

Expected to open in early 2021, Alila Marea Beach Resort Encinitas, will bring the luxury brand's dedication to sustainable tourism, innovative eco-design and authentic destination experiences to Southern California

CHICAGO (July 9, 2020) – Hyatt Hotels Corporation (NYSE: H) announced today plans for the first new-build Alila resort in the Americas, located in Encinitas, Calif., a quintessential beach town in San Diego's North County Coastal region. Developed by JMI Realty and Fenway Capital Advisors, Alila Marea Beach Resort Encinitas will add to Hyatt's growing Alila brand portfolio, joining Ventana Big Sur, an Alila Resort, as the brand's second hotel in California and the U.S., along with 14 other luxury properties worldwide. The Alila brand features luxury hotels and resorts in unique locations, distinguished by innovative eco-design, a strong commitment to sustainable tourism as well as rare and intimate destination experiences.

"We are thrilled to announce the development of the first new-build Alila resort in the Americas, marking a significant milestone for Hyatt. California's legendary coastline has long captured the hearts of our guests, World of Hyatt members and customers, and we're excited to continue to expand in California with this landmark oceanfront project," said Susan Santiago, Global Head of Lifestyle and Miraval Operations at Hyatt. "The Alila brand has long been a leader in crafted luxury and responsible tourism, and Alila Marea Beach Resort Encinitas will embody that same ethos when it debuts in Southern California."

Situated along coastal bluffs and overlooking Grandview and South Ponto Beaches, Alila Marea Beach Resort Encinitas will be a luxury oceanfront hotel with 130 guestrooms, including 16 suites. Expected to open in early 2021, the resort will offer an ocean-view restaurant with rooftop patio, a pool with pool bar and an infinity-edge hot tub, a luxury Spa Alila and spectacular wedding and events venues, all with panoramic Pacific Ocean and lagoon views.

Also announced today is the appointment of Bob Harter as the new resort's director of sales and marketing. Harter oversees the resort's sales and marketing efforts while developing business strategies designed to successfully open the resort, drive revenue and exceed the resort's business goals. Harter brings more than 25 years of experience in hospitality management and is a veteran sales and marketing leader in the San Diego's luxury hotel market, most recently, serving as director of sales and marketing at L'Auberge Del Mar.

Designed by San Diego-based Joseph Wong Design Associates with interior design by Mark Zeff Associates, Alila Marea Beach Resort Encinitas will seamlessly blend into the bluffs with natural building materials and native plants, delivering on the brand's reputation of innovative eco-design. With the hotel's namesake, "Marea," meaning "tide" in Italian and Spanish, the resort will provide a distinctly Southern California feel, with bespoke experiences inspired by the area's natural landscape, as well as its vibrant surf and beach culture.

Alila Marea Beach Resort Encinitas will offer a signature Spa Alila, as well as the Alila Experience, a series of uniquely curated moments that integrate indigenous nature, traditional culture and the local community for an authentic destination experience. Other health and wellness-centered activities for guests will include surf and paddleboard lessons, cycling, hiking and beachside yoga. Additionally, the new resort will feature a roadside grab-and-go café along Coast Highway 101 to serve guests as well as the North County Coastal biking, jogging and beach-going communities. To welcome locals and visitors alike, Alila Marea Beach Resort Encinitas will also offer a bike valet, electric vehicle charging stations and a new, publicly accessible staircase and walking path, which will provide direct access to the beach below the resort.

"We are honored to work with the Alila brand and Hyatt Lifestyle team to bring this oceanfront luxury resort to Encinitas in early 2021," said John Kratzer, Chief Executive Officer, JMI Realty. "Our goal is to provide a destination that locals and travelers will treasure, and we're confident the Encinitas community will be proud to share their unique energy and beautiful shoreline with the new resort."

For more information about Alila, please visit: <https://www.alilahotels.com>.

Guided by its purpose of care, Hyatt's multi-layered Global Care & Cleanliness Commitment further enhances its operational guidance and resources around colleague and guest safety and peace of mind. More information on Hyatt's commitment can be found here: hyatt.com/care-and-cleanliness

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 Alila

The hallmark of Alila hotels is the combination of innovative design and luxury in unique locations, set apart by an unprecedented level of private space, crafted artisanship, personalized hospitality, and bespoke journeys. Alila means "Surprise" in Sanskrit, which suitably describes the refreshing character of our properties and impressions of our guests when

they stay with us. In support of sustainable tourism, Alila hotels adopt EarthCheck operating standards, integrating the natural, physical and cultural elements of their environments. To stay at any of Alila's hotels and resorts is to embark on a destination experience – be it in recreating the flavors of the local cuisine, enhancing your well-being through ancient healing arts or the thrill of adventure sports, you will re-discover the luxury of living at Alila. For more information visit, alilahotels.com, follow us on Instagram [@AlilaHotels](https://www.instagram.com/AlilaHotels) or like us on [Facebook](https://www.facebook.com/AlilaHotels).

About JMI Realty

JMI Realty is a vertically integrated real estate company focused on lifestyle hotels with deep acquisition, development and ownership experience. JMI Realty has a current portfolio of nine hospitality assets, including the nearby Inn at Rancho Santa Fe and Omni San Diego, as well as the Kimpton Hotel Van Zandt in Austin, and the Curio Marquette in Minneapolis. In 1998, JMI Realty was appointed by the City of San Diego and the San Diego Padres to act as the Master Developer of the Ballpark District. JMI Realty's successful planning and implementation of the Ballpark District Master Plan resulted in over \$3.0 billion of redevelopment, and is viewed nationally as a template for successful urban revitalization. Over the last two decades, JMI Realty has also been active in developing and acquiring hotel projects.

JMI Realty is led by John Kratzer and its construction efforts are headed by Jim Chatfield.

About Fenway Capital Advisors

Fenway Capital Advisors' (FCA) disciplined approach to investing focuses on creating value through acquiring and repositioning assets in markets with strong fundamentals and positive growth characteristics across the Western U.S. Collectively, FCA principals have more than 50 years of industry experience, spanning multiple cycles, across all disciplines of the real estate industry, including acquisitions, asset management and development. The company's aggregate transactions total over \$335 million with nearly 2 million square feet currently owned. FCA is owned and led by Larry Jackel and Patrick Tribolet, both native San Diegans.

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 March 31, 2020, the Company's portfolio included more than 900 hotel, all-inclusive, and wellness resort properties in 65 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 employees, 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.

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 actual results to differ materially from current expectations include, but are not limited to, the short- and longer-term effects of the COVID-19 pandemic, including on the demand for travel, transient and group business, and levels of consumer confidence; actions that governments, businesses, and individuals take in response to the COVID-19 pandemic or any future resurgence, including limiting or banning travel; the impact of the COVID-19 pandemic, and actions taken in response to the COVID-19 pandemic or any future resurgence, on global and regional economies, travel, and economic activity, including the duration and magnitude of its impact on unemployment rates and consumer discretionary spending; the ability of third-party owners, franchisees or hospitality venture partners to successfully navigate the impacts of the COVID-19 pandemic; the pace of recovery following the COVID-19 pandemic or any future resurgence; general economic uncertainty in key global markets and a worsening of global economic conditions or low levels of economic growth; 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; limited visibility with respect to future bookings; loss of key personnel; domestic and international political and geo-political conditions, including political or civil unrest or changes in trade policy; hostilities, or fear

of hostilities, including future terrorist attacks, that affect travel; travel-related accidents; natural or man-made disasters such as earthquakes, tsunamis, tornadoes, hurricanes, floods, wildfires, oil spills, nuclear incidents, and global outbreaks of pandemics or contagious diseases or fear of such outbreaks, such as the COVID-19 pandemic; our ability to successfully achieve certain levels of operating profits at hotels that have performance tests or guarantees in favor of our third-party owners; the impact of hotel renovations and redevelopments; risks associated with our capital allocation plans and common stock repurchase program and quarterly dividend, including a reduction in or elimination of repurchase activity or dividend payments; 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; relationships with colleagues and labor unions and changes in labor laws; 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; failure to successfully complete proposed transactions (including the failure to satisfy closing conditions or obtain required approvals); 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; declines in the value of our real estate assets; unforeseen terminations of our management or franchise agreements; changes in federal, state, local, or foreign tax law; increases in interest rates and operating costs; foreign exchange rate fluctuations or currency restructurings; lack of acceptance of new brands or innovation; general volatility of the capital markets and our ability to access such markets; 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; outcomes of legal or administrative proceedings; violations of regulations or laws related to our franchising business; and other risks discussed in the Company's filings with the U.S. Securities and Exchange Commission ("SEC"), including our annual report on Form 10-K and our Current Report on Form 8-K filed on April 21, 2020, which filings are available from the SEC. 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:

Gloria Kennett
312.780.5506
gloria.kennett@hyatt.com

Siân Rylander
312.780.5797
sian.rylander@hyatt.com

Additional assets available online:  (3)

<https://stage.mediaroom.com/hyatt2/news-releases?item=123971>