

The new hotel marks the brand's entry into Asia

CHICAGO (October 25, 2019) – [Hyatt Hotels Corporation](#) (NYSE:H) announced today the opening of [BEI Zhaolong Hotel](#), the first Joie de Vivre hotel in Asia. The 202-room hotel is a rebirth of the legendary Zhaolong Hotel, which held a significant place in Beijing's hospitality history since its original opening on the exact same date in 1985. Following an extensive renovation and re-imagining, the new BEI Zhaolong Hotel brings a fresh, contemporary perspective to the original, iconic property. Located in the vibrant Sanlitun area, the hotel is the ideal destination for travelers and locals seeking a central hub to work, stay, and play in the capital city.

"We are very proud of the opening of the first Joie de Vivre hotel in Asia Pacific," said Stephen Ho, president of Greater China, global operations, Hyatt. "We now have ten operating brands in Greater China and Asia Pacific as we celebrate our 50th anniversary in the region this year. We are grateful for the trust of the hotel's owner, a joint venture of Beijing Tourism Group and BEI, in selecting Hyatt to manage BEI Zhaolong Hotel as part of the Joie de Vivre brand, and we look forward to the vibrant guest experience the hotel will bring to visitors."

With the Joie de Vivre brand's signature locally rooted design, inclusive approach to community and feel-good, free-spirited vibe, BEI Zhaolong Hotel will breathe new life into the heart of the lively Sanlitun area, serving as a dynamic community hub that aims to attract the world's next generation of innovators and movers and shakers.

"We are thrilled to welcome spirited guests to BEI Zhaolong Hotel and invite them for a joyful stay and to discover all that this exciting neighborhood has to offer," said Paola Caciolli, general manager of BEI Zhaolong Hotel. "An inclusive hotel, we welcome any type of traveler, from creative entrepreneurs searching for inspiration to urban nomads looking to make new connections. With our playful, modern design, convenient location, heartfelt hospitality and state-of-the-art technology, BEI Zhaolong Hotel is set to be the newest neighborhood destination in Sanlitun."

The hotel features 202 guestrooms designed with comfort and convenience in mind, the perfect setting to unwind after a busy day of work or play. Every room is equipped with a 55-inch IPTV loaded with the latest games, and amenities such as a Nespresso® machine and De'Longhi kettle for complimentary coffee and tea service. Sixteen stylish suites on top floors can easily transition from spacious guest accommodations to well-appointed venues for daytime social or business gatherings.

To arrive at the hotel in style, guests can take advantage of the property's sustainable electric car, while the QR code-enabled express checkout ensures a smooth and efficient departure.

Breakthrough technology and pop art elements evoke the spirit of the upcoming generation in China. The hotel's gallery hall displays contemporary local art showing the evolution of Chinese games, and throughout the hotel are immersive digital projections depicting the essence of old Beijing. Modern sensibilities combined with digital innovation are designed to create a new hotspot for the city's trendsetters.

Drawing inspiration from its location, the hotel also houses BEI Commune, a vibrant and casual neighborhood restaurant and bar, which brings travelers and Beijingers together to experience new connections in an open and playful space. This all-day eatery, offering fresh, seasonal products and delicious cocktails, is connected to a light and airy outdoor terrace covered by sunshades, inviting relaxation with fresh-pressed juices in the morning or stylish afternoon tea. BEI Commune also brings its playful spirit to offices in the local community with an array of catering options. On the same floor, close to reception, an all-day grab-and-go counter provides free refreshments for guests during their stay.

From the outdoor patio to the unique bar and casual after-hours lounge, there are multiple locations for guests and locals to partake in "Apericena" during happy hour, a modern twist on Italy's beloved aperitif tradition. Taking inspiration from a popular university student trend in Milan, BEI Commune's apericena order serves up a refreshing drink with a fresh buffet of salads, bruschetta and cold cuts.

For groups looking for a unique venue, the White Box, a 2,583 square-foot (240 square-meter) vibrant ballroom and multi-function space, can accommodate up to 120 people banquet style, with floor-to-ceiling LED screens to create a fully customizable and immersive backdrop at any event. The innovative multi-function space is set to be the most sought-after event space in the city.

World of Hyatt Gives Members 500 Reasons to Stay Somewhere New

To provide World of Hyatt members even more ways to be rewarded, World of Hyatt is offering members the opportunity to earn 500 Bonus Points for qualifying nights at BEI Zhaolong Hotel, from now to December 31, 2019, as part of World of Hyatt's new hotel member offer. Additional participating hotels and their offer stay periods can be found at worldofhyatt.com/newhotelbonus. No registration is required and members can earn on top of other offers.

Terms & Conditions

Offer valid for 500 Bonus Points for each qualifying night stayed by World of Hyatt members in good standing during a hotel's offer period at participating hotels and resorts. Offer valid at participating hotels and resorts for stays with a checkout date during each hotel's offer period. For each hotel's offer period, visit worldofhyatt.com/newhotelbonus. To be eligible for this offer you must be a World of Hyatt member in good standing at time of reservation and stay, stay at a participating hotel with a checkout date during that hotel's offer period, provide your World of Hyatt membership number at time of check-in, and either pay an Eligible Rate or redeem a free night award. An "Eligible Rate" and "Ineligible Rate" are defined in the World of Hyatt Terms and Conditions (located at worldofhyatt.com/terms). Only one point bonus may be earned per member, per stay, regardless of the number of rooms booked. Only the room occupied by the member will count toward this offer. Two or more consecutive nights at the same hotel will be deemed one stay. All points awarded under this offer are Bonus Points. This offer is subject to the complete terms and conditions of the World of Hyatt program. Please allow 3-4 weeks after travel is completed for World of Hyatt Bonus Points to be credited to your Account. To join World of Hyatt, visit <https://world.hyatt.com/>. Qualifying nights will automatically be tracked when you provide your World of Hyatt membership number at check-in. A limited number of rooms are allocated to this offer; reservations subject to availability. Offer not valid with groups, conventions, other promotional offers, tour packages or special rate programs. Promotional blackout periods may apply due to seasonal periods or special events, and normal arrival/departure restrictions apply. Hyatt reserves the right to alter or withdraw this offer at any time without notice. The trademarks Hyatt®, World of Hyatt® and related marks are trademarks of Hyatt Corporation or its affiliates. © 2019 Hyatt Corporation. All rights reserved.

For additional information, visit worldofhyatt.com/newhotelbonus.

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For further information:

About Joie de Vivre Hotels

For over 30 years, [Joie de Vivre Hotels](http://www.jdvhotels.com) 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. The brand is expanding internationally with the newly opened BEI Zhaolong Hotel, marking its debut in Asia. 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 20 premier brands. As of June 30, 2019, the Company's portfolio included more than 875 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®**, **Caption by Hyatt**, **Joie de Vivre®**, **Hyatt House®**, **Hyatt Place®**, **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.

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