



Hyatt Centric Park City, Utah  
138 guestrooms

# A MODEL FOR SUCCESS AT THE HEART OF IT ALL

By over-delivering on the amenities guests value, Hyatt Centric hotels represent an opportunity for developers and owners to build strong loyalty in the lifestyle segment. Upscale, cosmopolitan and highly customizable, these properties attract selective guests who want the best of what's essential and none of what's not — all at the center of a prime destination.

Each hotel is uniquely designed to capture the spirit of its surrounding culture, tapping eager-to-explore business and leisure travelers into the local scene while cultivating an environment that invites discovery.



Hyatt Centric Chicago Magnificent Mile, Illinois  
419 guestrooms



Hyatt Centric Brickell Miami, Florida  
208 guestrooms

## THOUGHTFULLY EFFICIENT

Hyatt Centric hotels offer a compact operating model that delivers exceptional margins while providing access to increasingly valuable markets.

105.6% Occupancy index,  
98.3% ADR index and  
103.8% RevPAR index across Hyatt Centric properties

STR Hyatt Systemwide Results, Trailing 12 Months, April 2017-March 2018

## IRRESISTIBLY FLEXIBLE

From new-build to adaptive reuse, Hyatt Centric hotels fit a variety of development needs, with a design approach that allows for location-specific customization. Strategically placed, central locations mean easy guest access to necessities beyond the hotel walls—strengthening satisfaction while attracting Hyatt loyalists to new experiences.

## SCALABLE

Take advantage of a choice of flexible models backed by Hyatt's experience, global distribution and dedication to customer service.

## RELEVANT

Above all, gain access to a fast-growing, upscale market segment in collaboration with a premium global lifestyle brand whose reach is rapidly expanding.

A select, rapidly growing portfolio of

**18 hotels**

ranging from

**100-250 rooms**

in the world's most popular destinations

(as of March 31, 2018)

## A GROWING PIPELINE

Visit [hyattdevelopment.com](http://hyattdevelopment.com) for the most updated list.



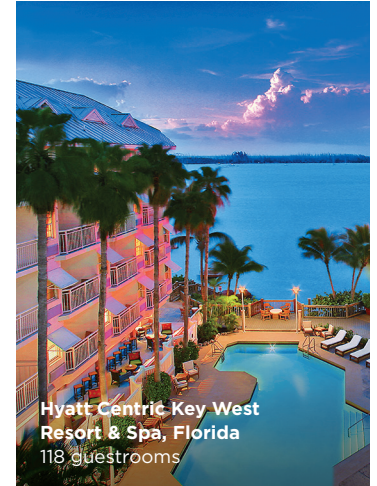
**Hyatt Centric  
Santa Barbara,  
California**  
200 guestrooms



**Hyatt Centric The Loop Chicago, Illinois**  
257 guestrooms



**Hyatt Centric Montevideo,  
Uruguay**  
178 guestrooms



**Hyatt Centric Key West  
Resort & Spa, Florida**  
118 guestrooms



**Hyatt Centric Gran  
Via Madrid, Spain**  
159 guestrooms



**Hyatt Centric French Quarter New Orleans,  
Louisiana**  
254 guestrooms



**Hyatt Centric  
South Beach Miami,  
Florida**  
105 guestrooms



**Hyatt Centric Ginza Tokyo, Japan**  
164 guestrooms

At the 2016 SAHIC Awards, Hyatt Centric Montevideo was named  
**BEST NEW HOTEL**

Visit [hyattdevelopment.com](http://hyattdevelopment.com)

Media contact: Mya Walters, +1 312.780.2291, [mya.walters@hyatt.com](mailto:mya.walters@hyatt.com)

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