

140-room Hyatt Centric hotel opens in the heart of Leon, Mexico

CHICAGO (July 24, 2019) - [Hyatt Hotels Corporation](#) (NYSE:H) today announced the opening of the 140-room Hyatt Centric Campestre Leon, marking the Hyatt Centric brand's entry into Mexico. Hyatt Centric Campestre Leon is the latest hotel to join the global Hyatt Centric portfolio that is designed for a growing segment of savvy explorers seeking shareable moments to inspire others. The Hyatt Centric brand currently has 26 properties across 12 countries, including the U.S., Chile, Peru, Uruguay, France, Japan, Spain and more.

Situated within Puerta Bajío, a leading mixed-use development in Leon's "Golden Zone" area, the city's epicenter of business and commerce, Hyatt Centric Campestre Leon was rebranded from Cleviá Grand Hotel León and is managed by Grupo Hotelero Santa Fe. Featuring 140 guest rooms and a vibrant rooftop bar, Hyatt Centric Campestre Leon comes to life with locally inspired décor, furniture and finishes. This premium hotel is situated within one of the fastest growing areas in Leon, which is approximately one hour from Mexico City by plane.

"We are thrilled to announce the opening of Hyatt Centric Campestre Leon, which connects in-the-now guests to the heart of the action so they never miss a moment of adventure in one of Mexico's most thriving industrial destinations," said George Vizer, senior vice president, Americas franchise operations, Hyatt. "With this new addition, Hyatt continues its strong brand growth in the region and introduces the Hyatt Centric brand to Mexico, one of the most significant destinations throughout Latin America."

Hyatt Centric Campestre Leon features redesigned guestrooms with floor-to-ceiling windows, oversized, ergonomic workspaces that meet guests' business needs, and approximately 6,800 square feet of flexible meeting and event spaces offering the ideal social spaces to connect with others for business meetings and events. Featuring an expansive atrium-style lobby with shareworthy artwork from local artists, an outdoor swimming pool on the ninth floor complete with sweeping city views, gym and a kids club, the hotel also houses Cien Tios gourmet cantina and Xilote, a concept restaurant offering authentic Mexican cuisine and an extensive variety of specialty tequilas and mezcals. With a passionately engaged team, the hotel's programming is ideal for socially connected guests.

As part of its transition to the Hyatt Centric brand, the hotel now features new in-room Hyatt Centric amenities including the all-natural bath essentials line BeeKind®, Drybar Buttercup salon-quality blow-dryers, and a Keurig® pod coffee maker.

"The state of Guanajuato is rich in culture and history, and the city of Leon continues to grow as a buzzing business hub, which will allow us to introduce the vision of this brand in combination with superior accommodations and intuitive service for those travelers who have the spirit to discover and explore," said Francisco Medina Elizalde CEO, Grupo Hotelero Santa Fe.

For more information, please visit www.hyattcentriccampestreleon.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.

For further information:

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

About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company with a portfolio of 19 premier brands. As of March 31, 2019, the Company's portfolio included more than 850 properties in over 60 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®**, **Alila®**, **Andaz®**, **The Unbound Collection by Hyatt®**, **Destination®**, **Hyatt Regency®**, **Hyatt®**, **Hyatt Ziva™**, **Hyatt Zilara™**, **Thompson Hotels®**, **Hyatt Centric®**, **Hyatt House®**, **Hyatt Place®**, **Joie de Vivre®**, **tommie™**, **Hyatt Residence Club®** and **Exhale®** brand names, and operates the World of Hyatt® loyalty program that provides distinct benefits and exclusive experiences to its valued members. For more information, please visit www.hyatt.com.

Forward-Looking Statement

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.

###


MEDIA CONTACT:

Robert Martinez

Hyatt – Latin America and Caribbean

+1 312-780-5447

robert.martinez1@hyatt.com

Additional assets available online:  (1)

<https://stage.mediaroom.com/hyatt2/news-releases?item=123873>