

The first Hyatt-branded hotel in Belize enters the Hyatt portfolio as an affiliated hotel, with plans to officially join the Destination by Hyatt brand and World of Hyatt loyalty program in late 2025

CHICAGO, IL (July 29, 2024) – [Hyatt Hotels Corporation](#) (NYSE:H) in collaboration with Maya Rio Development announced today plans for the first Hyatt-branded hotel in Belize with The Placencia Resort, which is entering the Hyatt portfolio as an affiliated hotel before joining the Destination by Hyatt brand and World of Hyatt loyalty program late next year. Nestled south of Mexico, east of Guatemala, and next to the Caribbean Sea, The Placencia Resort is located on the Placencia Peninsula, a verdant, 13-mile long beach in southern Belize near the largest barrier reef in the western hemisphere.

By late 2025, The Placencia Resort is expected to offer 90 reimagined guestrooms, suites and beachfront villas following a \$10 million dollar renovation including an enhanced arrival experience with playfully refined public areas. Shortly after, guests can expect a new dynamic three-meal restaurant, indoor/outdoor event space perfect for social gatherings, an overwater signature restaurant and bar, and a refreshed pool and pool bar experience.

“We’re excited to welcome guests to a new destination within the Hyatt portfolio and allow them to explore the breadth and beauty of Belize and what The Placencia Resort has to offer,” said David Kuperberg, head of development, Dream Hotels, Hyatt. “These plans for the first Hyatt-branded hotel in Belize reinforces our thoughtful brand growth in Latin America and the Caribbean, and we remain dedicated to meeting our guests where they want to be. We’re thankful to have worked alongside Maya Rio Development on this transition and look forward to bringing the Destination by Hyatt brand to Belize in late 2025.”

“The Placencia Resort’s collaboration with Hyatt will allow us to offer our guests an unparalleled opportunity to immerse themselves in the rich culture and history of Belize,” said Dyke Rogers, co-owner of Maya Rio Development. “We are thrilled to join the Destination by Hyatt portfolio next year, further enhancing our guests’ experiences with access to World of Hyatt benefits once we officially join the portfolio.”

Just a short distance from the quaint village of Placencia, which offers a casual take on beachfront living with a selection of shops, eateries and bars, The Placencia Resort offers one of the most vibrantly activated resorts in the area. Energize with a group fitness session on the beach, enjoy mixed grooves with Eclectic Beach and Night Sands Scene, an unparalleled colorful mix of music, dance, popups, and entertainment or opt for privacy in the many hidden sanctuaries throughout the resort followed by a relaxing spa experience. The resort’s indoor outdoor biophilic gym offers guests a personal movement coach to engage with nature and self.

Home to Belize’s largest swimming pool, The Placencia Resort offers distinct experiences for sun-seeking adventurers such as complimentary kayaking and paddle boarding, and unlimited private beach access. Complimentary bicycles are offered on property to tour surrounding grounds or ride to Placencia village. The resort offers enhanced programming and a multitude of adventures and excursions for the whole family and groups of all ages, including a weekly adventure schedule hosted by the activities team, fishing expeditions, private boat charters, bespoke island immersions, and scuba diving and snorkeling. Further, guests can explore day trip tours to the inland of Belize with guided tours to Mayan archeological sites, cave expeditions and jungle adventures. Individualized planning support is available at guest disposal with ‘experience concierges’, creating custom escapes to make the most of your time in Belize.

The Placencia Resort further builds on Hyatt’s strategy for growing its brands in the Latin America and Caribbean region, with forthcoming openings slated to debut by end of 2024, including **Hyatt Centric Santo Domingo** in the Dominican Republic, **Dreams Grand Island** in Cancun, Mexico, **Hyatt Centric San José Escazú** in Costa Rica and **Hyatt Regency Panama City** in Panamá. The Destination by Hyatt brand portfolio continues to expand in the region, with the recent opening of The Legend Paracas Resort in Peru and the anticipated debut of Cas En Bas Beach Resort St. Lucia in 2025.

Once The Placencia Resort joins the Destination by Hyatt brand in late 2025, World of Hyatt members will have the opportunity to earn and redeem points on stays to use toward free nights, dining, wellbeing experiences and more.

For more information or to book a reservation, please visit <https://www.hyatt.com/en-US/hotel/belize/placencia-resort/pljdh>. For the latest, follow The Placencia Resort on [Instagram](#) and [Facebook](#) at @theplacenciaresort.

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 March 31, 2024, the Company’s portfolio included more than 1,300 hotels and all-inclusive properties in 78 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. These statements include statements about our plans, strategies, outlook, occupancy, the amount by which the Company intends to reduce its real estate asset base, the expected amount of gross proceeds from the sale of such assets, and the anticipated timeframe for such asset dispositions, the number of properties we expect to open in the future, pace and booking trends, the expected timing and payment of dividends, RevPAR trends, our expected Adjusted G&A Expense, our expected capital expenditures, our expected net rooms growth, our expected system-wide RevPAR, our expected one-time integration-related expenses, financial performance, prospects or future events and involve known and unknown risks that are difficult to predict. As a result, 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 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 geopolitical 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; 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 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; failure to successfully complete proposed transactions (including the failure to satisfy closing conditions or obtain required approvals); our ability to successfully execute our strategy to expand our management and hotels services and franchising business while at the same time reducing our real estate asset base within targeted timeframes and at expected values; our ability to maintain effective internal control over financial reporting and disclosure controls and procedures; declines in the value of our real estate assets; unforeseen terminations of our management and hotels services 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, 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 SEC, including our annual reports on Form 10-K and quarterly reports on Form 10-Q, which filings are available from the SEC. All forward-looking statements attributable to us or persons acting on our behalf are expressly qualified in their entirety by the cautionary statements set forth above. 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 do not undertake or assume any 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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