



PLAYA HOTELS & RESORTS RINGS THE NASDAQ CLOSING BELL

Celebration marks more than one recent milestone

New York, NY – (April 4, 2017) – Playa Hotels & Resorts (NASDAQ:PLYA) celebrated at the Nasdaq Marketsite this afternoon as Bruce Wardinski, Chairman and CEO of Playa Hotels & Resorts, rang the closing bell. Joining in on the celebration was Playa Hotels & Resorts Board of Directors, executive team and other VIP guests.

The celebration, which marks Playa becoming a publicly traded company is also part of a larger milestone in the hospitality business. The recent transaction also results in Playa Hotels & Resorts becoming the first and only company devoted exclusively to the all-inclusive space to become publicly traded.

Wardinski addressed the group, stating: “Our arrival on Nasdaq is an important milestone for us and marks the next step in our growth in the all-inclusive hospitality sector. It offers our stakeholders the opportunity to re-imagine all-inclusive hotels & resorts – and for our guests to experience what an all-inclusive can be. Today is a great moment for our company, and importantly, it’s another step forward in the evolution of our industry. Wardinski continued, “I would like to thank the entire team at Playa for their hard work and dedication to our vision of becoming the leader in the all-inclusive resort segment.”

For more information on Playa Hotels & Resorts, visit PlayaResorts.com or contact your preferred travel agent. Join the conversation on [Facebook](#) or [Instagram](#).

About 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 a portfolio consisting of 13 resorts (6,142-rooms) located in Mexico, the Dominican Republic and Jamaica. Playa owns and manages Hyatt Zilara and Hyatt Ziva Cancun, Hyatt Zilara Rose Hall and Hyatt Ziva Rose Hall in Jamaica, Hyatt Ziva Puerto Vallarta and Hyatt Ziva Los Cabos. The company also owns and operates three resorts under Playa’s brands, THE Royal and Gran Resorts, as well as five resorts in Mexico and the Dominican Republic that are managed by a third party.

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, among others, general economic uncertainty in Latin America and the Caribbean; lack of acceptance of new brands or innovation; changes in the tastes and preferences of our customers; the financial condition of, and our relationships with franchisees and our joint venture partners; risk associated with potential acquisitions, including governmental approvals; changes in the competitive environment in our industry and the markets where we operate; changes in federal, state, local or foreign tax law; and other risks discussed in the Company’s filings with the U.S. Securities and Exchange Commission, including our Annual Report on Form 10-K, which filings are available from the SEC. We caution you not to place undue reliance on any forward-looking statements, which are made 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 laws. 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.

Media Contact:

Amy Zocchi
Playa Hotels & Resorts
954.453.1684
AZocchi@playaresorts.com

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