

## Highlighting the Expansion of the Hyatt Centric Brand into Costa Rica, This New Lifestyle Hotel Emphasizes Hyatt's Growing Brand Footprint in Latin America

**CHICAGO (November 20, 2024)** — [Hyatt Hotels Corporation](#) (NYSE: H) announced today the opening of [Hyatt Centric San José Escazú](#), marking the first Hyatt Centric branded hotel in Costa Rica. Primely located in the vibrant Escazú neighborhood of Costa Rica's capital city, the full-service, lifestyle hotel with 161 rooms and suites offers access to boutique shops, dining, and key corporate offices within the Plaza Tempo Shopping & Business Center. The hotel's central location offers savvy travelers the ideal homebase to explore San José's city center, the National Stadium of Costa Rica, as well as natural sites like La Paz Waterfall Gardens, Poas Volcano National Park, and Costa Rica's famous beaches, rainforests, and mountain adventures. This opening marks the second hotel within the Hyatt portfolio for owner and developer Caribe Hospitality, following the success of Hyatt Place San Jose/Pinares which opened in 2012.

"We look forward to introducing guests to the vibrant, local culture and international influence available right here in the heart of San José," said Natalia Zora, General Manager, Hyatt Centric San José Escazú. "The hotel, catering to leisure travelers, is set to meet the growing demand for accommodations in the region by providing a getaway to embrace the spirit of *pura vida* and put guests in the center of the action so they never miss a moment of adventure."

Translating to "pure life," *pura vida* is the Costa Rican motto for embracing all the magic life has to offer, as is also Hyatt Centric San José Escazú's design inspiration. The new hotel's modern décor and art reflects a sensory journey that moves from the Cerros de Escazú (hills of Escazú) to the urban epicenter of the city, as well as the history and identity of the region with artwork created by local Costa Rican artists, incorporating cultural sculptures and the conceptualization of glass found in the hotel's common areas.

"We are excited to open Hyatt Centric San José Escazú and mark a major achievement for Caribe Hospitality," said Daniel Campos, CEO, Caribe Hospitality. "This property underscores our dedication to enhancing Costa Rica's hospitality landscape, offering a unique space where guests can enjoy the fusion of modern amenities and local culture, all within a vibrant and strategic location in San José. It has been a pleasure working alongside the Hyatt team on this project, and we look forward to the continued success of this collaboration."

Guestrooms and suites showcase the vibrant colors of the Costa Rican landscape through shades of orange, blue, copper and green as drawn from the sunrise over the mountains, the textures of the summits, and the contrasting views of the forest and city lights below. Guests will find curated artwork in guestrooms such as ceramic wall decor and small ceramic bath amenities as well as watercolor canvases. All guestrooms are outfitted for comfort with a creative and compact design, with inviting seating areas and a host of thoughtful amenities, from complimentary Wi-Fi and minifridges to plush bathrobes and Drybar hair dryers. Many guestrooms offer vivid views of the city and mountains.

Hyatt Centric San José Escazú gives guests a taste of local flavors and craft cocktails at two dining venues that feature ever-evolving menus embodying the essence of the destination. All day dining is available at ground floor restaurant, **Cense Restaurant**, offering a blend of Costa Rican specialties and international favorites made with locally sourced ingredients. The outdoor terrace at Cense Restaurant provides an alfresco dining experience with an intimate, private dining option for up to 12 guests. At Cense Restaurant, self-taught textile artists manually incorporate woven designs of square knot ropes into a large canvas that encompasses the surrounding mountain landscape, capturing the essence of interconnection and stability. For more casual fare, **19-49 Lounge Bar & Café** serves freshly brewed Costa Rican coffee and light snacks during the day and signature cocktails with unique local ingredients, accompanied by tapas, burgers, and small bites by night.

From its downtown location to its bright, sophisticated spaces, Hyatt Centric San José Escazú is an ideal destination for all types of gatherings from corporate events to special celebrations with over 6,000 square feet of flexible event space. The experienced events team ensures every detail is covered, from technology and complimentary Wi-Fi to in-house catering. The hotel also offers complimentary parking, electric vehicle charging and a fitness studio to continue your routine away from home.

As the first Hyatt Centric branded hotel in Costa Rica, Hyatt Centric San José Escazú joins seven other Hyatt Centric properties across Latin America and the Caribbean, and more than 60 branded hotels globally.

To celebrate the hotel's debut, World of Hyatt is providing members with even more ways to be rewarded by offering the opportunity to earn 500 Bonus Points for qualifying nights at Hyatt Centric San José Escazú from **November 20, 2024 to January 31, 2025**, part of World of Hyatt's new hotel member offer. Additional participating hotels and their offer stay periods can be found at [worldofhyatt.com/newhotelbonus](https://worldofhyatt.com/newhotelbonus). No registration is required, and members can earn on top of other offers. Terms Apply.

For more information or to make a reservation at Hyatt Centric San José Escazú, please visit [www.hyatt.com/hyatt-centric/sjoc-hyatt-centric-san-jose-escazu](https://www.hyatt.com/hyatt-centric/sjoc-hyatt-centric-san-jose-escazu) or follow the hotel on Instagram [@hyattcentricescazu](https://www.instagram.com/hyattcentricescazu).

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 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 *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](http://www.hyatt.com).

### **About Hyatt Centric**

Hyatt Centric is a brand of full-service lifestyle 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 modern 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](http://hyattcentric.com). Follow @HyattCentric on [Facebook](https://www.facebook.com/hyattcentric) and [Instagram](https://www.instagram.com/hyattcentric), and tag photos with #HyattCentric.


### **MEDIA CONTACT:**

Bianca Flores

Hyatt

[bianca.flores@hyatt.com](mailto:bianca.flores@hyatt.com)

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