

# RiseHY program to continue bringing untapped talent into the hospitality industry, with an emphasis on retention and progressive skills training

**CHICAGO (JUNE 4, 2025)** – Hyatt Hotels Corporation (NYSE: H) President and CEO Mark Hoplamazian was recognized with the Cornell Hospitality Icon of the Industry Award at the 16th Annual Cornell Hospitality Icon and Innovator Awards Celebration, honoring Mark's visionary leadership and contributions to both Hyatt and the hospitality industry at large. Throughout his eighteen-year CEO tenure at Hyatt, Mark's dedication has created a lasting impact on the hospitality industry and people around the world.

During the June 3 award ceremony in New York, Mark shared that Hyatt is proudly renewing its RiseHY commitment beyond 2025 with an expanded goal of Hyatt and Hyatt hotels hiring 5,000 more Opportunity Youth by the end of 2028. Through its continued investment in this global program, Hyatt looks forward to opening doors for untapped talent and helping people disconnected from the economy grow, thrive, and build meaningful careers.

"We are committed to bringing people who are disconnected from the economy into the workforce. Talent is evenly distributed, but opportunity is not," said Hoplamazian. "We view RiseHY as the ultimate expression of our purpose of care, and believe supporting untapped talent will have a lasting, transformative impact on our industry and the communities in which we operate. This is where hospitality meets humanity."

Through RiseHY, Hyatt is focused on creating a sustainable and dedicated talent pipeline for untapped talent, including Opportunity Youth, defined as individuals aged 16 to 24 who come from under-resourced communities and are not currently working or going to school. By connecting untapped talent with available jobs across more than 1,450 Hyatt hotels worldwide, Hyatt is helping provide individuals steppingstones for a better future.

This renewed goal builds on Hyatt's prior commitment to have Hyatt and Hyatt hotels hire 10,000 Opportunity Youth by the end of 2025, a milestone Hyatt is steadily advancing toward. Hyatt is proud of the progress and recognizes that the program can also help address industry hiring challenges by building a sustainable, dedicated talent pipeline.

The hospitality industry is unique for being a field where individuals can enter with minimal experience and have lifelong, fulfilling careers filled with opportunity and mobility. Individuals from Hyatt hotels across the world continue to advance, with many going on to lead their teams and staying within the Hyatt system.

"My mentors and my colleagues always believed in my potential and encouraged me," said Yemsijongla, Housekeeping Team Leader at Hyatt Hyderabad Gachibowli and RiseHY participant. "I was promoted to team leader in housekeeping, and my role now is to inspire and empower my team. My Hyatt journey is far from over, and to anyone who starts in hospitality, my advice is simple – believe in yourself, work hard and never stop learning. Opportunities are endless if you are willing to take them."

With more than 1,450 hotels and all-inclusive properties in 79 countries and a pipeline of approximately 138,000 rooms, Hyatt continues to open doors for lifelong careers. To learn more, visit [www.hyatt.com/careers](http://www.hyatt.com/careers).

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

## **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](http://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.*

---

<https://stage.mediaroom.com/hyatt2/june-4-2025-RiseHY2028>