

## The new deal marks the Inclusive Collection's entry into a fourth European country, representing the latest milestone in Hyatt's intentional global brand expansion in the luxury all-inclusive segment

**CHICAGO (November 14, 2022)** – [Hyatt Hotels Corporation](#) (NYSE: H) today announced plans for the expansion of Hyatt's Inclusive Collection – a new global portfolio of distinct luxury all-inclusive resort brands – to Portugal with Dreams Madeira Resort Spa & Marina. On the heels of Hyatt's recently [announced expansion plans for five all-inclusive resorts in Bulgaria](#), the planned debut of Dreams Madeira Resort Spa & Marina will mark the Inclusive Collection brand portfolio's entry into Portugal, following existing all-inclusive brand presence in Spain and Greece and introducing the signature *Unlimited-Luxury*<sup>®</sup> concept to the must-visit destination.

Leisure demand continues to fuel Hyatt's thoughtful brand expansion in Europe, and today's announcement signals the strength and reputation of Hyatt's all-inclusive brands and the increased opportunity to introduce the luxury all-inclusive experience to more guests and [World of Hyatt](#) loyalty members around the world.

Expected to open once renovations are complete in early 2024, Dreams Madeira Resort Spa & Marina will offer the guests of all ages the ability to enjoy access to more than 10 a la carte restaurants, seven bars, unlimited international and domestic top-shelf spirits, 24-hour room service, daily activities, nightly entertainment and more. Programming for all-ages also includes an onsite water park, an Explorer's Club for kids, a Core Zone for teens, and a 9,800-square-foot (3,000-square-meter) spa for adults to unwind. The resort will also include exclusive adults-only areas and reserved spaces for preferred guests looking for an even more elevated guest experience.

"With Dreams Madeira Resort Spa & Marina, we are thrilled to announce plans to introduce the Inclusive Collection to one of Europe's leading island destinations, which will attract diverse travelers from around the world seeking immersive all-inclusive resort experiences," said Jaime De La Mata, SVP of Business Development for EMEA at Apple Leisure Group.

Situated at a premium location to the serene island of Porto Santo, one of the key touristic attractions in Madeira, Dreams Madeira Resort Spa & Marina resort will feature 366 luxury appointed guestrooms, ranging from standard rooms to luxury villas, as well as an onsite private beach and marina. The resort will be operationally managed by Apple Leisure Group, a Hyatt affiliate and owned by an institutional investor that will rely on Okami Hotels for the asset management of the property.

"Portugal represents an ideal destination to bolster our position as a leader in the luxury all-inclusive category, while growing our brand footprint in sought-after destinations that matter to our guests, World of Hyatt members, customers, owners and operators," said Javier Coll, Group President of Apple Leisure Group overseeing Global Business Development and Innovation.

World of Hyatt members can now enjoy program benefits, including earning and redeeming points, at must-visit Inclusive Collection resorts in destinations like Mexico, Costa Rica, Colombia, and the Caribbean. Inclusive Collection resorts in Europe are expected to begin participating in the World of Hyatt by year-end.

To learn more about the all-inclusive brands joining World of Hyatt, and how guests and members can start earning and redeeming points at participating resorts in these all-inclusive brands, visit [hyatt.com/newbrands](https://hyatt.com/newbrands).

To learn more about the Apple Leisure Group advantage, visit [www.algdevelopment.com](https://www.algdevelopment.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. The term "ALG" is used in this release for convenience to refer to Apple Leisure Group and/or one or more of its subsidiaries.*

For further information:

### **About Apple Leisure Group**

Apple Leisure Group<sup>®</sup> (ALG), part of Hyatt [hyatt.com](https://hyatt.com), is a leading North American resort brand-management, leisure travel and hospitality group with a unique business model serving travelers and destinations worldwide. ALG, through its group of affiliated companies, is consistently focused on delivering exceptional value to travelers and strong performance to resort owners by strategically leveraging its portfolio of brands including: AMResorts LP, or one or more of its affiliates which collectively provide sales, marketing, and brand management services to resort and hotel brands under the AMR<sup>™</sup> Collection including 5-star and 4-star luxury award-winning brands including Secrets<sup>®</sup> Resorts & Spas, Dreams<sup>®</sup> Resorts & Spas, Breathless Resorts & Spas<sup>®</sup>, Zoëtry<sup>®</sup> Wellness & Spa Resorts, Alua Hotels & Resorts<sup>®</sup>, and Sunscape<sup>®</sup> Resorts & Spas (properties in these brands are joining Hyatt's World of Hyatt loyalty program in phases); ALG Vacations<sup>®</sup>, one of the largest sellers of vacation packages and charter flights in the U.S. for travel to Mexico and the Caribbean, with well-established brands: Apple Vacations<sup>®</sup>, Funjet Vacations<sup>®</sup>, Travel Impressions<sup>®</sup>, CheapCaribbean.com<sup>®</sup>, BeachBound<sup>®</sup>, Blue Sky Tours<sup>®</sup>,

Southwest Vacations®, and United Vacations®; the exclusive membership program Unlimited Vacation Club®; best-in-class destination management services provided by Amstar DMC; and the innovative technology solutions provider Trisept Solutions®. To learn more about the Apple Leisure Group advantage, visit [www.appleleisuregroup.com](http://www.appleleisuregroup.com).

## **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, 2022, the Company’s portfolio included more than 1,200 hotels and all-inclusive properties in 72 countries across six continents. The Company’s offering includes brands in the *Timeless Collection*, including **Park Hyatt®**, **Grand Hyatt®**, **Hyatt Regency®**, **Hyatt®**, **Hyatt Residence Club®**, **Hyatt Place®**, **Hyatt House®**, and **UrCove**; the *Boundless Collection*, including **Miraval®**, **Alila®**, **Andaz®**, **Thompson Hotels®**, **Hyatt Centric®**, and **Caption by Hyatt**; the *Independent Collection*, including **The Unbound Collection by Hyatt®**, **Destination by Hyatt™**, and **JdV by Hyatt™**; and the *Inclusive Collection*, including **Hyatt Ziva®**, **Hyatt Zilara®**, **Zoëtry® Wellness & Spa Resorts**, **Secrets® Resorts & Spas**, **Breathless Resorts & Spas®**, **Dreams® Resorts & Spas**, **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](http://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. These statements include statements about Hyatt’s pipeline and future hotel openings, expected leisure demand, and planned growth in the Middle East, and involve known and unknown risks that are difficult to predict. 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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