

The new lifestyle hotel, formerly a 21c Museum Hotel, charms travelers and the OKC community with its rich history, steadfast spirit and moments that inspire

CHICAGO, IL (August 1, 2023)– [Hyatt Hotels Corporation](#) (NYSE:H) announced today that Fordson Hotel, formally known as 21c Museum Hotel Oklahoma City, officially joined the Hyatt portfolio today as an affiliated hotel, in collaboration with Hall Capital and Avion Hospitality, the hotel's owner and operator, respectively. The industrial revolution-inspired property is now bookable across Hyatt reservation channels and is expected to join The Unbound Collection by Hyatt brand in late 2023.

Fordson Hotel is conveniently located in the West Village District near Oklahoma City's downtown and housed in the former Ford Motor Company Assembly Plant, which dates back to more than a century and is listed on the National Register of Historic Places.

Inspired by the entrepreneurial spirit of Fred Jones, a local industrialist, civic leader, and one of the largest Ford dealers in the country in the 1950s, the Fordson Hotel building is the only historical landmark in Oklahoma City associated with a blue-collar industry. The rich history of the Ford Motor Company is embraced throughout the property which takes full advantage of its industrial pedigree with authentic design and contemporary furnishings. The hotel is home to a relaxed lobby, welcoming public spaces and 135 guestrooms and suites that provide a comfortable respite with high ceilings. The property also offers 14,000 square feet of meeting and event spaces including 1 large ballroom, a spa and fitness center, and large steel windows and custom-designed furniture.

"We're excited to collaborate with Hall Capital and Avion Hospitality to offer travelers a sophisticated yet unscripted experience in Oklahoma City's emerging West Village District," said David Tarr, senior vice president of development, Hyatt. "Hyatt continues to prioritize thoughtful growth in the markets most relevant to our loyal guests and World of Hyatt members, and this forthcoming addition to The Unbound Collection by Hyatt brand will offer guests even more story-worthy experiences."

Fordson Hotel is an inventive union of hospitality, design, unforgettable service and culinary creativity highlighting the steadfast spirit and rich history of Oklahoma City. The hotel features a pool terrace and three on-property dining options including *Mary Eddy's Dining Room*, which celebrates the golden age of American dining with an elevated take on American classics, as well as *Pool Bar* and *Bodega*. Pool Bar offers laid back, social dining with playful dishes and chilled cocktails and Bodega is a one-stop shop for quick and thoughtful bites and beverages for all hours of the day.

Located at 900 West Main Street, Oklahoma City, Oklahoma, Fordson Hotel is expected to join the World of Hyatt loyalty program when it joins The Unbound Collection by Hyatt brand in late 2023, and members will soon have the opportunity to experience Oklahoma City's rich industrial heritage and earn points on stays to use toward free nights, dining, spa experiences and more.

For more information or to book a reservation, please visit <https://www.hyatt.com/en-US/hotel/oklahoma/fordson-hotel/okcub>.

To learn more about The Unbound Collection by Hyatt brand, please visit [hyatt.com/brands/unbound-collection](https://www.hyatt.com/brands/unbound-collection).

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 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 March 31, 2023, the Company's portfolio included more than 1,250 hotels and all-inclusive properties in 75 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®**, **Hyatt Studios**, and **UrCove**; the *Boundless Collection*, including **Miraval®**, **Alila®**, **Andaz®**, **Thompson Hotels®**, **Dream® Hotels**, **Hyatt Centric®**, and **Caption by Hyatt®**; the *Independent Collection*, including **The Unbound Collection by Hyatt®**, **Destination by Hyatt®**, and **JdV by Hyinduatt®**; and the *Inclusive Collection*, including **Impression by**

Secrets, Hyatt Ziva®, Hyatt Zilara®, Zoëtry® Wellness & Spa Resorts, Secrets® Resorts & Spas, Breathless Resorts & Spas®, Dreams® Resorts & Spas, Hyatt 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.

About World of Hyatt

World of Hyatt is Hyatt's award-winning guest loyalty program uniting participating locations in Hyatt's *Timeless Collection*, including in the *Park Hyatt®*, *Grand Hyatt®*, *Hyatt Regency®*, *Hyatt®*, *Hyatt Residence Club®*, *Hyatt Place®*, *Hyatt House®*, and *UrCove* brands; *Boundless Collection*, including in the *Miraval®*, *Alila®*, *Andaz®*, *Thompson Hotels®*, *Dream® Hotels*, *Hyatt Centric®*, and *Caption by Hyatt®* brands; *Independent Collection*, including in the *The Unbound Collection by Hyatt®*, *Destination by Hyatt®*, and *JdV by Hyatt®* brands; and *Inclusive Collection*, including in the *Impression by Secrets*, *Hyatt Ziva®*, *Hyatt Zilara®*, *Zoëtry® Wellness & Spa Resorts*, *Secrets® Resorts & Spas*, *Breathless Resorts & Spas®*, *Dreams® Resorts & Spas*, *Hyatt Vivid Hotels & Resorts*, *Alua Hotels & Resorts®*, and *Sunscape® Resorts & Spas* brands. Members who book directly through Hyatt channels can enjoy personalized care and access to distinct benefits including Guest of Honor, confirmed suite upgrades at time of booking, diverse wellbeing offerings, digital key, and exclusive member rates. With more than 36 million members, World of Hyatt offers a variety of ways to earn and redeem points for hotel stays, dining and spa services, wellbeing focused experiences through the [FIND](#) platform; as well as the benefits of Hyatt's strategic loyalty collaborations with American Airlines AAdvantage®, Small Luxury Hotels of the World™, Lindblad Expeditions and MGM Resorts International. Travelers can enroll for free at hyatt.com, download the World of Hyatt app for [android](#) and [IOS](#) devices and connect with World of Hyatt on [Facebook](#), [Instagram](#), [TikTok](#) and [Twitter](#).

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, 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, weather and climate-related events, such as earthquakes, tsunamis, tornadoes, hurricanes, droughts, floods, wildfires, oil spills, nuclear incidents, and global outbreaks of pandemics or contagious diseases, or fear of such outbreaks; the pace and consistency of recovery following the COVID-19 pandemic and the long-term effects of the pandemic, additional resurgence, or COVID-19 variants, including with respect to global and regional economic activity, travel limitations or bans, the demand for travel, transient and group business, and levels of consumer confidence; 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 or other pandemics, epidemics or other health crises; 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 the capital necessary to fund current operations or implement our plans for growth; risks associated with potential acquisitions and dispositions and our ability to successfully integrate completed acquisitions with existing operations, including with respect to our acquisition of Apple Leisure Group and Dream Hotel Group and the successful integration of each business; 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; risks associated with the introduction of new brand concepts, including 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; and violations of regulations or laws related to our franchising business and licensing businesses and our international operations;; 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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