



HYATT
PLACE®

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FOR IMMEDIATE RELEASE

HYATT PLACE BLOOMINGTON CELEBRATES OFFICIAL OPENING

172-room Hyatt Place hotel located in the heart of downtown Bloomington, just blocks away from Indiana University

BLOOMINGTON, Ind. (August 12, 2014) – [Hyatt Hotels & Resorts](#), White Lodging Services and REI Real Estate Services, LLC today announce the opening of [Hyatt Place Bloomington](#), just one block from the Bloomington Convention Center and a short distance from Indiana University.

“With thousands of Indiana University alumni, sports fans and business travelers arriving to our great city from across the country, there couldn’t be a more exciting time to be a part of this new opening in downtown Bloomington,” said Charlotte Tyler, general manager, Hyatt Place Bloomington. “We can’t wait to welcome guests to the new hotel and show them the authentic hospitality and purposeful service for which Hyatt Place is known.”

Located on Kirkwood Avenue, the hotel is close to all of the restaurants, theaters and bars that create Bloomington’s unique, cultural reputation.

Hyatt Place Bloomington offers:

- 172 roomy rooms, all of which feature a 42-inch HDTV, the plush Hyatt Grand Bed® and the Cozy Corner, a sectional sofa sleeper
- A full menu of Starbucks drinks, making the hotel the only Starbucks in downtown Bloomington
- Free Wi-Fi access throughout the hotel
- Complimentary a.m. Kitchen Skillet™ for guests, featuring freshly prepared breakfast sandwiches, a variety of fresh fruits, hot and cold cereal, yogurt, breads, premium coffee and an assortment of juices
- More than 4,300 square feet of flexible, high-tech meeting and function space
- 24/7 Guest Kitchen serving made-to-order entrees and appetizers

- Coffee to Cocktails bar featuring specialty coffees, premium beers and wines and cocktails
- Spacious StayFit@Hyatt fitness center with state-of-the-art aerobic and weight equipment

“Bloomington is known for being a vibrant, fun city, and we are pleased to add to the city’s excitement with this hotel,” said Bryan Hayes, chief operating officer, White Lodging.

The hotel will also feature five original outdoor murals created by Indiana artist Jeff Laramore. Laramore drew his inspiration for the murals from the hotel’s neighbor Indiana University and the areas in academia where the university is well-known including medicine, business, music and the arts.

“I also thought about how an individual may learn, and what one experiences in the rich educational backdrop. Clearly, there are multitudes of ways people gather, synthesize and express information. However, Indiana University provides the structure,” Laramore said. “My hope is that these bolder more abstract graphics on the exterior will only stretch the story of the more academic, library and student union-like approach of the interior.”

HYATT PLACE BLOOMINGTON LEADERSHIP

Hyatt Place Bloomington is under the leadership of General Manager Charlotte Tyer and Director of Sales Kristine Swisher. In her role, Tyer is directly responsible for managing the day-to-day operations of the hotel, including overseeing the hotel’s 100 associates and ensuring guests encounter the purposeful service for which Hyatt Place is known. Tyer is joined by Swisher, director of sales, who is responsible for providing sales service and support to travelers and meeting planners frequenting the Bloomington area.

The hotel is owned by affiliates of White Lodging and REI Real Estate Services, LLC and is the third White Lodging-managed property in downtown Bloomington.

REI Real Estate Services – was established in 1994. Headquartered in Carmel, Ind., the company has developed well over \$1 billion worth of hotels, office buildings and apartments in Indianapolis and throughout the country. REI Real Estate Services provides a full range of real estate services to local, regional and national clients, seeking to build long-term relationships which build value for all parties involved.

About White Lodging Services Corporation

White Lodging Services Corporation was established in 1985 and is headquartered in Merrillville, Ind. White Lodging is a fully integrated hotel ownership, development and operations company focused on developing and operating premium-branded hotels in growing urban markets across the United States. The company is a recognized leader that has defined and cultivated the ability to achieve consistent, sustainable growth among mid- to large-scale hotels across the country. Its current portfolio consists of more than 160 hotels in 21 states and encompasses representation of the following leading brands: Marriott International, Inc., Hilton Worldwide, Hyatt Global, Starwood Hotels and Resorts, Preferred Hotel Group and InterContinental Hotel Group. For more information about White Lodging, please visit www.whitelodging.com.

ABOUT HYATT PLACE

Launched in 2006, the Hyatt Place brand brings to the upscale select service hotel category the authentic hospitality for which Hyatt is known. Inspired by multitasking travelers’ 24/7 lifestyle, Hyatt Place hotels combine style with casual hospitality. Featuring spacious guestrooms with the Cozy Corner, free Wi-Fi, the 24/7 Gallery Menu, Coffee to Cocktails Bar, and free hot breakfast with your stay. The Odds & Ends program also has guests covered with items they may have forgot and can buy, borrow or enjoy for free.

Specially trained Gallery Hosts are on hand to offer assistance with everything from directions to check-in to a freshly made meal.

Hyatt Place, a brand of Hyatt Hotels Corporation, offers more than 200 locations in the United States, Armenia, China, Costa Rica, India, Mexico, Puerto Rico, and the Netherlands. For Hyatt Place information or to make a reservation, call 1-888-HYATT-HP (888-492-8847) or visit www.HyattPlace.com.

About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company with a proud heritage of making guests feel more than welcome. Thousands of members of the Hyatt family strive to make a difference in the lives of the guests they encounter every day by providing authentic hospitality. The Company's subsidiaries manage, franchise, own and develop hotels and resorts under the *Hyatt*®, *Park Hyatt*®, *Andaz*®, *Grand Hyatt*®, *Hyatt Regency*®, *Hyatt Place*®, *Hyatt House*®, *Hyatt Zilara*™ and *Hyatt Ziva*™ brand names and have locations on six continents. *Hyatt Residential Group, Inc.*, a **Hyatt Hotels Corporation** subsidiary, develops, operates, markets or licenses *Hyatt Residences*® and *Hyatt Residence Club*®. As of June 30, 2014, the Company's worldwide portfolio consisted of 563 properties in 48 countries. For more information, please visit www.hyatt.com.

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