



Playa Hotels & Resorts Appoints Eeva Lindroos, Vice President, Revenue Management

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FT. LAUDERDALE, FL (December 13, 2019) – Playa Hotels & Resorts N.V. (NASDAQ: PLYA, “Playa”), the owner, operator and developer of all-inclusive resorts in Mexico and the Caribbean has named Eeva Lindroos Vice President of Revenue Management.

Lindroos will report to Kevin Froemming, Executive Vice President and Chief Commercial Officer of Playa Hotels & Resorts and will be based out of the company’s Ft. Lauderdale office. In her new role, Lindroos will maximize the company’s RevPAR and revenue potential.

“We’re thrilled to have Eeva’s leadership within the revenue management organization” said Froemming. Her experience complements the existing team’s historical knowledge, and together will help yield great results.”

Lindroos is a seasoned revenue management professional with lengthy stints at Hilton, Fairmont, Atlantis and One&Only Resorts.

“In a relatively short amount of time, Playa has established itself as a major force within the all-inclusive sector,” said Lindroos. “And I’m thrilled to put my expertise to work for such a quality product.”

Lindroos earned her Bachelor of Science degree from Hawaii Pacific University.

For more information on Playa Hotels & Resorts visit, www.PlayaResorts.com

About 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 23 resorts (8,690 rooms) located in Mexico, Jamaica, and the Dominican Republic. In Mexico, Playa owns and manages Hyatt Zilara Cancun, Hyatt Ziva Cancun, Panama Jack Resorts Cancun, Panama Jack Resorts Playa del Carmen, Hilton Playa del Carmen an All-Inclusive Resort, Hyatt Ziva Puerto Vallarta and Hyatt Ziva Los Cabos. In Jamaica, Playa owns and manages Hyatt Zilara Rose Hall and Hyatt Ziva Rose Hall, Hilton Rose Hall Resort & Spa, Jewel Dunn’s River Beach Resort, Jewel Grande Montego Bay Resort & Spa, Jewel Runaway Bay Beach & Golf Resort and Jewel Paradise Cove Beach Resort & Spa. In the Dominican Republic, Playa owns and manages Hyatt Ziva Cap Cana, Hyatt Zilara Cap Cana, Hilton La Romana an All-Inclusive Family Resort and Hilton La Romana an All-Inclusive Adult Resort. Playa also owns four 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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