

The 400-suite adults-only resort in Cancun offers a relaxing and engaging escape with an approachable atmosphere that caters to the next generation of all-inclusive travelers

CHICAGO (April 1, 2024) – [Hyatt Hotels Corporation](#) (NYSE: H) today announced the launch of the adults-only Hyatt Vivid brand with the opening of [Hyatt Vivid Grand Island](#) in Cancun, Mexico. The modern all-suite resort offers a relaxed atmosphere with a host of enriching experiences to complement the resort’s lush surroundings. The newest resort in Hyatt’s Inclusive Collection marks the continued growth of Hyatt’s brand footprint in Mexico with additional openings to follow later this year.

“Hyatt offers brands that meet guests and members across every stay occasion and every walk of life. The debut of Hyatt Vivid Grand Island represents an exciting new chapter in the Inclusive Collection’s story,” said Melanie Benozich, associate vice president, marketing & global branding. “The Hyatt Vivid brand allows Hyatt to continue to excite our existing guests and members on more occasions while also introducing the all-inclusive concept to new travelers who prefer a casual atmosphere. We’re thrilled to see the brand promise of flexibility over formality come to life for the first time with the opening of Hyatt Vivid Grand Island in Cancun.”

Located just ten minutes from the famed Cancun hotel zone and adjacent to Dreams Grand Island, which is scheduled to open later this year, the sleek high-rise resort touts the perfect blend of modern design and inviting appeal. Setting the stage for joyful moments, guests enjoy local flavors with grab-and-go culinary options, take part in authentic experiences, and discover the true meaning of connection, all set within a gated community.

“We are thrilled to debut the first Hyatt Vivid resort in Mexico,” said Luis Miguel Ojeda, general manager, Hyatt Vivid Grand Island. “Hyatt Vivid Grand Island caters to travelers looking for a no-pressure vacation where they can eat, dress, dance, learn, and do as they please, on their time, their way. We are elated to welcome guests and members to their new home away from home.”

Modern Accommodations

Influenced by the natural beauty of the resort’s surroundings, Hyatt Vivid Grand Island features modern suites ranging from 570 to over 3,000-square-foot with a neutral color palate and pop of artistic detail such as handmade ceramics. Amenities include simple pleasures such as a secret box for private, stress-free room service, bathrobes, and slippers, a fully stocked in-room mini bar including water, sodas, and beer, a double vanity in the bathroom, Pharmacopia Natural Bodycare amenities, and bay, golf course or ocean views from an oversized, furnished balcony.

The Vantage Club offers an upgraded experience for guests looking to indulge with exclusive perks including club suites with premium locations offering sweeping views, a soaking tub, an in-room espresso machine and pillow menu in-room, personalized check-in and check-out, concierge service, club status, and additional amenities and services including access to the private Vantage Club lounge, exclusive access to Mediterraneo restaurant for an added à la carte breakfast option, and more.

Contemporary Cuisine

Hyatt Vivid Grand Island features eleven casual dining options and six bars serving top-shelf and zero proof beverage options for guests to enjoy including five à la carte restaurants, an all-day eatery featuring global cuisine, all touting healthy menu options and addressing an array of dietary concerns. All dining outlets have a resort-casual dress code, aligning with the resort’s commitment to prioritizing comfort and free-flow access. Whether guests enjoy poolside ceviche, relax by a nearby fire pit, indulge with a gourmet meal at an à la carte restaurant, or grab a quick bite from a pop-up eatery, there are a variety of different culinary atmospheres at guests’ disposal.

Simple Pleasures: Engaging Activities and Entertainment

Focused on self-exploration, social connection and creativity, on-site activities and group classes include golden-hour gatherings, instructor-led painting, wheel throwing pottery, macrame and more. Guests can find movement through meditation and SUP yoga, or and immerse themselves in local culture with Spanish classes and on-site mezcal tastings.

For active guests, the resort’s rooftop fitness center includes state-of-the-art equipment and group fitness classes including HIIT, aqua spinning, jump fitness and guided maps for guests who prefer running outdoors.

Water amenities & Ennea Beach Club

Hyatt Vivid Grand Island is home to three pools, including a main multi-tiered pool deck replete with a swim-up bar, food truck and snack bar and the longest rooftop pool in Cancun, spanning 295 square-foot featuring 360-degree breathtaking views. Beyond on-site water features, beach-lovers can enjoy Ennea Beach Club, a private, boho-chic beach club including two pools,

beachside snack bar and restaurant accessible solely to Hyatt Vivid Grand Island and Dreams Grand Island guests. The private beach club offers ample Bali beds and loungers and provides direct access to one of the most popular beaches in the destination, Playa Delfines, located just steps away from the famed Cancun sign.

The opening of Hyatt Vivid Grand Island complements Hyatt's growing portfolio in Latin America and the Caribbean includes the recently opened family-friendly [Sunscape Dominicus La Romana](#), [Secrets Tides Resort & Spa](#) located on the palm-studded Uvero Alto beach in the Dominican Republic and [Secrets Playa Blanca Costa Mujeres](#), situated on a secluded strip of idyllic oceanfront shores in Costa Mujeres, Mexico. The thoughtful expansion continues throughout 2025 with planned openings including Breathless Puerto Vallarta, Park Hyatt Los Cabos, Hyatt Centric Santo Domingo, and Secrets St. Lucia Resort & Spa.

To learn more about all the rewarding ways members can enjoy luxury all-inclusive travel through World of Hyatt, visit [HyattInclusiveCollection.com](#) and to save up to 40% off an upcoming stay through December 20, 2024 at Hyatt Vivid Grand Island, visit the resort's [website](#) or follow along on [Instagram](#).

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 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 December 31, 2023, the Company's portfolio included more than 1,300 hotels and all-inclusive properties in 77 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.

MEDIA CONTACT:

Robert Martinez

Hyatt

robert.martinez1@hyatt.com

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