

Expansion in the region driven by upcoming openings in Lisbon

CHICAGO (November 26, 2025) – As Portugal prepares to welcome a record-breaking number of visitors this year^[1], [Hyatt Hotels Corporation](#) (NYSE: H) unveils an ambitious expansion plan with four new hotels set to debut across the country over the next two years. Building on the success of recent Hyatt hotel openings in Lisbon and Madeira, Hyatt will continue to expand its brand footprint in key business hubs, sought-after holiday destinations and emerging cultural hotspots in Portugal.

Portugal's evolving hospitality and residential investment landscape has sparked a surge in foreign investment, making it an ideal location for Hyatt's thoughtful and targeted growth strategy. Hyatt continues to meet the increasing demand for high-quality accommodations and elevated guest experiences, including the upcoming openings of two of its lifestyle brands – Andaz and The Standard – further establishing Hyatt as a lifestyle hospitality leader and key player in the capital's evolving hotel sector.

- **Andaz Lisbon:** Expected to open in Q1 2026 and set to mark the brand's debut in Portugal, Andaz Lisbon will capture the vibrant rhythm and layered soul of a city where tradition and modernity move in harmony. The hotel's 170 rooms and suites will reflect Lisbon's creative spirit, weaving contemporary craft with local artistry into every detail. At Luzzi, the rooftop restaurant and terrace lounge, Lusitanian cuisine will be reimagined through a modern lens, while the Andaz Lounge will invite guests to gather over street-food-inspired dishes, artisan cocktails, and Portuguese craft beers. Wellness will be woven throughout, from a state-of-the-art fitness center to quiet spaces designed for pause and renewal. Each moment will feel cinematic, celebrating both the city's creative energy and the distinct character of every guest.
- **The Standard, Lisbon:** Expected to open in 2026, The Standard, Lisbon will transform the historic Palácio Santa Clara into a stage for culture, connection, and unscripted freedom. Perched above Alfama's winding streets, this bold addition to The Standard brand's European collection will merge heritage with a spirit of possibility, intimate yet theatrical, timeless yet alive. Its 197 rooms and suites, rooftop terrace, spa, and gardens are being designed not simply as spaces, but as backdrops for experience—each charged with potential. The vision—brought to life through Verena Haller and Jaime Hayon's creative partnership—embodies a conversation between art and life: unpredictable, poetic, undeniably human. With sweeping views that frame Lisbon like scenes from a film, The Standard, Lisbon will be both a love letter to Portugal's cultural heartbeat and a declaration of what hospitality becomes when it dares to imagine more.

The Hyatt Regency brand is also set to bolster its footprint in Portugal with the planned opening of Hyatt Regency Vilamoura, while expanding to other Portuguese-speaking regions, including Cape Verde, with Hyatt Regency Cape Verde Sal.

- **Hyatt Regency Vilamoura Algarve:** Located near the renowned Vilamoura Marina and championship golf courses, the hotel set to open early 2026 will offer over 250 rooms and suites, catering to the region's growing sports tourism appeal. Guests can enjoy refreshing dining venues, a stylish central bar, and expansive outdoor areas designed for relaxation and socializing.
- **Hyatt Regency Cape Verde Sal:** Expected to mark the first Hyatt hotel in the Cape Verde archipelago, the hotel will be located on the island of Sal, celebrated for its pristine beaches and vibrant culture. Designed for both leisure and business travelers, the property will offer elevated hospitality and spaces that encourage relaxation and connection to the island's natural beauty.

These planned openings build upon Hyatt's growing portfolio in the region, following the opening Hyatt Regency Lisbon in 2022. Hyatt Regency Lisbon offers a stylish riverside stay in Belém with spacious rooms, a rooftop bar and easy access to the city's cultural landmarks.

"Portugal continues to be a key focus for Hyatt's brand growth in Southern Europe. Combining rich cultural heritage, stunning natural landscapes and modern infrastructure, the country is increasingly attractive to both leisure and business travelers," said **Helena Burstedt, regional vice president, development, Iberia, Hyatt** "With a growing focus on iconic lifestyle brands in Lisbon like Andaz and The Standard, our Lifestyle Portfolio sets the benchmark for immersive hospitality, delivering bold design, vibrant dining, and unique cultural programming. As Portugal matures as a market in the hospitality and residential investment space, we are excited to expand our portfolio and bring our diverse portfolio of brands to more destinations that matter to our guests, members and owners."

For further information on Hyatt hotels and new openings across the globe, please visit www.hyatt.com.

The term "Hyatt" is used in this release for convenience to refer to Hyatt Hotels Corporation and/or one or more of its affiliates.

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, 2025, the Company's portfolio included more than 1,450 hotels and all-inclusive properties in 82 countries across six continents. The Company's offering includes brands in the *Luxury Portfolio*, including **Park Hyatt®**, **Alila®**, **Miraval®**, **Impression by Secrets**, and **The Unbound Collection by Hyatt®**; the *Lifestyle Portfolio*, including **Andaz®**, **Thompson Hotels®**, **The Standard®**, **Dream® Hotels**, **The StandardX**, **Breathless Resorts &**

Spas®, **JdV by Hyatt®**, **Bunkhouse® Hotels**, and **Me and All Hotels**; the **Inclusive Collection**, including **Zoëtry® Wellness & Spa Resorts**, **Hyatt Ziva®**, **Hyatt Zilara®**, **Secrets® Resorts & Spas**, **Dreams® Resorts & Spas**, **Hyatt Vivid® Hotels & Resorts**, **Sunscape® Resorts & Spas**, **Alua Hotels & Resorts®**, and **Bahia Principe Hotels & Resorts**; the **Classics Portfolio**, including **Grand Hyatt®**, **Hyatt Regency®**, **Destination by Hyatt®**, **Hyatt Centric®**, **Hyatt Vacation Club®**, and **Hyatt®**; and the **Essentials Portfolio**, including **Caption by Hyatt®**, **Unscripted by Hyatt**, **Hyatt Place®**, **Hyatt House®**, **Hyatt Studios®**, **Hyatt Select**, and **UrCove**. 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 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; the impact of global tariff policies or regulations; 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 hurricanes, earthquakes, tsunamis, tornadoes, 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 specified 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 or realize anticipated synergies; failure to successfully complete proposed transactions, including the failure to satisfy closing conditions or obtain required approvals; our ability to successfully complete dispositions of certain of our owned real estate assets 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 hotel services agreements 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 manage the 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.

[1] IPDT Tourism Barometer (2025)

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