

The first Hyatt Centric hotel in Australia marks a significant milestone for Hyatt's rapidly growing lifestyle brand

CHICAGO (December 1, 2021) - [Hyatt Hotels Corporation](#) (NYSE: H) announced today the opening of Hyatt Centric Melbourne, marking the entry of the vibrant Hyatt Centric brand into Australia. Located in a prime location in the heart of Melbourne's fast-emerging downtown, Hyatt Centric Melbourne will inspire savvy explorers to discover authentic experiences and hidden gems in the dynamic city.

"Hyatt has had a presence in Australia for over 30 years and we are excited about the launch of the Hyatt Centric brand in the country and the introduction of its adventurous style of exploration and hospitality," said David Udell, group president, Asia-Pacific, Hyatt. "As interstate and international borders in Australia reopen, we look forward to welcoming guests from near and far to discover afresh Melbourne and its cosmopolitan spirit."

Homebase with Melbourne Flair

Designed by Architectus Australia and Hecker Guthrie Interiors and built by Hickory, Hyatt Centric Melbourne features 277 contemporary guestrooms across 25 levels. The stylish yet understated interiors celebrate the character of Melbourne's urban fabric, from the city's Hoddle Grid business district and use of tessellated tiles as seen in the custom-designed rugs in the rooms and public spaces respectively to the Victorian era-inspired brickwork in the public spaces. The design also pays homage to Melbourne's history in wool production and during the Gold Rush through a curated collection of soft furnishings and light fixtures by local designers, setting the stage for guests to continue their personal discovery of the multi-faceted city.

Hyatt Centric Melbourne collaborates with emerging and established local artists, food producers and designers to encapsulate Melbourne's unique spirit. This includes street art by Damian Cazaly, coffee from family-owned South Melbourne roasters Cottle Coffee, luxurious Mr. Smith bath products and fashion wear by PAGEANT for the hotel team's attire.

Local Flavors

Level 25 Restaurant and Bar on the 25th floor offers sustainably-sourced, Mediterranean-inspired menus featuring Victorian produce alongside panoramic views of the city, the Yarra River and the Southbank. The café, **Allie Lane**, serves treats from local producers including coffee and craft beer as well as homemade pastries and sandwiches. The kitchens are spearheaded by Chef Jordan Monkhouse, a well-known face in Melbourne, which is also famous for being Australia's foodie capital.

Location, Location, Location

Hyatt Centric Melbourne is close to many of the city's popular hotspots as well as a trove of hidden gems, and offers convenient access to Southern Cross Station, the Docklands and Southbank precincts, Melbourne Convention and Exhibition Centre, and the Crown Entertainment Complex. Located at the corner of Downie Street and Flinders Lane, the hotel is an ideal launchpad for exploration for both local residents and visitors.

"We are delighted to be working with Hyatt to launch the first Hyatt Centric hotel in Australia," said Paul Little AO, Chairman and founder of the Little Group. "This property brings new life for local, domestic and international visitors to the southwest corner of the Melbourne city center. We look forward to Melburnians and visitors with an adventurous spirit celebrating special moments and creating shareworthy experiences at Hyatt Centric Melbourne."

Guests can enjoy wellness facilities such as the 82-foot (25-meter) pool and 24-hour gym. Bellarine Meetings on level six offers 2,260 square feet (210 square meters) of flexible function space, plus a spacious 2,670-square-foot (248-square-meter) alfresco terrace for personalized celebrations and lively entertainment.

"Hyatt Centric Melbourne is set to inspire the curious-minded, savvy explorers who wants to be in the heart of the action," said Ilan Weill, general manager, Hyatt Centric Melbourne. "Our team, engaged and passionate Melburnians, are keen to share their local knowledge, helping our guests to discover authentic experiences, blending the city's street art hot spots, vibrant coffee culture, artistic spirit and bustling creative laneways."

Bookings for Hyatt Centric Melbourne are now open, with stays from December 1, 2021. For more information, please visit: hyattcentricmelbourne.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.

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 Hyatt Centric Melbourne, from December 1, 2021 to June 30, 2022, 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 worldofhyatt.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 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](https://www.facebook.com/hyattcentric) and [Instagram](https://www.instagram.com/hyattcentric), and tag photos with #HyattCentric.


About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company guided by its purpose – to care for people so they can be their best. As of September 30, 2021, Hyatt's portfolio included more than 1,000 hotel and all-inclusive properties in 69 countries across six continents, and the acquisition of Apple Leisure Group added 96 properties in 10 countries as of November 1, 2021. Hyatt's offerings include the Park Hyatt®, Miraval®, Grand Hyatt®, Alila®, Andaz®, The Unbound Collection by Hyatt®, Destination by Hyatt™, Hyatt Regency®, Hyatt®, Hyatt Ziva™, Hyatt Zilara™, Thompson Hotels®, Hyatt Centric®, Caption by Hyatt, JdV by Hyatt™, Hyatt House®, Hyatt Place®, UrCove, and Hyatt Residence Club® brands, as well as resort and hotel brands under the AMR™ Collection, including Secrets® Resorts & Spas, Dreams® Resorts & Spas, Breathless® Resorts & Spas, Zoëtry® Wellness & Spa Resorts, Alua® Hotels & Resorts, and Sunscape® Resorts & Spas. Hyatt's subsidiaries operate the World of Hyatt® loyalty program, ALG Vacations®, Unlimited Vacation Club®, Amstar DMC destination management services, and the Trisept Solutions® travel technology platform. For more information, please visit www.hyatt.com.

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