



Playa Hotels & Resorts Announces Promotion of Rose Cosentino to Vice President of Sales, Canada

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 promotion of Rose Cosentino to Vice President of Sales, Canada. Cosentino assumes her new position during a period of rapid growth for Playa Hotels & Resorts.



Since joining Playa Hotels & Resorts as Director of Sales, Canada, Cosentino has been instrumental in Playa’s expansion and overall growth within the country. Her responsibilities as Vice President of Sales will include managing leisure and group sales, as well as working with Playa’s travel partners. She will also continue to play a key role in establishing and maintaining Playa’s consumer presence and assist in setting the strategic direction for the company for the Canadian market.

“Over the last three years, Rose has been central in designing growth strategies for Playa Hotel & Resorts and this promotion reflects our commitment to the Canadian market,” said Playa’s Executive Vice President & Chief Marketing Officer Kevin Froemming. “Rose’s position will continue to expand as she plays a vital role in growing our Hyatt Zilara and Hyatt Ziva brands, our new Panama Jack Resorts in Cancun & Playa del Carmen, the Royal in Playa del Carmen, and the Sanctuary in the Dominican Republic.”

Cosentino is a graduate of Humber College in Toronto and has several years of experience in the Canadian travel industry, including corporate & leisure sectors, airline and travel management companies.

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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