

Hyatt Centric Querétaro will mark the second Hyatt Centric property in Mexico

CHICAGO (January 24, 2024) – [Hyatt Hotels Corporation](#) (NYSE: H) in collaboration with Inmobiliaria Canels, SA de CV and GACO&BA, announce that their affiliates have entered into an agreement to bring the full-service Hyatt Centric lifestyle brand to Querétaro, Mexico, a historic colonial town in central Mexico that is renowned for its 17th and 18th century Baroque architecture. Hyatt Centric Querétaro will be located in close proximity to the Historic Monument Zone of Querétaro, recognized as a UNESCO World Heritage Site, putting savvy travelers in the heart of the action to explore and discover rich culture and history.

Slated to open in 2025, the three-story hotel will offer 105 upscale modern guestrooms and suites, a lobby-level ballroom, multi-functional meetings and events spaces, a variety of food and beverage experiences, as well as a fitness center and rooftop pool. Drawing inspiration from the city's distinct and well-preserved colonial ambiance, the urban hotel's design will blend modern and culturally authentic elements that pay homage to the city's rich history and cosmopolitan essence, as interpreted through the lens of local contemporary artists.

Hyatt Centric Querétaro will be home to [Pineda Covalin](#) boutique, bringing the renowned Mexican fashion brand to the destination, providing a unique shopping experience with handcrafted art, apparel and keepsakes. Hyatt Centric Querétaro will also offer three restaurants and two bar concepts helmed by [Javier de las Muelas Group](#), one of the most critically acclaimed mixology maestros in the world. Known for blending tradition, elegance and intelligent creativity, Javier brings his signature gastronomy mastery to the hotel's dining and bar program.

Throughout the day, guests will savor a full range of breakfast, lunch, and dinner options at Carmencita Café on the ground level, or Carmencita Terrace on the first floor, to indulge in authentic Mexican fare and local specialties. For an innovative dining experience, The Speakeasy restaurant will be open for lunch and dinner, serving shared plates alongside expertly crafted cocktails in an elegant setting. Hyatt Centric Querétaro will also welcome Javier de las Muelas' iconic and award-winning bar concept, DRY Martini, in the hotel's lobby level and rooftop, focusing on classic and imaginative cocktails overlooking charming views of Querétaro.

"We are thrilled to collaborate with Inmobiliaria Canels, SA de CV, and GACO&BA to bring the Hyatt Centric brand to Querétaro," said Alfredo Reynoso, regional vice president of real estate & development, Hyatt. "This collaboration underscores Hyatt's dedication to thoughtfully expanding our brand footprint in thriving destinations throughout Mexico. Each Hyatt Centric property serves as a launchpad for adventurous explorers and our latest addition will unlock numerous opportunities to explore Querétaro's storied heritage, historic monuments and design."

Hyatt Centric Querétaro will debut within walking distance to Centro Histórico, Querétaro's historic downtown neighborhood, which boasts a variety of top dining experiences, celebrated museums, charming plazas, lively markets and more than 1,000 historical monuments.

"It is an honor to work alongside Hyatt to deliver a premium hotel experience that will put prime attractions within reach," said David Xiqui, managing director, GACO&BA. "With GACO&BA's expert knowledge of the market and Hyatt's operational excellence, Hyatt Centric Querétaro is sure to be a sought-after destination for locals and travelers."

Hyatt Centric Querétaro will be the second property in Mexico under the Hyatt Centric brand, alongside [Hyatt Centric Campestre León](#), joining more than 50 hotels in the Hyatt Centric brand portfolio globally.

To learn more about the Hyatt Centric brand, please visit <https://www.hyatt.com/development/ourbrands/hyattcentric>.

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 Hyatt Centric

Hyatt Centric is a brand of full-service lifestyle hotels located in prime destinations. Created to connect guests to the heart of the action, Hyatt Centric hotels are thoughtfully designed to enable exploration and discovery so they never miss a moment of adventure. Each hotel offers social spaces to connect with others in the lobby, meanwhile the bar and restaurant are local hot spots where great conversations, locally inspired food and signature cocktails can be enjoyed. Streamlined modern rooms focus on delivering everything guests want and nothing they don't. A passionately engaged team is there to provide local expertise on the best food, nightlife and activities the destination has to offer. For more information, please visit hyattcentric.com. Follow @HyattCentric on [Facebook](#) and [Instagram](#), and tag photos with #HyattCentric.

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, 2023, the Company’s portfolio included more than 1,300 hotels and all-inclusive properties in 76 countries across six continents. The Company’s offering includes brands in the Timeless Collection, including Park Hyatt®, Grand Hyatt®, Hyatt Regency®, Hyatt®, Hyatt Vacation 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 Hyatt®; 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®, Mr & Mrs Smith™, 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, 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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