

Located in the Swiss resort town of Davos, the hotel is expected to join The Unbound Collection by Hyatt brand in 2023, signaling Hyatt's continued luxury brand growth in Europe

CHICAGO (December 23, 2022) – [Hyatt Hotels Corporation](#) (NYSE: H) today announced that a Hyatt affiliate has entered into a franchise agreement with Davos Luxury Properties AG for Hotel Flüela. Currently operating on an unbranded basis, the 50-room luxury hotel is expected to join The Unbound Collection by Hyatt brand in 2023 after an extensive refurbishment. The agreement demonstrates Hyatt's commitment to the continued and significant growth of its luxury brands in Europe, as well as an ongoing commitment to offer unique, story-worthy experiences to guests and World of Hyatt members.

Situated in the heart of Davos Dorf, home to one of Switzerland's largest ski resorts and the World Economic Forum, Hotel Flüela has played an integral role in the town's transformation from remote Alpine village to the globally recognized business and lifestyle destination it is today. In 1868, the property's pioneering founder Andreas Gredig reimagined his father's inn to open the first hotel in Davos as Hotel Flüela. The astounding 155-year history of this hotel is intertwined with that of its guests – ski enthusiasts, world dignitaries and explorers who have experienced traditional Swiss hospitality at Hotel Flüela over the last century.

"Today's announcement signals Hyatt's commitment to delivering on our ambitious growth plans for our luxury portfolio across Europe, bringing our diverse brands to some of the region's most sought-after destinations, says Briana Swift, director of development, Western Europe, Hyatt. "Hotel Flüela is a beloved landmark, intrinsically linked to the international acclaim Davos holds. It will be a perfect addition to The Unbound Collection by Hyatt brand, inspiring guests to discover their own stories amongst the town's rich history."

With thousands of business and leisure travelers visiting Davos each year, Hotel Flüela is enviably positioned to ensure guests make the most of their stay. Located directly opposite the Davos train station, the hotel is also a two minute walk from the vast slopes of the legendary Parsenn ski resort. Guests will be able to enjoy one of 50 elegantly designed guestrooms, taking in the impressive vistas of the surrounding snow-topped mountains.

"It's a pleasure to work alongside Hyatt for this next step in Hotel Flüela's impressive history," says Jamie Negus, General Manager, Hotel Flüela "We look forward to combining our expertise with Hyatt's in the luxury hospitality space to position Hotel Flüela as the hotel of choice for the many high-end travelers looking for world-class service and elevated experiences whilst visiting Davos."

The Unbound Collection by Hyatt brand is a distinct collection of extraordinary and inspiring properties, encouraging guests to experience one-of-a-kind stays in some of the world's most celebrated destinations. Hotel Flüela is set to be the second Swiss property to join The Unbound Collection by Hyatt brand, and will join the previously announced hotel in development in Crans-Montana, Switzerland, which is expected to open in winter 2023.

Other Hyatt European properties within The Unbound Collection by Hyatt brand include: [Hôtel Reisen](#) in Sweden, [The Wellem](#) in Germany, [Il Tournabuoni Hotel](#) in Italy, [Hôtel du Louvre](#), [Hôtel du Palais Biarritz](#) and [Hôtel Martinez](#) in France, [La Zambra](#) in Spain, [Magma Resort Santorini](#) in Greece, [Párisi Udvar Hotel Budapest](#) in Hungary, [Great Scotland Yard Hotel](#) in the United Kingdom. In addition, [Grand Hansa Hotel](#), in Helsinki, Finland, is expected to open in 2023.

The term "Hyatt" is used for convenience in this release to refer to Hyatt Hotels Corporation and/or one or more of its affiliates.

For further information:

The Unbound Collection by Hyatt

More than a compilation of independent, one-of-a-kind hotels, The Unbound Collection by Hyatt brand is a thoughtful curation of *stories worth collecting*. Whether it's a modern marvel, a historic gem or a revitalizing retreat, each property provides thought-provoking environments and experiences that inspire guests seeking elevated yet unscripted service when they travel. For a full list of hotels in the collection, visit unboundcollection.hyatt.com. Follow @UnboundxHyatt on [Facebook](#) and [Instagram](#) and tag your photos with #UnboundxHyatt.

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.

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, including successful integration of the Apple Leisure Group business; the duration and severity of the COVID-19 pandemic or any additional resurgence and the pace of recovery following the pandemic or any additional resurgence; 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 actions taken by governments, businesses, or individuals in response to the COVID-19 pandemic or any additional resurgence on global and regional economies, travel limitations or bans, and economic activity; the ability of third-party owners, franchisees, or hospitality venture partners to successfully navigate the impacts of the COVID-19 pandemic or any additional resurgence; 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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