of the Supervisory Board of the Lindner Hotel Group.

## **A taste of the world at the heart of the Alps**

The hotel will feature spacious culinary concepts, offering a blend of Swiss, Mediterranean, Lebanese and Japanese cuisines. As it enters this new chapter, a focus on sustainable, locally sourced ingredients will showcase the local heroes behind Alpine food craftsmanship.

## **Immersive common spaces for wellbeing and entertainment**

One of the hotel's biggest draws will be its vibrant communal spaces, brought to life year-round with dynamic entertainment programming. For those looking to soak in the breathtaking Alpine views, Me and All Hotel Flims will feature a sun deck overlooking the majestic peaks as well as après-ski, complete with DJ sets, masterclasses and more. Another standout feature will be the in-house cinema, a multi-purpose venue equipped with state-of-the-art technology designed for movie screenings, immersive events and meetings.

## **MICE facilities for a true 360° offering**

The spa and fitness area will span over 9,149 square feet, as well as flexible meeting and conference spaces, including 1,442 square feet of dedicated meeting rooms including the multi-functional screening rooms.

These highly versatile features and menu of activities will offer guests the opportunity to work out or unwind after a day of skiing or mountain biking, while also catering to those seeking unique venues for meetings, incentives, conferences and exhibitions.

"Me and All Hotel Flims exemplifies the brand's conversion-friendliness, with remarkable flexibility to adapt to both urban and resort destinations to create a space where locals and guests can come together to connect," said Briana Swift, RVP Development, Northern Europe, Hyatt. "Switzerland is a natural market for the Me and All Hotel brand's debut beyond Germany, and we remain committed to exploring opportunities to expand the brand across the wider DACH region and greater Europe."

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

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**[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, 2024, the Company's portfolio included more than 1,350 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 Portfolio*, 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](http://www.hyatt.com).

## **About Me and All Hotels**

At Me and All Hotels, everyone is welcome, and the vibe is always laid back. Each hotel serves as a neighborhood living room – a place where locals and guests can come together to connect and unwind in spaces that capture the energy and spirit of each destination. Grounded in local culture, Me and All Hotels strive to bring the rich diversity of each community to life through events that celebrate the area's unique flavors, food, art, and music – all made possible with the support of local experts, fondly known as 'local heroes.' From stylish rooms and buzzing rooftop bars to lively lounges, Me and All Hotels offer spaces where everyone feels at home with a relaxed style that invites guests to experience the city in a way that's genuine, memorable, and most importantly, fun. Current Me and All Hotels include Me and All Hotel Düsseldorf; Me and All Hotel Düsseldorf Oberkassel; Me and All Hotel Mainz; Me and All Hotel Hanover; Me and All Hotel Kiel; Me and All Hotel Ulm. For more information, follow us on Instagram [@meandallhotels](https://www.instagram.com/meandallhotels) and tag us with #MeAndAll to share your experience.

## **About Lindner Hotels AG**

As the Lindner Hotel Group, Lindner Hotels AG operates 39 hotels in ten European countries and the USA. The group employs around 2,500 people.

The Lindner Hotel Group operates four distinct brands: Lindner Hotels & Resorts, which has been affiliated with JdV by Hyatt since 2022 strengthening the company's international growth and Me and All Hotels, which was recently acquired by Hyatt as a stand-alone brand within its portfolio.

Since May 2024, Lindner Hotel Group has taken over exceptional vacation hotel properties and expanded its brand portfolio to include the 7Pines Hotels & Resorts and L-Collection brands. 7Pines Resort Ibiza, 7Pines Resort Sardinia, and SCHLOSS Roxburghe in Scotland are part of Destination by Hyatt, a collection of independent hotels with individual designs that harmonize with their surroundings.

In 1973, the architect Otto Lindner founded the company which is still family-owned. Dr. Christoph Scherk (CFO) and Frank Lindner (CTO) form the Management Board of Lindner Hotels AG.


Further information: [www.lindnerhotelgroup.com](http://www.lindnerhotelgroup.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. These statements include statements about our plans, strategies, outlook, occupancy, the amount by which the Company intends to reduce its real estate asset base, the expected amount of gross proceeds from the sale of such assets, and the anticipated timeframe for such asset dispositions, the number of properties we expect to open in the future, pace and booking trends, the expected timing and payment of dividends, RevPAR trends, our expected Adjusted G&A Expense, our expected capital expenditures, our expected net rooms growth, our expected system-wide RevPAR, our expected one-time integration-related expenses, financial performance, 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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Additional assets available online:  (3)

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