

The history infused Fordson Hotel marks The Unbound Collection by Hyatt brand's first foray into the Sooner State

CHICAGO (April 3, 2024) – [Hyatt Hotels Corporation](#) (NYSE:H) announced today that Fordson Hotel, an industrial revolution-inspired property nestled in Oklahoma City's emerging West Village District, has officially joined World of Hyatt and The Unbound Collection by Hyatt brand.

Owned by Hall Capital and managed by Avion Hospitality, Fordson Hotel is housed in the former Ford Motor Company Assembly Plant, which dates back more than a century and is listed on the National Register of Historic Places. The property brings new life to the cherished landmark, leaning into its historical backdrop by incorporating genuine design elements alongside modern furnishings.

"We're excited to welcome Fordson Hotel to The Unbound Collection by Hyatt portfolio and offer travelers a one-of-a-kind, story-worthy stay option in Oklahoma City as part of World of Hyatt," said Katie Johnson, global brand leader, Independent Collection, Hyatt. "We know the addition of this landmark property will empower guests and members to uncover noteworthy stories in a historic century-old building."

Inspired by the entrepreneurial spirit of Fred Jones, a local industrialist, civic leader, and one of the largest Ford dealers in the country in the 1950s, the Fordson Hotel building is the only historical landmark in Oklahoma City associated with a blue-collar industry. The property is an inventive union of hospitality and contemporary history, featuring a cultural civic center with thought-provoking art exhibitions, spacious loft-like guestrooms with refined touches, four on-property dining options and a year-round outdoor pool.

Fordson Hotel boasts 135 guestrooms and suites with expansive steel windows, seamlessly offering abundant natural light and sweeping views of the city's skyline, high ceilings, modern furnishings, custom-designed furniture and finishes that enhance the hotel's distinctive historical elements and offer an urban resort feel. A cherished downtown dining destination, the property is home to four onsite restaurants, offering travelers and locals the opportunity to enjoy classic American cuisine at Mary Eddy's Dining Room, fresh grab-and-go items and specialty coffees at Bodega, relaxing cocktails at the Pool Bar and, coming soon, light fare and innovative cocktails at The Lobby Lounge. The hotel's fitness center is equipped with aerobic machines, free weights, a steam room and sauna, along with a full-service spa offering a variety of massages and facial treatments.

"We are thrilled that Fordson Hotel is now part of The Unbound Collection by Hyatt brand, and we look forward to providing guests and members unscripted service, memorable accommodations and story-worthy experiences as an integral part of World of Hyatt, said Melanie Briley, general manager of Fordson Hotel. "The hotel is a true landmark in Oklahoma City and as part of The Unbound Collection by Hyatt brand, we invite guests to uncover the local history that can be found nowhere else."

With roots stretching back to the age of industrialization, Fordson Hotel has been a mainstay for inspired meetings and events in Oklahoma City. The property specializes in hosting professional and social events, from corporate meetings to rehearsal dinners and wedding receptions, with light-filled venues that feature steel architectural touches and vintage fixtures. Fordson Hotel's 14,000 square feet of venue space includes a large main gallery, smaller rooms for breakouts or meals, indoor and outdoor cocktail spaces, a private dining room as well as an exclusive 5,400-square-foot penthouse with adjoining patio.

As part of World of Hyatt, members can experience Oklahoma City's rich, industrial heritage and earn points on stays to use toward free nights, dining, spa experiences and more. World of Hyatt members can save up to 10% with Member Rate or 15% with Member Rate Advance Purchase with reservations made at least 7 days prior to their stay. To join World of Hyatt, please visit [worldofhyatt.com](#) or complete enrollment at time of reservation.

For more information or to book a reservation, please visit [www.fordsonhotel.com](#) or follow along on Instagram at [@fordsonhotel](#). For more information about The Unbound Collection by Hyatt brand, please visit [www.hyatt.com/brands/unbound-collection](#).

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 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, 2023, the Company's portfolio included more than 1,300 hotels and all-inclusive properties in 77 countries across six continents. The Company's offering includes brands in the *Timeless Collection*, including **Park Hyatt®**, **Grand Hyatt®**, **Hyatt Regency®**, **Hyatt®**, **Hyatt Vacation Club®**, **Hyatt Place®**, **Hyatt House®**, **Hyatt Studios**, and **UrCove**; the *Boundless Collection*, including **Miraval®**, **Alila®**, **Andaz®**, **Thompson Hotels®**, **Dream®**

Hotels, Hyatt Centric®, and **Caption by Hyatt®**, the *Independent Collection*, including **The Unbound Collection by Hyatt®**, **Destination by Hyatt®**, and **JdV by Hyatt®**, and the *Inclusive Collection*, including **Impression by Secrets, Hyatt Ziva®**, **Hyatt Zilara®**, **Zoëtry® Wellness & Spa Resorts**, **Secrets® Resorts & Spas**, **Breathless Resorts & Spas®**, **Dreams® Resorts & Spas**, **Hyatt Vivid Hotels & Resorts**, **Alua Hotels & Resorts®**, and **Sunscape® Resorts & Spas**. 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 The Unbound Collection by Hyatt

More than a compilation of independent, one-of-a-kind hotels, The Unbound Collection by Hyatt brand is a thoughtful curation of *stories worth collecting*. Whether it's a modern marvel, a historic gem or a revitalizing retreat, each property provides thought-provoking environments and experiences that inspire for guests seeking elevated yet unscripted service when they travel. For a full list of hotels in the collection, visit unboundcollection.hyatt.com. Follow @UnboundxHyatt on [Facebook](https://www.facebook.com/UnboundxHyatt) and [Instagram](https://www.instagram.com/UnboundxHyatt) and tag your photos with #UnboundxHyatt.

About Fordson Hotel

Fordson Hotel is a luxury boutique hotel where Oklahoma's history meets modern hospitality nestled in Oklahoma City's emerging West Village District. Home to Mary Eddy's Dining Room, Pool Bar and Bodega, and the Lobby Lounge, Fordson Hotel is housed in the former Ford Motor Company Assembly Plant dating back more than a century and leans into its historical backdrop by incorporating original design elements alongside modern furnishings. Owned by Hall Capital and managed by Avion Hospitality, Fordson Hotel is part of [The Unbound Collection by Hyatt brand](http://www.unboundcollection.hyatt.com) and participates in World of Hyatt. For more information about Fordson Hotel, visit <https://www.hyatt.com/en-US/hotel/oklahoma/fordson-hotel/okcub>.

About Hall Capital

Hall Capital is a family-owned private investment company with offices in Nashville, Oklahoma City, Chicago, Dallas and Tulsa. Its roots extend back to legendary automotive pioneer Fred Jones' first enterprise in 1920. Today, led by Jones' grandsons – Fred Hall, Kirkland Hall, and Brooks "Boots" Hall, Jr. – Hall Capital is home to a diversified collection of business interests focused on automotive, real estate and private investment. The company continues a long legacy of service to the community through the Fred Jones Family Foundation. For more information, visit hall-capital.com.

About Avion Hospitality

Avion Hospitality is a third-party national hotel management company specializing in branded full-service, select service and luxury independent properties. At Avion Hospitality, we collaborate with world-class partners and leverage best-in-the-industry tools to elevate the standard of service to our owners, team members and our guests. Trust and transparency are among Avion's key values. Avion's commitment to maintaining a low ratio of assets to operational and sales support enables us to invest more time and energy into each of our hotels, ensuring superior outcomes across all disciplines. This approach allows Avion to tailor our focus to the unique needs of each property. Avion Hospitality was founded in 2022 and is based in Dallas, Texas. For more information, visit www.avionhospitality.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 the 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 geo-political 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; the pace and consistency of recovery following the COVID-19 pandemic and the long-term effects of the pandemic, additional resurgence, or COVID-19 variants, including with respect to global and regional economic activity, travel limitations or bans, the demand for travel, transient and group business, and levels of consumer confidence; the ability of third-party owners, franchisees, or hospitality venture partners to successfully navigate the impacts of the COVID-19 pandemic, any additional resurgence, or COVID-19 variants or other pandemics, epidemics or other health crises; 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 property 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, including with respect to our acquisition of Apple Leisure Group and Dream Hotel Group and the successful integration of each business; failure to successfully complete proposed transactions (including the failure to satisfy closing conditions or obtain required approvals); our ability to successfully execute on our strategy to expand our management and franchising business while at the same time reducing our real estate asset base within targeted timeframes and at expected values; declines in the value of our real estate assets; unforeseen terminations of our management 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, including as a result of the COVID-19 pandemic, 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.


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