

The relaxed retreat, nestled on Playa de Muro, further expands Hyatt's brand presence in the region

CHICAGO (June 1, 2025) – [Hyatt Hotels Corporation](#) (NYSE: H) today celebrated the opening of Sarena de Muro Resort Mallorca, marking the entry of the Destination by Hyatt brand in Mallorca. The opening is a significant milestone for both the Destination by Hyatt portfolio in Europe, and Hyatt's strategic brand expansion across one of the region's most popular travel destinations.

Situated on the doorstep of S'Albufera Natural Park, Sarena de Muro Resort Mallorca combines Mediterranean artistry with contemporary elegance, offering a relaxed retreat for nature lovers to immerse themselves in the beauty of the tranquil surroundings. The hotel is ideally located among the tranquil dunes of one of the Balearic Islands' most beautiful beaches. Nearby, guests can also explore iconic landmarks, including the ancient Roman ruins of Pollentia and the stunning Cape Formentor.

Commenting on the opening, **Manuel Melenchon, Managing Director, South, Hyatt**, said, "As our first Destination by Hyatt hotel in Mallorca, today's opening marks a significant step in our brand growth strategy and underscores our continued commitment to delivering one-of-a-kind experiences in key markets that matter most to our guests. Sarena de Muro Resort Mallorca embodies the spirit of the Destination by Hyatt brand by capturing the essence of the island and its surrounding natural beauty, and we are delighted to introduce this property to our diverse and evolving European portfolio."

A fusion of Mediterranean beauty and culture

Sarena de Muro Resort Mallorca offers 184 warm guestrooms and suites, blending hues of golden sand, crystal blue sea, and greens inspired by Mediterranean pine forests. Designed to evoke a sense of serenity, the interior design reflects the hotel's tranquil surroundings while paying tribute to the cultural heritage of Mallorca with classic architecture and local artwork. Guests can enjoy sweeping sea views whilst making use of in-room amenities including 55-inch smart TVs.

Locally sourced and authentic culinary experiences

The hotel has four restaurants and bars, each with its unique offering that blends Mediterranean charm with culinary excellence. Overseen by renowned Michelin-starred chef Andreu Genestra, who serves as the hotel's Culinary Director, the F&B concept is deeply rooted in local traditions and seasonal flavors. **Biniterra** brings a relaxed and refined atmosphere with an open kitchen perfect for guests seeking a blend of bold flavors and local ingredients from across the Levant, Maghreb, Greece, and Iberia. The **Ópalo** Restaurant provides a casual fine dining experience that reimagines the flavors of Mallorca, with fresh, seasonal ingredients sourced from local producers. At the same time, the **Ópalo Lounge Bar** offers the ideal spot to enjoy specialty cocktails alongside Mallorcan tapas and snacks.

For those looking to dine more leisurely, **the Pool Club** brings an essence of fire to the table, infusing meats, fish, and vegetables with a signature smoky touch. The menu also features flavorful rice dishes, light snacks, and decadent homemade desserts – perfect for a relaxing day spent by the pool. Whether indulging in a casual lunch or enjoying the coastal breeze, the curated selection of wines, house-crafted cocktails, and refreshing smoothies enhances the vibrant yet relaxed atmosphere.

Serene wellness facilities

At the hotel's Sarena Spa, personalized treatments feature natural products from the Spanish brand Arôms Natur. The spa offers a holistic menu of services for complete relaxation and rejuvenation and provides a sanctuary to slow down and reconnect. Facilities include a hydrotherapy area, thermal zone, and dedicated massage and treatment rooms.

The hotel also features two pools with stunning sea views, one of which benefits from a direct path to the beach. Surrounded by a grassy parasol area and lined with loungers and nearby Bali beds, it is the perfect place to soak up the warmth of the Mediterranean sun.

A 24-hour fitness center on the property combines modern equipment with thoughtful design, featuring ample natural light and ergonomic layouts. Sarena de Muro Resort Mallorca also offers morning wellness activities for those looking to take part in guided workouts.

"Sarena de Muro is a true celebration of Mediterranean culture, and I am delighted to welcome guests to our first Hyatt hotel in Mallorca," said **Rafael Alonso, General Manager, Sarena de Muro Resort Mallorca**. "The hotel is the ideal base for nature lovers and restless hedonists to share time with their loved ones and create memories."

For further information or to book a reservation, please visit www.sarenademuroresort.com.

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

For further information:

About Destination by Hyatt

The Destination by Hyatt brand is a diverse collection of independent hotels and resorts that are individual at heart yet connected by a commitment to embody the true spirit of each location—whether urban hubs or sprawling resort retreats. Ranging from upper-upscale to luxury, each property is purposefully crafted to be a place of immersive discoveries, in cities or communities, offering authentic design and warm, welcoming service. As an honored host, each Destination by Hyatt property connects guests to both people and place—offering a sense of belonging that invites all to *make our destination yours*. For more information, visit [destinationbyhyatt.com](https://www.destinationbyhyatt.com). Follow the Destination by Hyatt brand on Instagram: [@destinationhotels](https://www.instagram.com/destinationhotels), X: [@Destination](https://www.x.com/destinationhotels), and Facebook: [Destination Hotels](https://www.facebook.com/DestinationHotels).

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 March 31, 2025, the Company's portfolio included more than 1,450 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**, **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®**, **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.

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 and 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 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 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.

MEDIA CONTACTS

Bianca Flores
Hyatt
Bianca.flores@hyatt.com

Marie Cazaux
Hyatt – Western Europe
marie.cazaux@hyatt.com

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