



Playa Hotels & Resorts Announces Promotion of Howard Tanenbaum to Senior Vice President of Sales

Ft. Lauderdale, Fla. (April 17, 2018) – [Playa Hotels & Resorts](#) (NASDAQ: PLYA, “Playa”), the leading owner and operator of all-inclusive resorts in Mexico and the Caribbean, is pleased to announce the recent promotion of Howard Tanenbaum to Senior Vice President of Sales. Tanenbaum assumes the position during a period of rapid growth for Playa Hotels & Resorts.



In his new role, Tanenbaum will continue to play an essential part in building and expanding Playa’s global sales divisions. In addition to leisure travel and the meetings & incentive business, he will also oversee all sales efforts for Playa’s Hyatt Zilara and Hyatt Ziva Resorts, Panama Jack Resorts in Cancun & Playa del Carmen, the Royal in Playa del Carmen, and the Sanctuary in the Dominican Republic.

“It’s a pleasure to recognize Howard’s contributions to Playa Hotels & Resorts as we further consolidate the luxury all-inclusive market,” said Playa Hotels & Resorts Executive Vice President & Chief Marketing Officer Kevin Froemming. Howard’s ability to lead and develop the sales organization and implement key strategies has led to noteworthy results and achievements for Playa Hotels & Resorts.

Playa Hotels & Resorts

Playa Hotels & Resorts N.V. (“Playa”) is a leading owner, operator and developer of all-inclusive resorts in prime beachfront locations in popular vacation destinations in Mexico and the Caribbean. Playa owns and/or manages a total portfolio consisting of 15 resorts (6,314 rooms) located in Mexico, Jamaica, and the Dominican Republic. Playa owns and manages Hyatt Zilara Cancun, Hyatt Ziva Cancun, Panama Jack Resorts Cancun, Panama Jack Resorts Playa del Carmen, THE Royal Playa del Carmen, Hyatt Ziva Puerto Vallarta and Hyatt Ziva Los Cabos in Mexico; Hyatt Zilara Rose Hall and Hyatt Ziva Rose Hall in Jamaica. Playa also owns five resorts in Mexico and the Dominican Republic that are managed by a third party and Playa manages the Sanctuary Cap Cana, in the Dominican Republic.

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