

MEDIA CONTACT:

Kathryn Archambault

Nike Communications

646 654 3421

karchambault@nikecomm.com

MIRAVAL RESORTS LAUNCHES CELEBRATION OF THE ARTS

The summer series invites guests to immerse in cultural experiences rooted in a unique sense-of-place while discovering the mindful benefits of art

CHICAGO (June 28, 2021) – Miraval Resorts, Hyatt’s destination spa brand with three award-winning resorts, today announces **Celebration of the Arts**, a new program designed to promote the therapeutic benefits of the arts. The Celebration of the Arts, which launches this summer at Miraval Arizona, Miraval Austin and Miraval Berkshires, will debut new art programming that is designed to encourage spiritual and emotional nourishment. The new activities will complement and raise awareness for the diverse, existing art programming available at Miraval resorts, which has been central to the brand’s wellness offerings for more than 25 years. As part of the program, Miraval resorts will also invite a celebrated local artist to stay in-residence at each of the three properties to create a mural for the resort and interact with guests as they observe the creative process.

“Miraval has long been an advocate of the arts and its powerful benefits of mindfulness,” said Susan Santiago, head of Miraval operations at Hyatt. “For years, the Miraval brand has championed the works of local artisans, from the sculpture collection at Miraval Arizona to the paintings within the halls of Miraval Berkshires, and has offered creative activities that allow guests to focus on the present moment and look inwards. We’re excited to launch the Celebration of the Arts this summer, which will further immerse our guests in the culture of their destination and help them cultivate meaningful relationships with themselves, other guests and our resident artists.”

Miraval Arizona

During the Celebration of the Arts, Miraval Arizona will invite **Lucinda Hinojos** to be artist-in-residence this summer. Lucinda, who is of Xicana, Apache and Yaqui descent, is a self-taught muralist and painter who began her arts career by curating underground art exhibits for local artists. She advocates for women’s and immigrant’s rights through her work, and she has frequently worked with immigrant rights organizations to organize art shows. From June 28 to July 23, Lucinda will design and bring to life a mural that embodies her artistic flair and values.

Guests at Miraval Arizona will be encouraged to explore their imagination and enhance their intuition through a myriad of programs, including **Paint the Music**, a thought-provoking workshop that uses music to immerse guests in an unconstrained and playful experience while guiding them to produce a personal piece of artwork. Guests will also be able to further expand their consciousness in another program titled **Artistic Expression Under Glass**, where they learn to embrace their artistic abilities and foster a greater sense of wellbeing through the art of reverse-painting, a technique that asks guests to work backwards and rethink their approach to accomplishing goals.

Miraval Austin

Self-taught artist **Sadé Lawson** will be the resident artist at Miraval Austin throughout August. Sadé, who channels the ambitious and creative energy of women in her life into her artwork, has participated in numerous solo and group exhibitions throughout Austin since 2018. Using her creativity to process the world around her, Sadé harnesses the power of color to address topics from mental wellbeing and racial

identity to hope and inspiration. During her stay at Miraval Austin, Sadé will design a mural by the resort's Discovery Pool.

Coinciding with Sadé's residency this summer, Miraval Austin will offer **Mindful Mandala Rock Painting**, a workshop where guests paint and sculpt mandalas, ancient circles that can be used to center oneself and connect with others. Guests will also be able to partake in a new class titled **Suminigashi: The Art of Letting Go**. During this activity, guests paint with ink on water, creating moving marble designs that flow without manipulation. This beautiful art form reminds guests to free themselves of expectation, a philosophy that mirrors the unrestricted strokes of ink as they glide above the water.

Miraval Berkshires

In August, painter and graphic designer **Jesse Tobin McCauley** will be featured as Miraval Berkshires' artist-in-residence and create a mural in the tunnel that connects the main resort grounds with the Meadowview Farm and Barn. A resident of Pittsfield, Mass., Jesse studied art at Otis College of Art & Design and has worked as a graphic designer in Los Angeles, New York and the Berkshires. She sits on the board of the Berkshire Art Association, a non-profit organization that aims to increase local access to the arts, and is also part of Group W, an art collective that conceptualizes and holds large-scale exhibitions. Her artwork, which is often characterized by impactful bursts of saturated color, evokes a sense of whimsy and joy from its viewers.

At Miraval Berkshires, guests will be able to partake in the mural's creation process through interactive chalkboard frames that invite guests to answer introspective questions. Prompts such as "What is your intention?" and "What are you grateful for?" will be displayed in the tunnel, and guests will be encouraged to write their answers on the chalkboards and reflect on their Miraval journey. Coinciding with Jesse's residency, Miraval Berkshires will also launch a new program named **Manifest Your Desires: A Vision Board Creation**. During this activity, guests will utilize their creative spirit to construct a vision board, a visual representation of their goals and dreams actualized through imagery and artwork. This activity is intended to inspire and empower guests as they focus their intentions and transform them into reality.

For more information about Miraval Resorts' Celebration of the Arts, please visit https://www.miravalresorts.com/upcomingevents/celebration_of_the_arts/.

About Miraval

The [Miraval](#) brand is a global leader in wellness resorts and spas. Miraval Arizona in Tucson, Ariz. pioneered the destination wellness spa resort category more than 25 years ago with its comprehensive program of mindfulness activities, destination-inspired experiences and spa treatments that incorporate modalities from around the globe. In 2017, Miraval joined the Hyatt portfolio bringing its in-depth approach to wellness to Hyatt guests and World of Hyatt members globally. In February 2019, Miraval Austin opened in Texas as the brand's second wellness resort. The newest resort, Miraval Berkshires, located in Lenox, Mass., opened as the brand's first East Coast destination in July 2020. Together, all three Miraval resorts inspire guests to create a life in balance, foster positivity and cultivate mindfulness.

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, but are not limited to, the duration of the COVID-19 pandemic and its short and longer-term effects, including the demand for travel, transient and group business, and levels of consumer confidence, and the pace of recovery following the pandemic, any additional resurgence, or COVID-19 variants; the impact of the COVID-19 pandemic, any additional resurgence, or COVID-19 variants, and the impact of actions that governments, businesses, and individuals take in response, on global and regional economies, travel limitations or bans, and economic activity, including the duration and magnitude of its impact on unemployment rates and consumer discretionary spending; the broad distribution of COVID-19 vaccines and wide acceptance by the general population of such vaccines; the ability of third-party owners, franchisees, or hospitality venture partners to successfully navigate the impacts of the COVID-19 pandemic, any additional resurgence, or COVID-19 variants; general economic uncertainty in key global markets and a worsening of global economic conditions or low levels of economic growth; the rate and the 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; limited visibility with respect to future bookings; loss of key personnel; domestic and international political and geo-political conditions, including political or civil unrest or changes in trade policy; hostilities, or fear of hostilities, including future terrorist attacks, that affect travel; travel-related accidents; natural or man-made disasters such as earthquakes, tsunamis, tornadoes, hurricanes, floods, wildfires, oil spills, nuclear incidents, and global outbreaks of pandemics or contagious diseases, such as the COVID-19 pandemic, or fear of such outbreaks; our ability to successfully achieve certain levels of operating profits at hotels that have performance tests or guarantees in favor of our third-party owners; the impact of hotel renovations and redevelopments; risks associated with our capital allocation plans, share repurchase program, and dividend payments, including a reduction in, or elimination or suspension of, repurchase activity or dividend payments; the seasonal and cyclical nature of the real estate and hospitality businesses; changes in distribution arrangements, such as through internet travel intermediaries; changes in the tastes and preferences of our customers; relationships with colleagues and labor unions and changes in labor laws; the financial condition of, and our relationships with, third-party property owners, franchisees, and hospitality venture partners; the possible inability of third-party owners, franchisees, or development partners to access capital necessary to fund current operations or implement our plans for growth; risks associated with potential acquisitions and dispositions and the introduction of new brand concepts; the timing of acquisitions and dispositions, and our ability to successfully integrate completed acquisitions with existing operations; failure to successfully complete proposed transactions (including the failure to satisfy closing conditions or obtain required approvals); our ability to successfully execute on our strategy to expand our management and franchising business while at the same time reducing our real estate asset base within targeted timeframes and at expected values; declines in the value of our real estate assets; unforeseen terminations of our management or franchise agreements; changes in federal, state, local, or foreign tax law; increases in interest rates and operating costs; foreign exchange rate fluctuations or currency restructurings; lack of acceptance of new brands or innovation; general volatility of the capital markets and our ability to access such markets; changes in the competitive environment in our industry, including as a result of the COVID-19 pandemic, industry consolidation, and the markets where we operate; our ability to successfully grow the World of Hyatt loyalty program; cyber incidents and information technology failures; outcomes of legal or administrative proceedings; violations of regulations or laws related to our franchising business; and other risks discussed in the Company's filings with the U.S. Securities and Exchange Commission ("SEC"), including our annual report on Form 10-K and our Quarterly Reports on Form 10-Q, which filings are available from the SEC. These factors are not necessarily all of the important factors that could cause our actual results, performance or achievements to differ materially from those expressed in or implied by any of our forward-looking statements. We caution you not to place undue reliance on any forward-looking statements, which are made only 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 law. 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.

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