

San Francisco's Newest Hotel Debuts in Spring 2022

CHICAGO (February 14, 2022) – [Hyatt Hotels Corporation](#) (NYSE: H) is pleased to announce the opening of [Hyatt Regency San Francisco Downtown SoMa](#), previously known as Park Central San Francisco, following a comprehensive 70-million-dollar reimagination, located at 50 3rd Street.

Hyatt Regency San Francisco Downtown SoMa is a thoroughly refreshed, multifunctional hotel centrally located in the bustling South of Market (SoMa) district, offering guests thoughtful amenities, well-appointed accommodations, smart design features, and insightful packages and programming designed to create a seamless experience.

The hotel has some of the most expansive views of the city and the Bay, providing guests with a signature San Francisco experience from the moment of arrival. The intuitive, residential design of the guestrooms combined with refined décor and abundant natural light convey the feeling of the ultimate urban retreat designed for productivity and peace of mind. The guestrooms act as a neutral backdrop to the overall experience and feature a palette of grays, creams and woods. . Large, renovated bathrooms are finished with glazed black and white brick tiles and marble-like floors, custom vanities and lit mirrors, stocked with San Francisco-based Pharmacopia luxury bath and body products. All guestrooms and suites feature 55-inch smart TVs equipped with live streaming, a technology hub with multi-ports for USB-wireless charging, and a refrigerator. Wi-Fi, electronic safes sized for laptops and complimentary Starbucks coffee, espresso and tea are provided in-room for guests' convenience. The extensive redesign features refurbishments and upgrades to the 20 executive corner suites, two presidential suites and all 686 guest rooms.

Guests are met with an upgraded, enhanced fitness studio with state-of-the-art gym equipment and Peloton bikes, along with refreshed meeting and event spaces, all marked by contemporary décor and an art-driven narrative created by internationally recognized design firm [BHDM Design](#). A full-service lobby bar, gourmet grab-and-go marketplace, and chef-driven restaurant, along with a new Regency Club, are slated to open in Spring 2022.

Community spaces seamlessly transition from day to night and the hotel's guestrooms and suites are equally suited for business and leisure. Seeking inspiration from its location in the heart of San Francisco's Arts District, home to several museums including the San Francisco Museum of Modern Art, the Museum of the African Diaspora and the Contemporary Jewish Museum, the design of the hotel encompasses a defined palette of textures and motifs inspired by various art mediums. With art serving as a defining feature for the hotel, Hyatt Regency San Francisco Downtown SoMa formed an exclusive, multi-faceted collaboration with the [Academy of Art University](#), San Francisco's leading art school. The hotel worked closely with BHDM Design and the university to commission artwork from select students and alumni in a variety of mediums, including sculpture, digital motion graphics, photography, mixed media, painting, drawing, and landscape architecture. The commissioned artwork will be displayed throughout the hotel's ground floor public spaces, including the vibrant new lobby bar and restaurant, garden bar and lounge, grab-and-go marketplace, workstations, and the new Regency Club. The hotel's 20 executive suites and two presidential suites will also display framed artwork, headboard art and sculptures throughout the rooms. Additionally, the hotel's 30,000 square feet of meeting and event spaces will feature large-scale commissioned pieces.

Hyatt Regency San Francisco Downtown SoMa is proudly managed by [Highgate](#), internationally recognized as a premier hotel operator in gateway markets. Owned by Morgan Stanley, Highgate manages a portfolio of hotels in the U.S., Europe, the Caribbean and Latin America.

To book a stay at Hyatt Regency San Francisco Downtown SoMa or for more information, please visit [this link](#) or call 415-974-6400.

For further information:

About Hyatt Regency

The Hyatt Regency brand prides itself on making travel free from stress and filled with success. More than 220 conveniently located Hyatt Regency urban and resort locations in more than 30 countries around the world serve as the go-to gathering space for every occasion – from efficient personalized, high-touch business meetings to energizing family vacations. The brand offers stress-free environments for seamless gatherings and empathetic service that anticipates guests' needs. Designed for productivity and peace of mind, Hyatt Regency hotels and resorts offer a full range of services and amenities, including the space to work, engage or relax; notable culinary experiences; technology-enabled ways to collaborate; and expert meeting and event planners who can take care of every detail. For more information, please visit [hyattregency.com](#). Follow @HyattRegency on [Facebook](#), [Twitter](#) and [Instagram](#), and tag photos with #HyattRegency.

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.

About Highgate:

[Highgate](http://www.highgate.com) is a leading real estate investment and hospitality management company widely recognized as an innovator in the industry. Highgate is the dominant player in major U.S. gateway cities including New York, Boston, Miami, San Francisco and Honolulu, with a growing Caribbean and Latin America footprint. The hospitality forward company provides expert guidance through all stages of the property cycle, from planning and development through recapitalization or disposition. Highgate has a proven record of developing its diverse portfolio of bespoke lifestyle hotel brands, legacy brands, and independent hotels and resorts with contemporary programming and digital acumen. The company utilizes industry-leading revenue management tools that efficiently identify and predict evolving market dynamics to drive outperformance and maximize asset value. With an executive team consisting of some of the most experienced hotel management leaders, the company is a trusted partner for top ownership groups and major hotel brands. Highgate maintains corporate offices in New York, Chicago, Dallas, London, Miami, and Seattle. www.highgate.com.

Forward-Looking Statements

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MEDIA CONTACT:

Robert Martinez
Hyatt
robert.martinez1@hyatt.com

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