A new offering from Hyatt

Caption by Hyatt hotels can provide the efficiency and flexibility of an upscale, select-service hotel while creating a lifestyle experience that is designed to promote increased revenue opportunities.

Today’s travelers are redefining how they value their hotel choices. They are seeking experiences that make them feel connected to the people they meet and places they explore and are looking for a hotel to foster those connections. While there are options in the select-service lifestyle space for today’s traveler, these options don’t always resonate with them. That’s where we see the opportunity. Hyatt is introducing a new hotel brand that promises to foster organic connections, inspiring stories yet to be told – Caption by Hyatt.

Caption by Hyatt Design

Social Spaces:
The social spaces at Caption by Hyatt hotels are designed to draw in locals and guests throughout the day. From moving around flexible furniture to plugging in their devices almost anywhere, people who visit Caption by Hyatt hotels are invited to kick up their feet and stay awhile. Incorporating non-traditional materials along with exposing the raw beauty of buildings allows the Caption by Hyatt brand to extend the life of its design while also aiming to be cost efficient. Integral to the social space lies a unique food and beverage concept that offers guests and locals options for breakfast, lunch, and dinner. More than that, it also offers something for every meal in between—further inviting guests and locals to stay awhile.

Guestrooms:
The Caption by Hyatt guestroom is picture perfect because it is not only incredibly functional but also memorable and visually stimulating. It is a lifestyle guestroom that provides everything a guest wants—from a work/play seating area to counter space in the bathrooms—while using materials that are non-traditional, flexible and scalable. All FF&E is designed to be modular and work with all room types, sizes and configurations.

A Unique Food and Beverage Concept:
Danny Meyer’s Union Square Hospitality Group consulted on the design and curation of a conversation-worthy food and beverage concept for the brand. As a combination of cafe, market and bar, this concept allows for guests and locals to grab something quick, get something hot or sip on their choice beverage at all times of day. It’s where guests wake up and grab what they need to fuel a busy day, and it’s where business travelers meet to toast a win or shake off a loss. It seamlessly meets locals’ needs morning through night, from the first espresso to the last nightcap, with a bountiful, mix-and-match array of craveable, shareable bites.
Grow with us

Since this hotel brand is designed to connect guests and locals, we will be focused on growing Caption by Hyatt hotels globally in urban and downtown cores, dense suburban markets, lifestyle mixed-use developments and emerging urban neighborhoods.

Pipeline:
As of June 30, 2019, Hyatt’s pipeline consists of 460 hotels (or approximately 92,000 rooms).

Guestroom Layout:

[Image of guestroom layout]

<table>
<thead>
<tr>
<th>Guestrooms: 150–250</th>
<th>Social Spaces:</th>
</tr>
</thead>
<tbody>
<tr>
<td>King: 25 m² / 270 ft²</td>
<td>Lounge / Bar / Market: 325 m² / 3,500 ft²</td>
</tr>
<tr>
<td>King Prime Urban: 20 m² / 220 ft²</td>
<td>24 / 7 Fitness: 74–83 m² / 800–900 ft²</td>
</tr>
<tr>
<td>Full / Full: 25 m² / 270 ft²</td>
<td>Meeting Space: varies by market</td>
</tr>
</tbody>
</table>

Forward-Looking Statements:
The term “Hyatt” is used herein for convenience to refer to Hyatt Hotels Corporation and/or one or more of its affiliates. Certain statements and assumptions in this document contain or are based upon “forward-looking” information and are being made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. When we use the words “will,” “may,” “anticipate,” “estimate,” “should,” “expect,” “believe,” “intend,” or similar expressions, we intend to identify forward-looking statements. Such statements are subject to numerous assumptions and uncertainties, many of which are outside of Hyatt’s control, which could cause actual results to differ materially from those expressed in or implied by the content of this document. Forward-looking statements made in this document are made only as of the date of their initial publication and Hyatt does not undertake an obligation to publicly update any of these forward-looking statements as actual events unfold.

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