

TRAVEL AND HOSPITALITY

Hyatt previews luxury expansion plans for Americas through 2025

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A rendering of Grand Hyatt Deer Valley, which will mark the Utah debut of the Grand Hyatt brand upon opening in November 2024. Image credit: Hyatt Hotels & Resorts

By LUXURY DAILY NEWS SERVICE

Multinational hospitality company Hyatt Hotels & Resorts is previewing properties that are coming soon in the U.S., Canada, Mexico, Latin America and the Caribbean.

Expanding its luxury and lifestyle footprint, a Sept. 23 announcement from the corporation highlights more than 20 recent and planned stays set to open through 2025. Since 2017, Hyatt has doubled the number of luxury rooms under its operation.

"We are engaged with our guests and World of Hyatt members and taking in their feedback helps us strengthen our understanding of the key markets and leisure experiences that resonate with and excite them the most," said Crystal Vinisse Thomas, vice president and global brand leader of luxury and lifestyle brands at [Hyatt](#), in a statement.

"From Deer Valley to Miami to Valle de Guadalupe, Mexico, our luxury and lifestyle brands' expansion in new and key markets is driven by our desire to offer travelers more opportunities to explore the unique communities our hotels are a part of and the chance to embark on incredible experiences with Hyatt."

Strategic expansion

Per Hyatt's recently-released Mid-Year 2024 Consumer Sentiment and Travel Expectations Report, 88 percent of consumers are showing a steady intent to travel for leisure.

The owner of high-end hotel and resort brands including Park Hyatt, Hyatt Ziva, Hyatt Regency and Destination by Hyatt, as well as Andaz, Alila, Miraval and Thompson Hotels by Hyatt, has a number of projects in the pipeline.



A rendering of Andaz Miami Beach's Elevate Pool Deck. Image credit: Hyatt Hotels & Resorts

The first Andaz hotel in Florida, Andaz Miami Beach, is expected to open December 2024, and will offer “a dynamic mix of Miami-inspired programming and exclusive partnerships, including highly anticipated collaborations with the world-renowned Jos Andrs Group,” according to a statement.

The Grand Hyatt brand will debut in Utah in November of this year. Upon arrival, Grand Hyatt Deer Valley will become one of the largest mountainside event facilities in America, granting visitors direct access to Deer Valley's slopes, in addition to the area's Jordanelle Reservoir.

Other properties include Destination by Hyatt's The Legend Paracas Resort, which joined the company's network in June 2024, Thompson Palm Springs, opening Sept. 30, 2024 with the first tasting room from family-owned winery Hall Napa Valley, Grand Hyatt Scottsdale Resort, Arizona's first Grand Hyatt following a rebrand and \$115 million renovation, it will welcome guests in October 2024.

Next year will see the launch of properties such as Thompson Miami Beach and Park Hyatt Los Cabos at Cabo del Sol, expected to open in early 2025, spring 2025 and late 2025, respectively.

Exclusive culinary perks and wellness amenities ([see story](#)) are, in large part, fueling Hyatt's strategic expansion. Demand for the latter in particular from luxury hoteliers continues to grow ([see story](#)).

“Hyatt resorts across the U.S., Canada, and Latin America including our Inclusive Collection properties are experiencing significant momentum as we look to close out 2024 and kick off 2025,” said Melanie Benozich, associate vice president of marketing and global branding at Hyatt Inclusive Collection.

“This progress reflects the power of our brands and Hyatt's commitment to delivering inimitable experiences for our valued guests and members,” Ms. Benozich said. “As we grow our Inclusive Collection footprint into exciting new resort destinations like Aruba and St. Lucia, we remain committed to offering personalized hospitality through exceptional service, immersive dining and more.”