

The lifestyle hotel is expected to resume operations as a Hyatt Centric branded hotel by the end of the year, marking the second Hyatt Centric property in Mexico

CHICAGO (November 4, 2024) — [Hyatt Hotels Corporation](#) (NYSE: H) announced today the planned rebranding of Thompson Playa del Carmen Main House and Beach House to Hyatt Centric Playa del Carmen. The hotel is expected to welcome guests in late 2024, bringing a modern lifestyle hotel experience to downtown Playa del Carmen, Mexico. Hyatt Centric Playa del Carmen will continue to offer two stay experiences with an adults-only retreat at the 'Downtown House' and a family-friendly escape at the 'Beach House.'

Rebranding Thompson Playa del Carmen Main and Beach House to Hyatt Centric Playa del Carmen was a strategic decision based on the hotel's location in the heart of Playa del Carmen, a key differentiator for the Hyatt Centric brand, which is known to be in the center of the action, embrace the locale and inspire exploration. The hotel is ideally situated on Fifth Avenue or 'La Quinta Avenida', a vibrant street filled with shopping, dining, entertainment and nightlife stretching five miles long through the center of Playa del Carmen's downtown. The hotel's standout location allows savvy travelers to discover the best of what the coastal Mexican beach town has to offer with premium lifestyle accommodations.

Hyatt Centric Playa del Carmen will offer 119 spacious guestrooms and suites, including 92 guestrooms and suites at the adults-only 'Downtown House' and 27 suites at the family-friendly 'Beach House,' featuring mid-century modern décor, custom furnishings, and floor-to-ceiling windows with city or ocean views. Suites provide living areas and outdoor balconies with comfortable day beds or plunge pools. Additional amenities include a walk-in rain shower, shareworthy art and styling elements that celebrate the character of the destination.

For guests 18 years and older, 'Downtown House' is home to a lively rooftop social atmosphere taking inspiration from La Quinta Avenida's vibrant culture. On the rooftop of 'Downtown House' guests will find **UMI Urban Kitchen**, a contemporary twist on international urban classics, and **Alessia Dayclub**, an exclusive rooftop experience with a full-length infinity pool, swim-up bar, luxury cabanas, music and a special calendar of events, offering spectacular views of Playa del Carmen and the Caribbean Sea. Fresh grab-and-go options will be available at **The Market**, open 24 hours for indulgent locally inspired snacks, coffee and quick meals.

Those staying at the 'Beach House' will be transported by a Volkswagen Vintage Beetle after completing the check-in process at the 'Downtown House'. This serene beachfront oasis offers an elevated experience perfect for romantic honeymoons, wedding celebrations or family vacations. The 'Beach House' offers an oceanfront pool, 27 suites with views of the Caribbean Sea and **C Grill**, a signature restaurant serving Mexican, Caribbean and international dishes using the freshest local seafood and seasonal ingredients.

Hyatt Centric Playa del Carmen will offer versatile outdoor and semi-outdoor event space designed by architectural firm Niz + Chauvet, providing the perfect setting for non-traditional business meetings, corporate retreats, incentive trips, weddings and more. The 27-room 'Beach House' is ideal for buyouts, providing a private and exclusive experience for groups.

"We are thrilled to join the growing Hyatt Centric brand and offer guests and World of Hyatt members a true launch pad that sparks curiosity to explore La Quinta Avenida and Playa del Carmen," said Ankara Angulo, general manager, Hyatt Centric Playa del Carmen. "I look forward to leading this chapter of Hyatt Centric Playa del Carmen's journey and introducing new experiences to this vibrant and dynamic beach town."

Hyatt Centric Playa del Carmen will mark the second Hyatt Centric branded hotel in Mexico, following Hyatt Centric Campestre León. To book a reservation or for further information, please visit <https://www.hyatt.com/hyatt-centric/can-hyatt-centric-playa-del-carmen>.

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 June 30, 2024, the Company's portfolio included more than 1,350 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.

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](https://www.facebook.com/hyattcentric) and [Instagram](https://www.instagram.com/hyattcentric), and tag photos with #HyattCentric.

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.

MEDIA CONTACT

Bianca Flores

Hyatt

bianca.flores@hyatt.com

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