



Hyatt Introduces Hyatt Centric

1/27/2015

New, Full Service Lifestyle Brand to Serve Business and Leisure Travelers in Key Cities Around the World

CHICAGO--(BUSINESS WIRE)-- Hyatt Hotels Corporation (NYSE:H) today introduced Hyatt Centric, a new, full service lifestyle brand designed for business and leisure travelers. The launch marks the sixth brand Hyatt has introduced since 2006, and offers Hyatt the opportunity to again set the standard by using its distinctive approach to empathetic engagement with guests leading to innovation.

The Hyatt Centric name was inspired by the brand's mission of putting its guest at the center of the action in the best destinations. True to its promise, more than 15 Hyatt Centric locations, comprised of open and previously announced hotels, will debut this summer in the heart of some of the world's most popular cities, including New York, Paris, Atlanta, Chicago and Miami.

"From listening to our guests, we learned there was an opportunity to better meet the needs of a large group of travelers that we call Modern Explorers. These travelers are looking for a cosmopolitan vibe in the center of the action, so we worked to test various elements in real time, in real hotels over the past two years. Hyatt Centric is the culmination of that work," said Mark Hoplamazian, president and chief executive officer, Hyatt. "The new Hyatt Centric brand will further strengthen the overall Hyatt brand portfolio and expand our opportunities to work with world-class developers and operators. We are delighted to expand our offerings in the lifestyle segment and believe that the Hyatt Centric brand will be embraced by Modern Explorers and redefine its category, just as all the brands we've introduced over the past eight years have succeeded in doing."

Modern Explorers are a multigenerational group comprised of travelers who view their hotel as more than a place to stay. Rather, their hotel is the hub of their experience, connecting them to unique experiences, the best of what the destination has to offer – experiences that lead to great stories.

"Modern Explorers are truly a savvy, curious group. Their expectations are simple, but their standards are high and they want their experience to be intuitive and smart. They want options and all the must-haves from a full service hotel but without any fuss or complications," said Kristine Rose, vice president of brands, Hyatt. "We believe Hyatt Centric hotels will deliver on our guests' desire for experiential travel while inspiring them to go out and explore. From the eclectic and fun hotel design to colleagues who are explorers themselves, the Hyatt Centric brand will be the perfect launching pad for our guests to start their experience, whether for business or pleasure, within the destination."

In response to the needs of this target guest, the Hyatt Centric experience will focus on three core elements:

An authentic entryway to the destination: At Hyatt Centric hotels, guests will know they can rely on an experience inside that will serve as a launching pad to exploration outside. Each hotel, located in the heart of interesting destinations, will offer a unique and modern take on its location. The artwork, furniture, food and beverages will tell a story, allowing guests to immediately get an authentic feel for the location.

A focus on simplicity, thoughtfully crafted: Hyatt Centric hotels will provide a simple, welcoming environment that delivers the essentials in the easiest, most streamlined way possible. For example, at Hyatt Centric hotels, room service will be offered as a knock n' drop service, which will allow guests to enjoy gourmet food in their rooms without formal delivery. Additionally, while each hotel will be custom designed to its market, the Hyatt Centric brand will be characterized by certain common elements, including spaces like The Corner, where guests can work, socialize and peruse a curated collection of local books and magazines, and a bar and restaurant area that will help foster great conversations and deliver thoughtful, locally inspired food and signature cocktails.

A human touch in a digital world: Hyatt Centric hotels will offer a balance of advanced digital capabilities but with the understanding that these experiences are even more beneficial when combined with a human touch. While guests can enjoy the in-room technologies designed to connect seamlessly with their devices and media, a staff of knowledgeable associates will be on hand to aid guests in their discovery of the destination – particularly useful for business travelers with limited time for exploration. “There’s no substitute for a live conversation with someone who can tell you firsthand about that interesting café you found on your smartphone,” said Rose.

For more information on Hyatt Centric hotels, visit www.hyattcentric.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 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 develop, own, operate, manage, franchise, license or provide services to hotels, resorts, branded residences and vacation ownership properties, including under the Hyatt®, Park Hyatt®, Andaz®, Grand Hyatt®, Hyatt Regency®, Hyatt Place®, Hyatt House®, Hyatt Zilara™, Hyatt Ziva™, Hyatt Residences® and Hyatt Residence Club® brand names and have locations on six continents. As of September 30, 2014, the Company's worldwide portfolio consisted of 573 properties in 48 countries. 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, among others, the rate and pace of economic recovery following economic downturns; levels of spending in business and leisure segments as well as consumer confidence; declines in occupancy and average daily rate; if our third-party owners, franchisees or development partners are unable to access the capital necessary to fund current operations or implement our plans for growth; changes in the competitive environment in our industry and the markets where we operate; our ability to access the capital markets; and other risks discussed in the Company's filings with the U.S. Securities and Exchange Commission, including our Annual Report on Form 10-K, which filings are available from the SEC. We caution you not to place undue reliance on any forward-looking statements, which are made 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 laws. 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.

Source: Hyatt Hotels Corporation

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