

The new hotel to mark the Joie de Vivre brand's entry into Asia

CHICAGO (July 31, 2019) – [Hyatt Hotels Corporation](#) (NYSE: H) announced today that the Joie de Vivre Hotels brand will make its debut in Asia with a property housed in the vibrant Sanlitun shopping, bar and entertainment area in Chaoyang District, Beijing, China's capital city. Expected to open in Q4 2019, the 202-room [BEI Zhaolong Hotel](#) aims to welcome urban nomads with a dynamic community hub that will reinvigorate one of the city's most eclectic neighborhoods.

Joie de Vivre features an incomparable collection of truly individual hotels that embrace their location's essence, offering spirited guests a vibrant and socially inclusive stay. With its 'joy of life' ethos, each Joie de Vivre hotel connects fun-seeking travelers to the local community through design, cuisine, thoughtful technology, and joy-driven service.

"We look forward to welcoming the BEI Zhaolong Hotel – the very first Joie de Vivre property announced by Hyatt in Asia Pacific after the successful acquisition of Two Roads Hospitality last November," said Stephen Ho, president of Greater China, global operations. "As we commemorate our 50th year in Greater China and Asia Pacific, adding Joie de Vivre Hotels to our diversified brand portfolio will be another new milestone for us to continue to expand our brand footprint in the region. With its unique neighborhood-inspired hotels, the Joie de Vivre brand has already seen extraordinary success in the U.S. and will redefine the concept of travel and community in the region."

BEI Zhaolong Hotel is a rebirth of the legendary Zhaolong Hotel, which held a significant place in Beijing's hospitality history since its opening in 1985. Following its extensive renovation and re-imagining, the hotel will usher in a new era of playful travel and inclusive, heartfelt hospitality.

"We are very excited for the introduction of the BEI Zhaolong Hotel. The new BEI Zhaolong Hotel will reflect the original hotel's rich heritage while being reconceptualized for today's generation. Combining BEI Zhaolong's legacy with Hyatt's rich experience and the Joie de Vivre brand's refreshing offerings, we look forward to setting a new benchmark destination in Sanlitun, welcoming domestic and international travelers for a joyful stay." said Collin Lau, founder and owner of BEI Asset Management.

Optimally located in Sanlitun, one of the most famous leisure and entertaining hubs in the capital, the 202-room BEI Zhaolong Hotel will harness the energy of the city with the joy of living in modern-day Beijing. Modern sensibilities and digital innovation will combine to create a hotspot for professionals, business travelers and locals coming together to meet, work, eat, or shop.

Drawing inspiration from its locality, the hotel's informal eatery, BEI Commune, will bring travelers and Beijingers from all walks of life together to experience meaningful connections in an open and playful space.

BEI Zhaolong Hotel is expected to open in the last quarter of 2019. Hyatt will continue to explore more opportunities to expand the Joie de Vivre brand and create locally-inspired community hubs within the Asia Pacific region. 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 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 Joie de Vivre Hotels

For over 30 years, [Joie de Vivre Hotels](#) has made curating locally-inspired and eclectic experiences its signature. Founded in San Francisco in 1987, the California-born, free-spirited boutique hotel brand encourages playful travel through neighborhood connections. Joie de Vivre Hotels consists of distinct hotels, each reflective of its location, and today has a presence in California, Chicago, IL, Baltimore, MD, and New York. Follow @JDVHotels on Facebook, Instagram, and Twitter for news and updates. For more information, please visit www.jdvhotels.com.

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 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 the 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 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; 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 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; the timing of acquisitions and dispositions, and our ability to successfully integrate completed acquisitions with existing operations; our ability to successfully execute on our strategy to expand our management and franchising business while at the same time reducing our real estate asset base within targeted timeframes and at expected values; changes in the competitive environment in our industry, including as a result of industry consolidation, and the markets where we operate; our ability to successfully grow the World of Hyatt loyalty program; cyber incidents and information technology failures; 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 CONTACTS:

Karolina Kielbowicz
Hyatt
+1 415 305 9007
karolina.kielbowicz@hyatt.com

Lillian Zhang
Hyatt – Greater China
+86 21 6081 1234
lillian.zhang@hyatt.com

Additional assets available online:  (1)

<https://stage.mediaroom.com/hyatt2/news-releases?item=123875>