

Lifestyle brand teams up with Sofar Sounds and Spotify for secret concerts and destination-curated playlists

CHICAGO (November 9, 2018) — [Hyatt Centric](#), a lifestyle hotel brand that inspires destination exploration and discovery for millennial-minded travelers, today announces a new music collaboration that will bring immersive experiences to its hotels and guests through the power of music. Through new brand collaborations with key players in the music industry, [Sofar Sounds](#) and [Spotify](#), Hyatt Centric hotels are connecting guests to the local music experience – both inside and outside the hotel – as a means to fully discover a destination. New Hyatt Centric brand experiences available in 2018 will include highly curated, secret Sofar Sounds concerts at select hotels and Spotify-streaming playlists inspired by global Hyatt Centric hotel destinations.

“Since 2015, the Hyatt Centric brand has catered to savvy explorers who are curious-minded and hungry for authentic experiences,” said Heather Geisler, vice president, full-service global brands, Hyatt. “With the brand’s Sofar Sounds and Spotify collaborations, we are giving guests, World of Hyatt members, and global travelers new ways to discover Hyatt Centric hotel destinations through musical experiences, inside and out of the hotels. With our brand’s new music platform, we will offer exclusive and curated access to emerging artists who best define a destination.”

Secret Concerts with Sofar Sounds

Sofar Sounds has made its name by curating secret concerts in everyday spaces around the world, ranging from living rooms to retail shops. Invited guests are given the details the day before the show and learn who’s playing only once they arrive. The Hyatt Centric brand is teaming up with the concert-curating company to bring the secret concert concept – and local, emerging musical talent – to a wider audience of curious Hyatt Centric hotel guests at select hotels around the globe.

The Hyatt Centric brand’s exclusive collaboration with Sofar Sounds includes a total of eight secret, intimate concerts offered complimentary to hotel guests and locals through the end of 2018, featuring local, emerging musical talent. These intimate Sofar Sounds shows will be hosted at the following hotels: **Hyatt Centric Times Square New York, Hyatt Centric The Loop Chicago, Hyatt Centric Magnificent Mile Chicago, Hyatt Centric Gran Via Madrid, and Hyatt Centric Montevideo in Uruguay**. The Hyatt Centric brand’s Sofar Sounds concert series kicked off on Thursday, November 8 in the heart of New York City at Hyatt Centric Times Square New York with an intimate show by Lennon Stella. Hotel guests and locals may learn more about and apply for tickets to these secret Sofar Sounds on www.sofarsounds.com/hyattcentric.

To grow the Sofar Sounds program in 2019, the Hyatt Centric brand is looking into featuring concerts at more properties around the globe, giving guests greater access to trip-defining musical experiences.

“We are excited to team up with the Hyatt Centric brand to bring our Sofar Sounds experience to travelers around the globe,” said Sarah Lipman, head of communications, Sofar Sounds. “By turning these five select hotels into secret, intimate concert venues, the Hyatt Centric brand will help provide more up-close-and-personal concerts for guests, taking the Sofar experience to another level.”

A Playlist for Every Destination

In addition, the Hyatt Centric brand has tapped Spotify, one of the world’s most popular music streaming services, to help curate playlists inspired by 21 global destinations where Hyatt Centric hotels are located. The unique playlists, which were curated in collaboration with Sofar Sounds, combine Spotify’s local streaming intelligence with each city’s rising music artists and Sofar Sounds alumni.

From Miami to Southern California, Madrid to Tokyo, this is a global collaboration connecting travelers to top destinations across the world through music. Spotify users can now listen to Hyatt Centric hotel-inspired playlists by searching “Hyatt Centric” on the Spotify app. By offering savvy explorers a taste of a city’s musical style, they can discover that destination through music. Hotel guests will be encouraged to stream these playlists before, during and even after their travel experience.

The 21 destinations that inspired the Spotify playlists include:

- Atlanta
- Chicago
- Honolulu
- Houston area (including The Woodlands, Texas)
- Key West, Fla.
- Miami (including South Beach and Brickell areas)
- New York
- New Orleans
- Park City, Utah
- San Francisco

- Southern California area (including Long Beach, Calif. and Santa Barbara, Calif.)
- Washington, D.C. area (including Arlington, Va.)
- Bangalore, India
- Guatemala City
- Istanbul
- La Rosière, France
- Lima, Peru
- Madrid
- Montevideo, Uruguay
- Santiago, Chile
- Tokyo

For more information on the Hyatt Centric brand, visit hyattcentric.com. Follow @HyattCentric on [Facebook](#) and [Instagram](#), and tag photos with #HyattCentricExplorer and #hyattcentricsofar.

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:

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. Follow @HyattCentric on [Facebook](#) and [Instagram](#), and tag photos with #HyattCentricExplorer.

About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company with a portfolio of 14 premier brands. As of September 30, 2018, the Company's portfolio included more than 750 properties in more than 55 countries across six continents. 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 attract and retain top colleagues, build relationships with guests and create value for shareholders. The Company's subsidiaries develop, own, operate, manage, franchise, license or provide services to hotels, resorts, branded residences, vacation ownership properties, and fitness and spa locations, 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**™, **Hyatt Residence Club**® and **Exhale**® brand names. For more information, please visit www.hyatt.com.

About Sofar Sounds

Sofar Sounds reimagines the live event experience through curated, secret performances in more than 400 cities around the world.

Founded in London in 2009, Sofar brings guests and artists together in unique locations, without the distractions that plague other live events. Sofar shows begin as a secret: guests sign on for three unnamed performances at undisclosed locations, hosted by community members in everyday spaces — from living rooms and rooftops, to retail stores. Through the transformation of these spaces into captivating venues, Sofar serves as a platform for artists to connect with engaged audiences in cities around the world. Sofar invites guests to discover new artists, spaces, people, neighborhoods and cities, whether at home or abroad, creating an inclusive and accessible global community where people make genuine connections. To learn more about Sofar Sounds, check us out at www.sofarsounds.com or follow the conversation on social media at @sofarsounds or using #sofarsounds.

About Spotify

Spotify transformed music listening forever when it launched in Sweden in 2008. Discover, manage and share over 40m songs for free, or upgrade to Spotify Premium to access exclusive features including offline mode, improved sound quality, Spotify Connect and ad-free listening.

Today, Spotify is the world's most popular music streaming service with a community of 180m users, including 83m subscribers, across 65 markets. We are the largest driver of revenue to the music business today.

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; failure to successfully complete proposed transactions (including the failure to satisfy closing conditions or obtain required approvals); 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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