

**CHICAGO (March 17, 2026)** - [Hyatt Hotels Corporation](#) (NYSE: H) today announced that The Georgian, a storied oceanfront hotel on Ocean Avenue in Santa Monica, has joined [The Unbound Collection by Hyatt](#), a global portfolio of distinctive luxury hotels known for their individuality and character.

Perched along the Pacific with its striking façade, The Georgian has been part of Santa Monica's shoreline story since the 1930s. Built by hotelier Mrs. Rosamond Borde and designed by architect M. Eugene Durfee, the hotel's Havana-deco flourishes and sunlit public rooms capture an era of Hollywood optimism, a distinctive personality that has quietly endeared it to generations of visitors and locals alike.

Following a careful restoration completed in 2023 by owner and operator JB Hotel Group, The Georgian re-emerged as a living piece of Santa Monica culture. The landmark's turquoise frontage was meticulously restored to its original hue, art deco plasterwork and moldings were revived, and historic detailing throughout the public spaces was preserved and reinterpreted with restraint. Landscaped terraces and refreshed coastal plantings now frame the ocean-facing outlook, softening the threshold between Ocean Avenue and the Pacific beyond.

"I am truly delighted that such an iconic and beautiful hotel is joining The Unbound Collection by Hyatt," said Tamara Lohan, Global Brand Leader – Luxury, Hyatt. "From its unmistakable turquoise façade to its art deco detailing that nods to the glamour of Hollywood's golden age, The Georgian carries a personality that is both confident and timeless. Our role is to protect and celebrate that individuality — its history, its design, its sense of theatre — while bringing the power and global reach of Hyatt to support its next chapter."

### **Rooms & Suites**

The Georgian offers 84 guest rooms, including 28 suites, many framed by uninterrupted views of the Pacific. Inside, the spirit of the 1930s lingers in the detailing through curved lines, layered textures and soft coastal light, yet the experience is unmistakably contemporary. In West-facing suites, panoramic ocean vistas stretch from sunrise to dusk, offering guests a front-row seat to Santa Monica's shifting skies and the gentle setting of Ocean Avenue below.

### **Dining and Drinks**

Dining at The Georgian revives the hotel's tradition as a social anchor — a place where locals and visitors gather as naturally for morning coffee as for late-evening conversation. The signature restaurant celebrates seasonal Californian produce in an art deco setting; an intimate bar nods to the hotel's Hollywood-era past with classic cocktails and late-evening energy; and a relaxed café space spills toward Ocean Avenue, inviting both guests and locals from morning through sunset.

The convivial energy throughout the hotel feels both polished and unpretentious — less about spectacle and more about atmosphere: the glow of sunset through the windows, a well-made cocktail and the quiet sense that you are exactly where you should be.

### **A True Sense of Culture and Community**

The Georgian actively nurtures its role as a cultural anchor. The Library, which features a curated Hugo Guinness collection, presents a fully-stocked study with books curated by Lee Kaplan of Culver City's Arcana: Books on the Arts. Modern best sellers and vintage books highlighting the history of art and culture in Los Angeles and Santa Monica and other foundational elements for The Georgian story can be found here. From Joan Didion to Eve Babitz to a private collection of Christopher Isherwood, the literary curation of the library is truly one-of-a-kind.

Neighboring The Library, guests will find the hotel's namesake gallery, Gallery 33. Beautiful, inspiring and contemporary, this dramatic space is programmed year-round to celebrate the best of arts and culture in LA, as well as showcasing the work of local, internationally renowned, and up-and-coming artists. Since opening, the gallery has built a reputation for its high-profile roster, hosting works by celebrated figures such as Sharon Stone, Billy Zane and Alexandria Hilfiger, alongside contemporary luminaries like Danny Minnick and photographer George Byrne.

### **Why the Unbound Collection by Hyatt?**

The Unbound Collection by Hyatt brings together independent hotels notable for their authenticity, story and sense of place. For The Georgian, membership means enhanced global visibility through Hyatt's distribution and reservation platforms, participation in the World of Hyatt loyalty program, and connection to a global network of travelers seeking distinctive experiences.

The Georgian joins the brand's growing footprint in California, alongside Carmel Valley Ranch, Hotel Figueroa, Kissel Uptown Oakland and Mar Monte Hotel.

To learn more, please visit [www.thegeorgian.com](http://www.thegeorgian.com). For reservations, please contact [reservation@thegeorgian.com](mailto:reservation@thegeorgian.com) or book directly at [www.thegeorgian.com](http://www.thegeorgian.com). Room rates from \$700 per room per night.

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 JB Hotel Group**

JB Hotel Group is a Los Angeles-based full-service real estate development, investment, and asset management firm specializing in creating independent luxury and lifestyle hotels. Founded by visionary hotelier Jon Blanchard, the company is known for transforming culturally rich, often overlooked markets into exceptional destinations that blend timeless design, elevated guest experiences, and authentic local character. With a proven track record spanning over \$1 billion in real estate transactions and more than 1,400 hotel keys developed, JB Hotel Group is shaping the future of hospitality with purposeful, design-driven projects across the U.S. and beyond. [www.jbhotelgroup.com](http://www.jbhotelgroup.com)

### **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, 2025, the Company's portfolio included more than 1,500 hotels and all-inclusive properties in 83 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 Zilara**®, **Secrets**® Resorts & Spas, **Dreams**® Resorts & Spas, **Hyatt Vivid**® Hotels & Resorts, **Bahia Principle Hotels & Resorts**, **Alua Hotels & Resorts**®, and **Sunscape**® Resorts & Spas; 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 Trisep Solutions® technology services. For more information, please visit [www.hyatt.com](http://www.hyatt.com).

### **About The Unbound Collection by Hyatt**

More than a compilation of independent, one-of-a-kind hotels, The Unbound Collection by Hyatt brand is a thoughtful curation of *stories worth collecting*. Whether it's a modern marvel, a historic gem or a revitalizing retreat, each property provides thought-provoking environments and experiences that inspire guests seeking elevated service when they travel. For a full list of hotels in the collection, visit [unboundcollection.hyatt.com](http://unboundcollection.hyatt.com). Follow @UnboundxHyatt on [Facebook](#) and [Instagram](#) and tag your photos with #UnboundxHyatt.


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