

New 124-room hotel marks second property in Virginia for Hyatt's fast-growing lifestyle brand

CHICAGO (January 22, 2020) – [Hyatt Hotels Corporation](#) (NYSE: H) today announced the opening of [Hyatt Centric Old Town Alexandria](#). Centrally located in the heart of Alexandria, Va., on historic King Street, the 124-room boutique hotel joins Hyatt Centric Arlington to mark the Hyatt Centric lifestyle brand's second hotel in Virginia. The new hotel features a contemporary design, standout guestroom and hotel amenities – like Drybar Buttercup salon-quality blow-dryers in each room, a state-of-the-art fitness center, and a French- and American-inspired lobby bar and restaurant. Located just four miles from Ronald Reagan Washington National Airport and under 10 miles from Washington D.C.'s city center, Hyatt Centric Old Town Alexandria puts guests within a short distance of popular attractions like the Lincoln Memorial, Washington Monument, White House, and Georgetown.

“Hyatt Centric Old Town Alexandria is the perfect starting point for exploration among Alexandria's distinct neighborhoods, including hundreds of shops and restaurants throughout Old Town,” said General Manager Matt Karow. “Delivering on the Hyatt Centric brand promise, our new hotel helps connect guests to the heart of the action so they never miss a moment of adventure. Whether here on business travel or a vacation, our guests will feel like a true Alexandrian upon departure with help from our team of local experts.”

Modern design with rich finishes create a sense of place at Hyatt Centric Old Town Alexandria, paying homage to Alexandria's history, which spans back to the mid-1700s. The hotel also nods to Alexandria's reputation as one of the most dog-friendly cities in the U.S. by displaying varying artwork featuring “man's best friend,” appropriate and shareworthy décor for the pet-friendly hotel.

French & Southern, the hotel's signature restaurant and bar, captures influences from Parisian and Southern U.S. cuisines to form a worldly menu. The restaurant is open daily for breakfast, lunch and dinner from 6:30 a.m. until 11:00 p.m. Guests can enjoy a robust beverage program at French & Southern, with a menu drawing from breweries and wineries from both North America and Europe. The hotel's indoor and outdoor spaces include a lively Lobby Bar and cozy lounge with floor-to-ceiling windows overlooking King Street, providing an eclectic atmosphere on one of America's most historic streets.

Hyatt Centric Old Town Alexandria was built to LEED Silver standards, with an emphasis on sustainable land use, resource conservation and waste minimization. With built-in systems to reduce energy and water consumption, the hotel operates responsibly with programs such as comprehensive recycling, Clean the World® soap reuse and light touch cleaning based on guest request.

Designed by Cooper Carry, a national architecture and design firm, Hyatt Centric Old Town Alexandria features exterior brick detailing and a restaurant façade that are inspired by the historic storefronts that line King Street but with a contemporary feel. The hotel's southeast corner is wrapped in glass to connect the activity of French & Southern to the vibrancy of King Street.

To provide World of Hyatt members even more ways to be rewarded, Hyatt Centric Old Town Alexandria is extending to members a special opening offer for qualifying nights at the hotel for stays from January 28 through April 26, 2020. The special offer includes 20% off the daily rate and a \$15 French & Southern dining credit. World of Hyatt members also have the opportunity to earn 500 Bonus Points for qualifying nights at Hyatt Centric Old Town Alexandria from February 1 to April 30, 2020, 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](#). Terms and conditions apply. No registration is required, and members can earn on top of other offers.

Hyatt Centric Old Town Alexandria is located at 1625 King Street at Harvard Street. For more information or to make a reservation, please visit [www.hyattcentricoldtownalexandria.com](#) or call (703) 548-1050.

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 Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company with a portfolio of 20 premier brands. As of September 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**


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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.

MEDIA CONTACT

Jorian Weiner
Hyatt
jorian.weiner@hyatt.com
+1 312-780-3004

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