

Iconic British Columbia resort marks the first Canadian property for The Unbound Collection by Hyatt brand

CHICAGO (October 19, 2017) – [Hyatt Hotels Corporation](#) (NYSE: H) today announced it has entered into a franchise agreement with Spirit Ridge Owners Association, and in December 2017, Spirit Ridge at Nk'Mip Resort will join The Unbound Collection by Hyatt brand, a global collection of unique and story-worthy stay experiences. Situated 250 miles east of Vancouver in Osoyoos, British Columbia, the luxury Spirit Ridge resort will be the first Canadian property affiliated with The Unbound Collection by Hyatt portfolio and sixth globally for the brand, which spans across North America, Latin America and Europe.

Although just 10 years old, Spirit Ridge sits on land that has been the home of the Osoyoos Indian Band for thousands of years. Rich in culture and historical relevance, the iconic resort's design embraces the Okanagan First Nations people and celebrates their deep spiritual connection to natural surroundings; all of which deliver on the brand's promise of creating story-worthy and shareable experiences for the modern traveler. Nestled on the slopes of the South Okanagan Valley, the adobe style resort features all-suites and villas accommodations ranging in size from one to three bedrooms. All suites and villas feature fully equipped kitchens, outdoor private terraces and sweeping vistas of the surrounding vineyards, desert mountains and Osoyoos Lake.

The resort provides a full range of services and amenities including a 7,000-square-foot conference center, 226 suites and villas, private beach access to the nearby Lake Osoyoos, three food and beverage offerings, several pools, hot tubs and private cabanas. Additionally, guests have on-property access to the award-winning NK'MIP Cellars Vineyard, the nine-hole Sonora Dunes Golf Course and NK'IP Desert Cultural Center. The region impressively boasts 300 days of annual sunshine, which makes it an ideal destination to enjoy outdoor activities.

This winter, Spirit Ridge will undergo an extensive \$5.2 million renovation to enhance the guest experience, and will remain open while upgrades are taking place. Guest suites, public areas, swimming pools, meeting rooms, restaurants and fitness centers will be refreshed, and the first phase of renovations is anticipated to be completed by spring 2018. All renovations will be an authentic representation of the South Okanagan Valley and the sacred land on which it sits.

"Spirit Ridge is an exciting addition to The Unbound Collection by Hyatt, and we are delighted it is our first Canadian property for the brand," said Scott Richer, vice president, real estate & development, Canada at Hyatt. "With its rich history, Hyatt guests will be able to experience the incredible historic and indigenous culture that this resort has to offer and create new stories at Spirit Ridge."

The 130-person team at the resort is under the leadership of Executive Director and General Manager Daniel Bibby. Bibby is joined by Director of Sales and Marketing Shantell Paisley, who leads the resorts day-to-day sales and promotions efforts.

The Unbound Collection by Hyatt launched in March 2016 and has since grown to five properties currently in operation, with additional properties in development for the brand. Whether it is a fascinating past, an exclusive location, famous architecture and design or an award-winning dining experience, each property maintains a distinct character and the freedom to be unique, while still providing guests with Hyatt's World of Hyatt loyalty program, robust operational and marketing resources and trusted, quality brand.

Other properties in The Unbound Collection by Hyatt brand currently in operation include The Confidante in Miami Beach, Fla.; The Royal Palms in Phoenix, Ariz.; The Driskill Hotel in Austin, Texas; the Hôtel du Louvre in Paris, France; and the Carmelo Resort & Spa in Carmelo, Uruguay. Holston House is expected to open in December 2017 in the heart of downtown Nashville, Tenn.

For more information about The Unbound Collection by Hyatt, visit theunboundcollection.com.

The term "Hyatt" is used in the 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 with a portfolio of 13 premier brands. As of June 30, 2017 the Company's portfolio included 731 properties in 56 countries. The Company's purpose to care for people so they can be their best informs its business decisions and growth strategy and is intended to create value for shareholders, build relationships with guests and attract the best colleagues in the industry. The Company's subsidiaries develop, own, operate, manage, franchise, license or provide services to hotels, resorts, branded residences and vacation ownership properties, including under the Park Hyatt®, Miraval®, Grand Hyatt®, Hyatt Regency®, Hyatt®, Andaz®, Hyatt Centric®, The Unbound Collection by Hyatt™, Hyatt Place®, Hyatt House®, Hyatt Ziva™, Hyatt Zilara™ and Hyatt Residence Club® brand names and have locations on six continents. For more information, please visit www.hyatt.com.

The Unbound Collection by Hyatt

The Unbound Collection by Hyatt is a portfolio of new and existing upper-upscale and luxury properties, ranging from historic urban gems to contemporary trend-setters, boutique properties to resorts. Whether it is a fascinating past, an exclusive location, famous architecture and design, or an award-winning dining experience, the properties in the collection provide guests with “social currency” and allow them the freedom to be unique. Current properties include The Driskill Hotel in Austin, Texas, The Coco Palms Resort in Kauai, Hawaii, which is expected to undergo a revitalization, The Royal Palms in Phoenix, Arizona, The Confidante in Miami Beach, Florida, the Hotel Du Louvre in Paris, France and Carmelo Resort & Spa in Uruguay. For more information, please visit unboundcollection.hyatt.com. Follow @UnboundxHyatt on [Facebook](#) and [Instagram](#).

About Spirit Ridge

Spirit Ridge is a luxury resort located on Canada’s only desert and sits on the foothills of Anarchist Mountain and just above Lake Osoyoos in the Okanagan Valley of British Columbia. The resort offers 226 fully-equipped 1-, 2-, & 3-bedroom condo suites and proudly occupies land owned by the Osoyoos Indian Band and is adjacent to an award-winning vineyard and winery. The resort also offers golf, hiking, lake activities, and the Nk'Mip Desert Cultural Centre. For more information, please visit www.spiritridge.ca.

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 our actual results, performance or achievements to differ materially from current expectations include, among others, the rate and pace of economic recovery following economic downturns; levels of spending in business and leisure segments as well as consumer confidence; declines in occupancy and average daily rate; 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 the introduction of new brand concepts; changes in the competitive environment in our industry, including as a result of industry consolidation, and the markets where we operate; general volatility of the capital markets and our ability to access such markets; and other risks discussed in the Company’s filings with the U.S. Securities and Exchange Commission, including our Annual Report on Form 10-K, which filings are available from the U.S. Securities and Exchange Commission. 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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