

## New lifestyle hotel marks the Asia-Pacific debut of the Hyatt Centric brand

**CHICAGO (January 22, 2018)** — [Hyatt Hotels Corporation](#) (NYSE: H) announced today the opening of [Hyatt Centric Ginza Tokyo](#), the first Hyatt Centric hotel in the Asia-Pacific region. Located on the fashionable Namiki-dori street in cosmopolitan Ginza, the 164-room full-service lifestyle hotel offers travelers a home base in a neighborhood where even the most avid explorers can stay entertained for days on end.

Designed for a growing segment of millennial-minded travelers seeking curated, yet authentically local experiences, Hyatt Centric hotels provide insider knowledge and resources to put guests comfortably at the center of action. Cosmopolitan Ginza has been a trendsetting model of Japan's modernization since the late 19th century and remains one of Tokyo's most upscale and up-to-date commercial areas today. The new Hyatt Centric Ginza Tokyo hotel enables guests to tap into the neighborhood's characterful mix of old and new.

Popular with walkers, Namiki-dori runs parallel to the main Chuo-dori boulevard and provides a perfect launchpad for guests to explore and discover Ginza's diverse shopping, dining and entertainment offerings. Along with modern-day shops and restaurants, Namiki-dori is dotted with art galleries and small studio offices reminiscent of an earlier time. Both explorers and those familiar with Tokyo will find plenty to experience day or night, aided by the friendly and knowledgeable multilingual Hyatt Centric Ginza Tokyo hotel staff.

"We are excited to announce the introduction of the Hyatt Centric brand to the Asia-Pacific region, and particularly to Ginza, Tokyo – a destination in itself and in the heart of Japan's vibrant capital," said Sam Sakamura, vice president of Hyatt – Japan and Micronesia. "Hyatt Centric Ginza Tokyo is the nineteenth addition to the brand's worldwide portfolio, and as the brand's first hotel in Asia-Pacific – it marks a significant milestone for both the Hyatt Centric brand and Hyatt. As we celebrate this expansion, we look forward to the future growth of the brand."

Hyatt Centric Ginza Tokyo occupies a 12-story building on the former site of the first Tokyo office of Asahi Shimbun Company, a national newspaper publisher established in 1888. The featured art in the lobby, elevator, hallways and other public spaces as well as the guestrooms echo the spirit of the streets outside, inviting exploration. The clever use of screens enables art displays to be switched at different times of day, and guestroom floors have alternating themes and color schemes, enabling a fresh feeling each time one returns.

General Manager Tadanori Uchiyama said, "Hyatt Centric Ginza Tokyo makes exploration easy. Our hotel staff are savvy explorers and ready to provide guests with local tips for restaurants, bars, shops, theaters and more. The hotel is designed to make guests feel welcomed in the heart of city. Whether to relax or explore or both, they will find everything they need at our hotel."

### Guestrooms

Guests can relax and recharge in one of the hotel's 164 contemporary guestrooms and suites designed to reflect the district's characteristic blend of tradition and innovation. The Namiki Suite located on the top floor has a generous terrace overlooking Namiki-dori and is equipped with a full-sized teppanyaki grill, making the room ideal for dinner parties. It's also bookable as a meeting room and is 127 square meters (1,367 square feet).

Standard guestrooms are 35 square meters (376 square feet) in size, while Deluxe rooms offer 47 square meters (505 square feet) of space. These rooms are furnished with a multi-function table that transforms the vanity space into a breakfast nook or workstation, maximizing space. King, Twin, and City View suites are all a generous 77 square meters (828 square feet) in size. Each room will feature environmentally conscious bath products by Beekind®, Bluetooth-enabled electronics and salon-grade blowdryers.

Guestrooms on the lower 5th to 8th floors allow daytime views of retro offices, galleries and studios of the neighborhood. From the ninth floor up, the view opens to sky and iconic rooftop scenes. Every floor delivers a sense of place in the heart of Ginza, a modern destination with refined elements of its past.

### Dining and Drinking

Food lovers can delight in both local and original cuisine at **Namiki667**, the hotel's signature restaurant that prides itself on offering a full-sensory experience of taste and style. Cocotte recipes and other oven-based slow-cook specialties by Hokkaido native Shingo Hayasaka feature fresh Kanto-area produce, showcasing his delicate presentation of complex flavors. The tables on the generous 100-square-meter (1,076-square-foot) terrace overlooks the street and the seating will be one of the capital's most coveted reservations. A private dining room is available for intimate gatherings and seats up to 24.

The bar promises to make **Namiki667** a sought after venue for casual get-togethers with friends and families. The bar is

connected to the fourth-floor reception area with a dramatic wrap-around staircase. In a playful nod to the Ginza 6-chome address, six original cocktails will feature Japan's own Roku craft gin, distilled with six Japanese botanicals including cherry blossoms, green tea, and fragrant yuzu citron.

### **Inspired Designs**

Interior designer Yohei Akao has created flexible spaces and furniture configurations that adjust nimbly. True to the Hyatt Centric brand concept of putting guests at the center of their own unique travel adventure, Akao has embedded touches of Ginza throughout the public spaces and guestrooms in subtle ways that will inspire guests to venture out and explore. The artwork highlights Ginza's many charms as it sparks a sense of fun and discovery. An alumnus of Super Potato, Akao has worked on many interior design projects for hotels, restaurants, clubs, bars, and retail centers in Tokyo and Kyoto, as well as abroad in Macau and China. His work for the fine dining restaurant Lai Heen in Macau won the 2016 Gold Medal in the Hong Kong Restaurant Interior Design Awards.

For more information, please visit [ginzatokyo.centric.hyatt.com](http://ginzatokyo.centric.hyatt.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.*

### **The Hyatt Centric Experience**

Hyatt Centric is a brand of full-service lifestyle hotels located in prime destinations. Created for millennial-minded travelers who want to be in the middle of the action, Hyatt Centric hotels are thoughtfully designed to enable exploration and discovery. The lobby lounge is a launch pad providing guests with information about the most sought after food, nightlife and activities the destination has to offer. 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, including Beekind's environmentally conscious bath products, Bluetooth-enabled electronics and salon-grade blowdryers. A team of colleagues is always available to recommend local hidden gems to launch guests' discovery of the destination. 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 #HyattCentricExplorer.

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 September 30, 2017, the Company's portfolio included 739 properties in 57 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](http://www.hyatt.com).

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