

Park Hyatt Busan Opens Its Doors; Paves the Way for Luxury in South Korea

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CHICAGO--(BUSINESS WIRE)--Feb. 26, 2013-- Hyatt Hotels Corporation (NYSE:H) announced today the official opening of Park Hyatt Busan, the tenth Park Hyatt property in Asia Pacific and the second Park Hyatt hotel in Korea following Park Hyatt Seoul. As the second largest city in Korea, Busan is one of the most well-known international hubs for Northeast Asia, with a thriving interchange of trade and tourism.

Strategically placed in an area of global cultural exchange, Park Hyatt Busan creates a new high-end segment for luxury hotels – offering a comfortable, premier, luxury service suitable for the growing number of Korean and international visitors traveling for leisure and business.

Set in the heart of the bustling city, Park Hyatt Busan upholds the brand’s deep rooted reputation for sophisticated style, outstanding service and accommodations, and superior facilities. Affording breathtaking views across the ocean, the hotel is centrally located among Busan’s premium commercial area – adjacent to the world’s largest shopping mall, Shinsegae Centum City, as well as MICE facilities, including the Busan Exhibition and Convention Centre (BEXCO).

“We are thrilled that the second Park Hyatt hotel in Korea and the tenth Park Hyatt property in this region has officially opened its doors,” said Larry Tchou, Group President – Asia Pacific, Hyatt Hotels Corporation. “This opening is a true reflection of the ways in which Hyatt continually aims to become the most preferred brand in every segment we serve, and it also shows the thoughtful growth of the Park Hyatt brand into areas in which we know our customers are traveling. We are seeing a booming hotel scene in Busan thanks to increased international conventions and festivals, and we look forward to welcoming travelers to Hyatt’s luxury brand that offers sophistication, style and intimate experiences.”

“Many people have been anxiously awaiting the newest hotel in the Park Hyatt collection, which we believe will make a big splash in the heart of Busan,” said Marc von Armin, General Manager, Park Hyatt Busan. “In successfully incorporating the unparalleled city views into the interior, Park Hyatt Busan is bound to set a whole new standard for luxury, armed with distinctive world-class facilities and services.”

Design and Guestrooms

Nestling in the marine city adjacent to Haeundae Beach, Park Hyatt Busan is built in a modern style with 33 floors above ground and six floors below ground level. With 269 guestrooms, including 69 suites, the shape of the building is designed to symbolically express the dramatic beauty and power that Busan represents. Inspired by the lively and dynamic energy of Busan and its ocean view, Daniel Libeskind, a world-renowned architect, designed this beautiful hotel in a curved shape, which embodies the ocean waves in Busan. In addition to its exterior representing the ocean wave at Haeundae Beach as well as the camellia, a symbolic flower of Busan, the interior of Park Hyatt Busan offers breathtaking views of the ocean and Gwangan Bridge through floor-to-ceiling glass windows.

The interior of the hotel was designed by Super Potato, the Japanese design firm well known for its unique and innovative designs. Nature-friendly materials, such as hardwood and natural stone, were used to offer a style of ‘residential comfort,’ a signature concept for the hotel’s modern aesthetic. Guests can enjoy a memorable experience filled with exquisite comforts that help bring the beautiful nature of Busan indoors.

Dining

To continue Park Hyatt’s tradition as a trend-setter of innovative dining concepts, Park Hyatt Busan offers patrons a whole new dining experience with its restaurant, lounge and patisserie.

Nestled on the 32nd floor, ‘Dining Room’ features an open kitchen and sushi bar serving premium grilled steak, fresh seafood, and the highest-quality sushi and sashimi while offering magnificent views of the ocean and Gwangan Bridge through floor-to-ceiling glass windows. A casual restaurant in a residential style, ‘Living Room’ offers casual menus of Korean and western cuisine, as well as live music to entertain diners during the evening hours.

'Lounge,' located on the same floor as the lobby, is the ideal place for any type of meeting while enjoying afternoon tea, wine and various beverages. Additionally, Park Hyatt Busan takes special pride in Patisserie, a pastry boutique, serving homemade pastries, chocolate, praline and sandwiches, prepared to order.

Spa and Fitness

Lumi Spa & Fitness at Park Hyatt Busan features a fitness centre, indoor swimming pool and spa treatment facility, occupying a total of three floors. The fitness centre provides an opportunity for guests to work on an individual exercise regime while appreciating magnificent panoramic views over Haeundae Beach through a glass window. The spa's indoor swimming pool is built on 65-foot-wide granite stones to provide stylish relaxation. Lumi Spa has seven treatment rooms filled with natural sunlight and ocean views, ensuring the perfect resting place in Busan with the highest-quality service and sumptuous spa treatments using Kerstin Florian products.

Event Facility

Located in the heart of an international city, Park Hyatt Busan provides an optimal space for various events such as corporate meetings, conferences and seminars, as well as weddings, banquets, theme parties and other social events. Event halls are equipped with state-of-the-art systems and technology, and a professional team of experts is on hand to provide tailored service for each event, from its planning stage through to its execution.

All banquet halls are carefully developed and designed in order to offer optimal facilities for all conferences, including audio and video systems capabilities. Each ballroom has 15 foot high ceilings to attract natural light in an elegant style. Furthermore, 'Drawing Room' is the first-ever multi-event facility in a residential style introduced in the city of Busan. It is located on the 33rd floor where exquisite dishes are served, and breathtaking views in a cozy atmosphere are available.

Reservations for Park Hyatt Busan may be made by visiting www.busan.park.hyatt.com or by calling a Hyatt Worldwide Sales Centre. Visit Park Hyatt Busan on Facebook at <http://www.facebook.com/ParkHyattBusan>.

About Park Hyatt

Intimate and residential in style, Park Hyatt hotels promise gracious service on a personal scale. Located in many of the world's premier destinations, each Park Hyatt hotel combines elegance with distinctive regional character. Park Hyatt hotels feature sophisticated interiors, meeting and special event spaces for small groups and social occasions, critically acclaimed art programs, and signature restaurants featuring award-winning chefs. For more information, visit www.parkhyatt.com.

About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company with a proud heritage of making guests feel more than welcome. Thousands of members of the Hyatt family strive to make a difference in the lives of the guests they encounter every day by providing authentic hospitality. The Company's subsidiaries manage, franchise, own and develop hotels and resorts under the *Hyatt*®, *Park Hyatt*®, *Andaz*®, *Grand Hyatt*®, *Hyatt Regency*®, *Hyatt Place*® and *Hyatt House*TM brand names and have locations on six continents. *Hyatt Residential Group, Inc.*, a Hyatt Hotels Corporation subsidiary, develops, operates, markets or licenses *Hyatt Residences*TM and *Hyatt Residence Club*TM. As of December 31, 2012, the Company's worldwide portfolio consisted of 500 properties in 46 countries. For more information, please visit www.hyatt.com.

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