

Located in the heart of the Memphis Entertainment District, Caption by Hyatt Beale Street Memphis is expected to remix hospitality with a fresh take on food and beverage and thoughtfully designed stay experiences fostering connection and community

CHICAGO (June 28, 2022) – [Hyatt Hotels Corporation](#) (NYSE:H) is proud to announce Caption by Hyatt Beale Street Memphis opened its doors today, marking the launch of Hyatt’s new lifestyle brand, Caption by Hyatt. Located on the corner of world-famous Beale Street and Front Street, the 136-room hotel offers guests a select-service neighborhood experience that sparks conversation and grounded by the people and place of one of Memphis’ most sought-after areas.

With spectacular views of the Mississippi River and city skyline, the hotel is a centrally located hub near signature Memphis experiences like the Orpheum Theater, the Memphis Rock n’ Soul Museum, FedEx Forum, and Sun Studios. Using upcycled and community-inspired design, the property weaves eclectic contemporary aesthetics into the urban industrial history of the area. The hotel is integrated into the historic William C Ellis & Sons Ironworks and Machine Shop as part of the One Beale mixed-use development, preserving the existing riverside brick and cast-iron façade that dates back to 1879. This commitment to sustainability is reflected in the property’s layering of colors, textures, recycled materials, and emphasis on community. The hotel highlights the culturally resonant artwork of local artists with an intriguing and inspiring interior mural by [Frances Berry](#) and a momentous exterior mural by [Juan Rojo](#).

“Caption by Hyatt Beale Street Memphis is a first-of-its-kind property that offers conscientious travelers a true Memphian lifestyle experience,” said Sarah Titus, area general manager, Hyatt.

“By creating a welcoming space for both locals and travelers to be themselves and feel connected to the community, we are proud to create a space that shares a taste of all the local culture and cuisine there is to savor.”

Community Connections: Talk Shop at Ellis & Beer Garden

A signature marquee on Front Street welcomes guests into Talk Shop at Ellis, serving as the Caption by Hyatt brand’s remixed and reimaged hotel lobby experience. The inviting space with floor to ceiling windows creates a lively, bright and versatile all-day lounge and workspace for locals and guests to enjoy craft coffee or cocktails, work remotely, or casually meet up for an impromptu hangout with friends. This intentional culinary and social space highlights regional favorites through an all-day menu, the Hearth Bar’s assortment of freshly baked breads and tasty spreads, and the locally sourced 24-hour grab-and-go market.

The indoor lounge area spills out into a 1,500-square-foot patio and beer garden adorned with open fire pits and exposed brick. A living plant wall with bench seating offer picturesque hangout moments. Exclusively at the beer garden, guests can get a taste of the Wm C. Pilsner, an exclusive beer locally crafted in collaboration with Grind City Brewing. Together with other Memphian beverage purveyors like Mempoys, Wrapzody, Muddys and Raw Girls, Talk Shop at Ellis delivers an unmistakably Memphian neighborhood experience to both travelers and local Memphians.

A rotating events calendar at the welcome area serves as a space for travelers and locals alike to discover and share their own experiences be it a gallery opening, open-mic night, book clubs, or spoken word happening in the area. Guests can connect with the emcee, who is the all-encompassing host and guide to the Caption by Hyatt experience.

Flexible Meetings & Events Spaces

The Gathering Space, which is a 350-square-foot glass-enclosed space that lives inside Talk Shop at Ellis, serves as a first-come, first-serve private meeting or event space with a large community table. When the space is not booked for private use, the meeting table turns into a billiards table for guests to enjoy.

Through the back doors of Talk Shop at Ellis, guests are welcomed by a 1,000-square-foot courtyard area filled with greenery, where wooden benches offer an outdoor lounge space to enjoy the local provisions offered inside. The area is surrounded by beautifully preserved façades of the historic William C. Ellis Building, and includes an elevated soundstage met with a large screen on the backdrop, doubling as a community event space for live performances, movie nights, and more.

Seamless Amenities

To cater to today’s guests who crave seamless, instantaneous access, the Caption by Hyatt Beale Street Memphis experience features a streamlined check-in, mobile key, and mobile-order food service. Guests can access their rooms with Room Keys in Apple Wallet, which allows World of Hyatt members to easily and securely tap their iPhone or Apple Watch to unlock guestrooms and key card-protected common areas without having to open an app or handle a traditional plastic room key. Powered by modern technology with an emphasis on the conscious traveler, any additional information, features, and experiences can be found in the World of Hyatt app or via QR codes.

Vibrant Design and Accommodations

The functionally designed guestrooms at Caption by Hyatt Beale Street Memphis display bold, irreverent interiors that reflect the culture of urban street-art with soothing hues of blues and bold yellows, bringing to life the spirit of Memphis. Guests enter thoughtfully designed living spaces with repurposed materials, unpretentious comforts, and an in-room work/play lounge with a worktable, task lighting, and power outlets that is separated from the sleeping area. Industrial barn-inspired doors slide open to reveal the spacious, well-lit bathrooms treated with custom Memphis-themed wallcoverings, enclosed walk-in rain showers, large vanities, and plenty of counter space. Eight riverfront suites present guests with double vanities and offer a large living area with a pullout couch that lead to step-out balconies with expansive views of the Mississippi River and iconic M Bridge.

Fitness Center

Located on the second floor, the sun-kissed fitness facilities open to floor-to-ceiling windows facing Front Street, overlooking the beer garden below. The expansive gym is fitted with modern and updated equipment for a full body workout, including a cable machine, free weights, a row machine, cycling machines and treadmills. The space is covered in colorful green wall coverings highlighted by pops of color, leading into a soothing functional movement studio ideal for yoga, barre, or Pilates.

Access to Hyatt Centric Beale Street Memphis

Guests staying at Caption by Hyatt Beale Street Memphis have access to the neighboring Hyatt Centric Beale Street Memphis' amenities and meeting spaces, including the full-service restaurant, CIMAS, and Beck & Call, the rooftop bar that overlooks the Mississippi River and M Bridge.

For more information or to book a reservation, visit <http://captionbyhyattmemphis.com>.

Following the opening of Caption by Hyatt Beale Street Memphis, the Caption by Hyatt brand is expected to make its debut in additional metropolitan and downtown markets including Shanghai, Osaka, Tokyo and Saigon. For more information on Caption by Hyatt, visit captionbyhyatt.com.

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 Caption by Hyatt

The Caption by Hyatt brand redefines what hospitality looks like in the modern world. Designed to be truly of the community—not just in it—the people make the place throughout each Caption by Hyatt hotel. Caption by Hyatt hotels hire local, buy local, and vibe local. Be it an open-mic night or a pop-up art installation, each space within Caption by Hyatt hotels is programmed to reflect each destination and its community. At the heart of each Caption by Hyatt hotel is Talk Shop: an all-day spot where guests can eat, drink, get some work done, hang with friends, or just chill. Caption by Hyatt hotels offer guests a place where "you can do you and be you," with a tech-forward mindset offering digital check-in, digital keys, mobile-order food service, Staycast streaming technology and more.

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 March 31, 2022, the Company's portfolio included more than 1,150 hotels and all-inclusive properties in 71 countries across six continents. The Company's offering includes 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, Vivid Hotels & Resorts®, Alua Hotels & Resorts®, and Sunscape® Resorts & Spas. Subsidiaries of the Company operate the World of Hyatt® loyalty program, ALG Vacations®, Unlimited Vacation Club®, Amstar DMC destination management services, and Trisept Solutions® technology services. For more information, please visit www.hyatt.com.

Forward-Looking Statements

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, risks associated with the acquisition of Apple Leisure Group ("ALG"), including the related incurrence of material additional indebtedness; our ability to realize the anticipated benefits of the acquisition of ALG as rapidly or to the extent anticipated, including successful integration of the ALG business; the duration and severity of the COVID-19 pandemic and the pace of recovery following the pandemic, any additional resurgence, or COVID-19 variants; the short and long-term effects of the COVID-19 pandemic, including on the demand for travel, transient and group business, and levels of consumer confidence; the impact of the COVID-19 pandemic, any additional resurgence, or COVID-19 variants, and the impact of actions that governments, businesses, and individuals take in response, on global and regional economies, travel limitations or bans, and economic activity, including the duration and magnitude of its impact on unemployment rates and consumer discretionary spending; the broad distribution and efficacy of COVID-19 vaccines and treatments, wide acceptance by the general population of such vaccines, and the availability, use, and effectiveness of COVID-19 testing, including at-home testing kits; the ability of third-party owners, franchisees, or hospitality venture partners to successfully navigate the impacts of the COVID-19 pandemic, any additional resurgence, or COVID-19 variants; 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; global supply chain constraints and interruptions, rising costs of construction-related labor and materials, and increases in costs due to inflation or other factors that may not be fully offset by increases in revenues in our business; risks affecting the luxury, resort, and all-inclusive lodging segments; levels of spending in business, leisure, and group 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; 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, share repurchase program, and dividend payments, including a reduction in, or elimination or suspension 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, wages, and other 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 the COVID-19 pandemic, industry consolidation, and the markets where we operate; our ability to successfully grow the World of Hyatt loyalty program and Unlimited Vacation Club paid membership 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 Quarterly Reports on Form 10-Q, 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.

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