

The Hudson Valley upscale lifestyle hotel offers joy-driven service, a locally-inspired experience and heartfelt leadership with Hyatt's Joie de Vivre Hotels brand and appoints new management under Real Hospitality Group

NYACK, N.Y. (February 18, 2021) – [Hyatt Hotels Corporation](#) (NYSE: H) and Juniper Capital Partners today announce the opening of [Hotel Nyack](#), previously The Time Nyack Hotel in New York's Hudson Valley. Recently acquired by Juniper Capital Partners, Hotel Nyack now joins Hyatt's Joie de Vivre lifestyle brand today inspiring the spirit of playful travel through neighborhood connections. Located in Hudson Valley's Rockland County, Hotel Nyack will provide picturesque views of the Hudson River and newly reconstructed Governor Mario M. Cuomo Bridge, and is primed to welcome guests and locals with the Joie de Vivre brand's joy-driven service.

In addition, Juniper Capital Partners has appointed international hospitality management company [Real Hospitality Group, Inc.](#) (RHG) to oversee the operations of Hotel Nyack. RHG brings its comprehensive management services to create success and deliver a memorable and enhanced guest experience.

"At Hotel Nyack, guests are able to immerse themselves in the vibrant town that offers art, culture, history and nature," said Lawrence Bain, Managing Partner of Juniper Capital Partners. "With a commitment to the Nyack community and our guests, we were drawn to Hyatt's Joie de Vivre playfulness and deep respect for its neighborhoods and Real Hospitality Group's industry leading performance. We believe installing these two groups as an extension of our team will bring a bright, successful future for the hotel."

The 133-room hotel with loft-style accommodations housed within the framework of a four-story, former factory, has plans to renovate several portions of the hotel including its culinary offering. An open, industrial feel and reflection of the urban neighborhood within the property's contemporary design lends itself to the overall heartfelt and inclusive spirit of the Joie de Vivre brand. An urban stopover, less than an hour drive from New York City, all guests will notice touches of greater New York influence throughout the unprecedented level of excellence and service at Hotel Nyack.

Hotel Nyack also joins the [World of Hyatt](#) loyalty program, providing members with opportunities to enjoy valuable loyalty benefits on qualifying hotel stays, dining services, meetings, events and more as a part of their unique stay experience.

To learn more about Joie de Vivre Hotels, please visit www.jdvhotels.com. To learn more about World of Hyatt, please visit worldofhyatt.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 Juniper Capital Real Estate

Juniper Capital Partners, LLC is an investment firm with a predisposition towards distressed or out-of-favor assets with attractive valuations. Juniper's investments typically require substantial repositioning and Juniper is active in all aspects of the investment process including the origination, structuring, underwriting, management and sale of its interests. Juniper's Managing Partners have significant investment management experience and the partners have held positions as partners in investment firms and as senior managers in large multi-national firms and global investment banks. They have managed significant portfolios of assets and operating companies and have a successful track record of growth and returns.

About Joie de Vivre Hotels

A community for the spirited, light-hearted, and young-at-heart, Joie de Vivre offers a collection of vibrant, independent hotels that are true reflections of the urban neighborhoods they call home. Each hotel provides an experience that is inclusive in spirit and space, welcoming all vibes, tribes and unique souls—effortlessly bringing people together with joy-driven service. Embracing its namesake, each property invites guests and locals to connect, live in the moment and *celebrate the joy of life*. Follow @JDVHotels on Facebook, Instagram, and Twitter for news and updates. For more information, please visit www.jdvhotels.com.

About Real Hospitality Group

Real Hospitality Group (RHG) is an international hospitality management and investment company headquartered in Ocean City, MD, with additional offices in New York City, Fort Lauderdale, FL, and Shanghai, China. RHG is one of the top 15 U.S. hotel management companies with a portfolio that includes more than 106 hotels open and under development in gateway cities and resort destinations. The company is a recognized preferred service provider for leading brands including Hilton Worldwide Holdings, Marriott International, Hyatt Hotels Corporation, InterContinental Hotels Group PLC, Choice Hotels International, Inc., and Wyndham Hotels & Resorts, as well as a growing and dynamic portfolio of independent luxury boutique hotels including MADE and Boro Hotel, recognized as two of Condé Nast's best New York City lodging establishments, and the Montauk Blue Hotel in Montauk, NY. Real Hospitality Group focuses on comprehensive development, management services, revenue performance, guest experience, and business development for hotels, resorts, and investment ownership groups. For more information visit www.realhospitalitygroup.com


MEDIA CONTACT:

Robert Martinez

Hyatt

+1 312-780-5447

robert.martinez1@hyatt.com

Additional assets available online:  (3)

<https://stage.mediaroom.com/hyatt2/news-releases?item=124053>