PLAYA

HOTELS & RESORTS®

Playa Hotels & Resorts Overview February 2024

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Playa Hotels & Resorts

Non-Package Revenue Reclassification



Non-Package Revenue - Upgrade Revenue Reclassification

\$308.31

\$295.88

\$315.93

\$330.79

Upgrade Revenue (in thousands)	Q1 2021	Q2 2021	Q3 2021	Q4 2021	2021 Full Year	Q1 2022	Q2 2022	Q3 2022	Q4 2022	2022 Full Year	Q1 2023	Q2 2023	Q3 2023	Q4 2023	2023 Full Year
Total MX Yucatan Peninsula	\$756	\$807	\$880	\$909	\$3,353	\$971	\$938	\$1,079	\$1,117	\$4,105	\$1,216	\$1,230	\$1,084	\$1,179	\$4,709
Total MX Pacific Coast	\$195	\$338	\$247	\$298	\$1,078	\$294	\$234	\$214	\$329	\$1,071	\$354	\$400	\$403	\$348	\$1,505
Total Mexico	\$951	\$1,145	\$1,128	\$1,207	\$4,431	\$1,265	\$1,172	\$1,293	\$1,446	\$5,175	\$1,570	\$1,630	\$1,487	\$1,527	\$6,214
Total Dominican Republic	\$405	\$565	\$640	\$847	\$2,457	\$1,167	\$1,163	\$958	\$624	\$3,913	\$944	\$1,118	\$921	\$892	\$3,875
Total Jamaica	\$148	\$168	\$282	\$326	\$924	\$273	\$216	\$313	\$247	\$1,049	\$237	\$234	\$246	\$187	y \$903
Total Owned Porfolio	\$1,504	\$1,879	\$2,049	\$2,380	\$7,813	\$2,705	\$2,550	\$2,564	\$2,318	\$10,137	\$2,750	\$2,982	\$2,654	\$2,606	5 \$10,992
Net Package ADR	01 2021	02 2024	02 2021	04 2024	2021 Full	01 2022	02 2022	02 2022	04 2022	2022 Full	01 2022	02 2022	02 2022	042022	2023 Full
Includes Upgrade revenue	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Year	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Year	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Year
Total MX Yucatan Peninsula	\$298.80	\$335.50	\$343.30	\$379.40	\$342.61	\$436.51	\$415.13	\$383.56	\$420.41	\$413.49	\$494.08	\$441.82	\$399.10	\$421.94	\$440.13
Total MX Pacific Coast	\$319.40	\$345.90	\$377.19	\$400.35	\$368.22	\$459.90	\$458.95	\$442.88	\$496.15	\$464.66	\$541.73	\$543.17	\$478.83	\$522.20	\$522.94
Total Mexico	\$302.83	\$338.70	\$353.11	\$385.59	\$349.75	\$443.24	\$428.47	\$400.78	\$441.79	\$428.38	\$507.99	\$471.16	\$421.08	\$447.41	\$463.13
Total Dominican Republic	\$288.82	\$262.95	\$265.36	\$265.88	\$268.06	\$330.61	\$298.37	\$272.53	\$295.77	\$300.15	\$490.55	\$346.62	\$306.69	\$353.15	\$366.83
Total Jamaica	\$284.26	\$307.16	\$318.35	\$337.22	\$316.67	\$418.26	\$359.51	\$368.81	\$411.63	\$388.61	\$500.78	\$454.59	\$422.23	\$431.59	\$452.96

Non-Package Revenue (in thousands) Excludes Upgrade revenue	Q1 2021	Q2 2021	Q3 2021	Q4 2021	2021 Full Year	Q1 2022	Q2 2022	Q3 2022	Q4 2022	2022 Full Year	Q1 2023	Q2 2023	Q3 2023	Q4 2023	2023 Full Year
LACIALES OPERALE LEVELILE															
Total MX Yucatan Peninsula	\$4,935	\$6,996	\$7,740	\$8,255	\$27,926	\$8,581	\$9,754	\$7,819	\$9,158	\$35,312	\$9,494	\$9,315	\$7,470	\$8,391	\$34,670
Total MX Pacific Coast	\$1,158	\$3,076	\$2,531	\$3,217	\$9,982	\$3,568	\$4,349	\$3,032	\$4,305	\$15,253	\$4,695	\$4,923	\$2,909	\$4,935	\$17,462
Total Mexico	\$6,093	\$10,073	\$10,270	\$11,472	\$37,908	\$12,149	\$14,103	\$10,851	\$13,463	\$50,566	\$14,189	\$14,239	\$10,378	\$13,326	\$52,132
Total Dominican Republic	\$3,028	\$5,438	\$7,062	\$7,558	\$23,086	\$8,846	\$11,343	\$8,319	\$5,182	\$33,689	\$9,167	\$9,570	\$7,577	\$9,076	\$35,391
Total Jamaica	\$2,119	\$4,599	\$5,389	\$5,859	\$17,967	\$7,935	\$8,154	\$7,180	\$7,906	\$31,176	\$9,867	\$8,725	\$6,764	\$7,059	\$32,415
Total Owned Porfolio	\$11,240	\$20,109	\$22,722	\$24,889	\$78,960	\$28,930	\$33,600	\$26,350	\$26,551	\$115,431	\$33,223	\$32,533	\$24,720	\$29,461	\$119,938
Corporate Revenue	\$125	\$369	\$232	\$248	\$974	\$212	\$257	\$200	\$334	\$1,002	\$564	\$602	\$532	\$635	\$2,332
Total Portfolio	\$11,364	\$20,479	\$22,954	\$25,137	\$79,934	\$29,142	\$33,857	\$26,551	\$26,885	\$116,434	\$33,787	\$33,135	\$25,252	\$30,096	\$122,270

\$393.90

\$366.53

\$348.58

\$394.77

\$375.33

\$501.64

\$315.63



Total Owned Porfolio

\$430.12

\$413.66

\$381.41

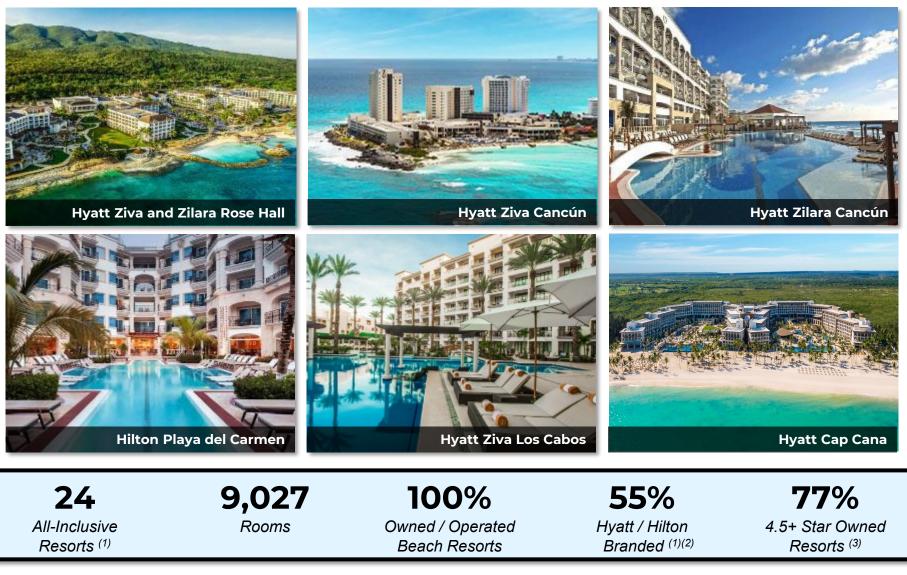
\$425.52

Playa Hotels & Resorts

Company Overview



Company Overview – Premier Collection of All-Inclusive Resorts on Desirable Beachfronts



AYA 1) Includes managed on the n

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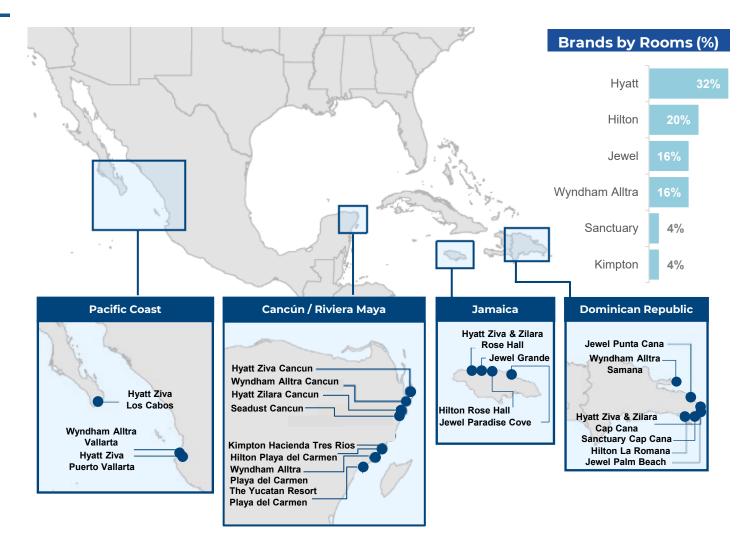
) Includes management contracts, pro-forma for managed resorts that have not yet opened

Based on the number of rooms as of EOP Dec 2023, pro-forma for managed resorts that have not yet opened

3) Based on the number of owned rooms at EOP Dec 2023



Company Overview – Geographic Footprint



Cancún / Riviera Maya	Rooms
1. Hyatt Ziva Cancún	547
2. Hyatt Zilara Cancún	310
3. Hilton Playa del Carmen	524
4. Wyndham Alltra Cancún	458
5. Wyndham Alltra Playa del Carmen	287
6. The Yucatán Resort Playa del Carmen ⁽²⁾	60
7. Seadust Cancún Family Resort ⁽²⁾	502
8. Kimpton Hacienda Tres Rios Resort, Spa & Nature Park (2)	255
Total Cancún / Riviera Maya	2,943
Percentage by Region	33%

Pacific Coast		Rooms
1. Hyatt Ziva Los Cabos		591
2. Hyatt Ziva Puerto Vallarta		335
3. Wyndham Alltra Vallarta ⁽²⁾		229
Total Western Mexico		1,155
	Percentage by Region	13%

Dominican Republic		Rooms
1. Hilton La Romana		774
2. Jewel Palm Beach		500
3. Hyatt Ziva & Zilara Cap Cana		750
4. Jewel Punta Cana (2)		620
5. Sanctuary Cap Cana (2)		324
6. Wyndham Alltra Samana (2)		404
Total Dominican Republic		3,372
	Percentage by Region	37%

Jamaica		Rooms
1. Hyatt Ziva & Zilara Rose Hall		620
2. Hilton Rose Hall		495
3. Jewel Paradise Cove		225
4. Jewel Grande (Owned)		88
5. Jewel Grande ⁽²⁾		129
Total Jamaica		1,557
	Percentage by Region	17%

Managed by Playa Hotels & Resorts



Company Overview – Highly Rated Resorts

		TripAdvisor ⁽¹⁾				
Resort	Price Range	Rating (Out of 5.0)	Ranking ⁽²⁾	No. of Hotels in Region	Fina Diamont Quard Quard	
Hyatt Ziva/Zilara Cap Cana	Luxury	4.9	4&6	150	2020-2023	2020-2021
Hyatt Ziva Cancún	Luxury	4.6	21	282	2016-2023	2015-2016, 2018-2023
Hyatt Zilara Cancún	Luxury	4.6	8	282	2011-2023	2011-2012, 2016, 2019-2023
Hyatt Ziva/Zilara Rose Hall	Luxury	4.3	6&7	61	2015-2023	2016-2023
Hyatt Ziva Los Cabos	Luxury	4.1	73	142	2014-2023	2011-2018, 2020-2021,2023
Hyatt Ziva Puerto Vallarta	Luxury	4.4	25	164	2015-2023	2012-2021
Hyatt Ziva Rivera Cancun	Luxury	4	24	49		2023
Hilton Playa del Carmen	Luxury	4	74	354	2011-2023	2015, 2017-2021
Sanctuary Cap Cana	Luxury	4.8	3	150	2015-2023	2019-2022
Hilton La Romana Adults Only	Upscale	4.5	2	22		2021,2023
Hilton La Romana All -Ages	Upscale	4.5	1	22		2017-2021, 2023
Jewel Punta Cana	Upscale	4.5	11	150	2011-2022	2015-2016, 2018, 2020-2021
Jewel Palm Beach	Upscale	4.5	17	150	2011-2022	2012, 2016, 2020-2021
Hilton Rose Hall	Upscale	4.3	14	61		2011-2023
The Yucatán Playa del Carmen	Upscale	3.9	97	354		2022
Wyndham Alltra Playa del Carmen	Mid-range	4.1	71	354		2012-2014, 2016-2021, 2023
Wyndham Alltra Cancún	Mid-range	4.5	30	282		2016, 2018-2021
Jewel Paradise Cove	Mid-range	4.1	2	18		2015-2023
Jewel Grande	Mid-range	4.4	4	61	2018-2023	2019-2022
Wyndham Alltra Vallarta	Mid-range	4	18	37		
Hyatt Zilara Riviera Maya	Luxury	4.4	5	11		

C__I Resorts ranked within top quartile of market

1) TripAdvisor ratings as of 10/31/2023

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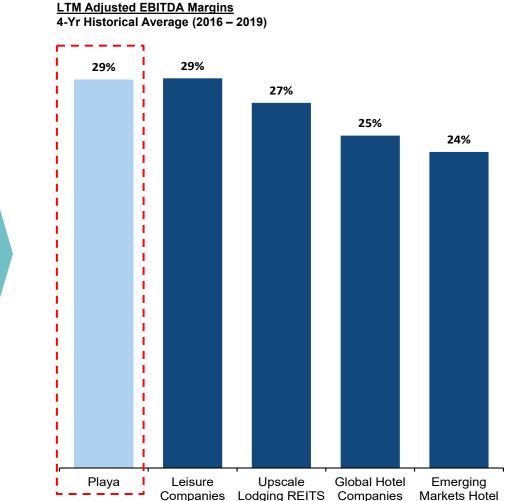
2) Based on TripAdvisor rank relative to total hotels in the surrounding area

Company Overview – Advantages of All-Inclusive Business Model

Benefits for Owners of All-Inclusive

Predictable Revenue and Occupancy	 Guests book and pay further in advance with fewer cancellations More accurate planning of resources (e.g., in F&B) leads to the efficient use of labor and less waste Leverage economies of scale 	
Greater Share of Customer Wallet	 All-inclusive price includes Room Food & Beverage Entertainment 	
Generate Additional Revenue Through High-Margin Premium Services	 High-margin premium services not included in the all-inclusive package Spa Fine wine/premium alcohol Wedding packages Room upgrades Guests more likely to buy upgrades at the resort since their stay is paid in advance 	
High Customer Satisfaction	 Value for money - less expensive than purchasing items a la carte Total cost certainty Convenient one-stop shopping 	T

Higher EBITDA Margins ⁽¹⁾



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1) Other companies may calculate Adjusted EBITDA differently than Playa, and therefore, Playa's Adjusted EBITDA may not be directly comparable to similarly titled measures of other companies.

2) Markets include Cancún/Riviera Maya, Los Cabos, Puerto Vallarta, Punta Cana, La Romana and Montego Bay.

3) Sources: JLL, SECTUR, Barometro Turistico, Punta Cana Hotel Association, Ministry of Tourism, Jamaica Tourism Board.

Companies

Company Overview – The Power of the All-Inclusive Model

VS.

All-Inclusive Model

- Quoted rate includes lodging, food, beverages, kids club, taxes and many recreational activities
- Increased ability to yield manage and staff
 - Great value for guest given higher and more predictable utilization
 - Stress-free budgeting
 - Saves time
 - Guest arrives with fresh wallet driving high-margin premium sales
 - Increased length of stay, which lowers costs and increased revenue per guest

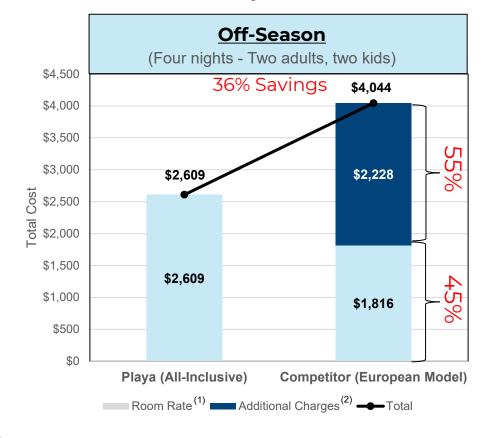
Traditional (European) Hotel Model

- Quoted rate is strictly for the room and does not include any food, beverages, WiFi, kids club, incidentals, taxes, and often a hefty resort fee which are billed separately
- Shorter length of stay, higher cost per guest (lower margin)
- Guests often complain of feeling "nickel and dimed"
- The longer you stay, the lower your per night spend
- Hotel taxes and gratuities are usually not included

Company Overview – The All-Inclusive Model vs. Traditional European Model

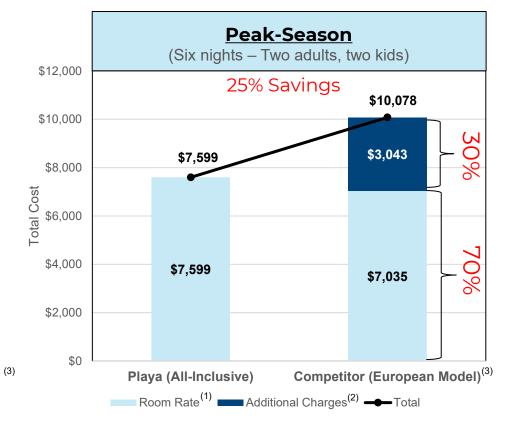
All-Inclusive Model

- Quoted rate includes lodging, food, beverages, and many recreational activities
- Includes hotel taxes and gratuities



Traditional (European) Hotel Model

- Quoted rate is strictly for lodging; food and incidentals provided by the hotel are billed separately
- Hotel taxes, resort fees, and gratuities not usually included



Playa's all-inclusive room rate includes food & beverage, most activities, taxes, and fees
 Additional charges typically include food & beverage updates, activities, taxes, and fees
 Competitor rates are averages of comparably ranked hotels obtained from JW Marriott, Hyatt, etc.

Company Overview – CBRE Analysis

- CBRE Analysis Fundamental KPI's and guest satisfaction scores compared to 2019
 - Although top-line KPI's for US resorts and PLYA are similar, PLYA's investment into the guest experience produced positive guest satisfaction vs pre-pandemic levels.

	All USA Resorts	US Luxury Resorts	FL Luxury Resorts	PLYA
Occupancy	-8%	-11%	-8%	-7%
ADR	26%	44%	48%	35%
RevPAR	16%	29%	36%	25%
EBITDA Margin	12%	17%	25%	14%
Guest Rating	-11%	-16%	-15%	11%

Company Overview – Brand Differentiation



- The all-inclusive resort segment is saturated with brands that have limited U.S. consumer recognition
- Many of these resorts are owned and managed by smaller operators who often lack capital resources
- Playa has the unique opportunity to leverage Hyatt's, Hilton's, and Wyndham's world-renowned brands in the all-inclusive market



Playa Hotels & Resorts

Branding Benefits



Branding Benefits – The Guest's Perspective

- Brands instill a sense of familiarity, reliability, and lower risk
- Reduce customers' search costs
- Increase the perception of the resort being a high-quality value proposition
- Have a stronger influence on guests' perceptions than location or chain scale





Branding Benefits – Playa's Global Brand Partners

- Hyatt's and Hilton's selection of Playa as its strategic partner in the development and management of all-inclusive resorts throughout the Caribbean, Mexico and Latin America reflects their confidence and conviction in Playa's best-in-class stewardship of all-inclusive resorts
- The benefits of branding:
 - Efficiently introduces Playa to new guests given the global brand partner's broad geographic sales and marketing footprint, particularly in the MICE Group space
 - Brand familiarity is attractive to "first-time all-inclusive" customers
 - Facilitates conversion of first-timers to Playa's other properties, brands, and geographies
 - Lowers customer acquisition costs
 - Immediate access to Hyatt and Hilton's nearly 135 million loyalty members
 - Increases propensity to book direct
 - Increases RevPAR index premiums; Hilton's current US RevPAR index premium system-wide is 1.15⁽¹⁾
 - Limited cannibalization of existing assets given high percentage of redemptions and minimal overlap of top tier loyalty members
 - Benefits of scale such as purchasing, marketing, share of voice
 - Global brand partnerships contributes a second set of eyes aimed at maximizing returns and guest satisfaction







Branding Benefits – The Owner/Manager's View

- Branding generates immediate customer recognition for a new or converted property
 - Assists in attracting new customers and retaining current customers
- A brand conveys a certain level of quality and service
- Exposure to new customers, who may not be familiar with all-inclusive
 - Increases the propensity for cross pollination and repeat visitation
- Brands are the #1 corollary with online reputation scores
 - TripAdvisor, Expedia, Booking.com
- Brands have been proven to reduce price sensitivity and encourage purchase decisions, resulting in higher revenues
- Globally recognized brand leaders provide access to marketing and PR scale

Branding Benefits – The Role of Branding in Loyalty

- Brands have higher rates of customer loyalty and engagement
- 80% of frequent business travelers use loyalty programs as part of their booking decision
- Loyalty program members have been shown to spend 62% more room nights with their preferred chain than non-members and spend 3.10x the amount of non-members annually, on average
- Top-tier guests have been shown to spend on average \$16,800 a year at their preferred chain vs. \$470 annually for non-member guests, and \$860 for entry-tier guests
- Loyalty program members can contribute upwards of 60% of occupancy on average on any given night and an even higher percentage of revenues as tiered guests spend more
- Limited overlap in highest tier loyalty members





Branding Benefits – Branding Lowers Customer Acquisition Costs

Branding provides immediate access to loyalty program members and billions in unredeemed loyalty program points



Immediate access to over 460 million loyalty members

	Loyalty Members	Brands	Current Properties	Rooms in Pipeline
Marriott	177 MM	30	8,300+	496K
Hilton	152 MM	18	7,100+	416K
HYATT	36 MM	20	1,200+	117K
WYNDHAM	99 MM	22	9,100+	219K



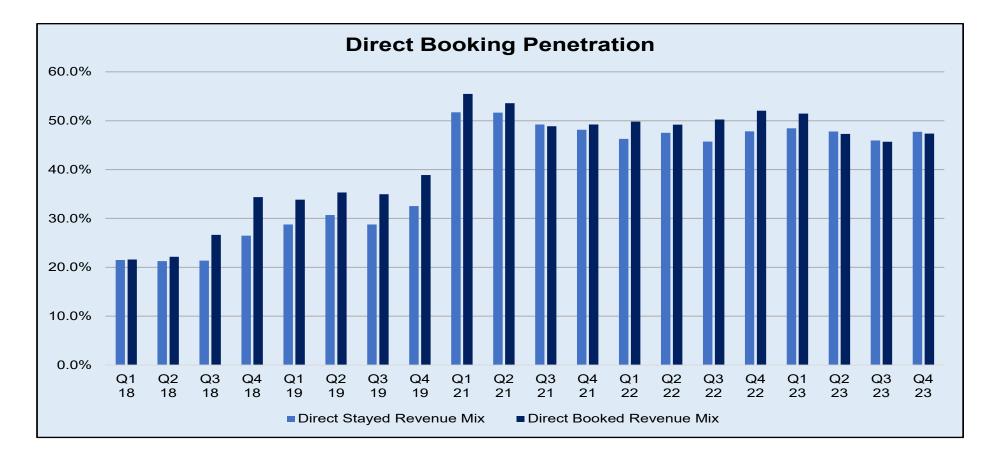
Branding Benefits – Breakdown of Customer Acquisition Costs by Channel

Upper-Upscale Customer Acquisition Cost by Channel

Channel	Acquisition Cost
Playaresorts.com	3% - 8%
Property Direct	2% - 3%
Voice	5% - 6%
Brand.com	5% - 6%
Group	6% - 7%
GDS	13% - 14%
ΟΤΑ	17% - 18%
FIT/Wholesale	24% - 25%

Branding Benefits – Transient Direct Booking Progress

~ 50% Transient Direct Revenue Bookings FY 2023



Playa Hotels & Resorts

Appendix – Experienced Leadership



Experienced Leadership – Management Team

	Years in Time at Industry Playa	Previous Experience
Bruce Wardinski	30+ years 16 years	 Founded Playa Hotels & Resorts in 2006, retains 2% personal stake in the company Previously served as Chairman, President, and CEO of Barceló Crestline Corporation (BCC) Former Chairman and CEO of Crestline Capital (NYSE: CLJ) after its spin-off from Host Marriott when Host Marriott converted to a REIT Founded and served as Chairman of Board of Highland Hospitality Corporation (NYSE: HIH) from 2003 – 2007, a self-advised real estate investment trust Served as SVP and Treasurer of Host Marriott and spent six years at Marriott Corporation prior to that Oversaw REIT conversions, spin-offs, IPOs, and company sales in broad global markets (Europe, Latin America and Asia) throughout his executive experiences
Greg Maliassas EVP & Chief Operating Officer of Playa Hotels & Resorts	20+ years 2 years	 Extensive experience managing and developing upscale hotels in Europe, North America and the Middle East Instrumental in dozens of hotel openings, renovations and hotel constructions, collaborating with renowned hotel developers, designers and architects around the world Served as Executive Vice President and Chief Operating Officer of Playa Resorts Management since 2019 Served as Senior Vice President Operations from 2014 to 2019 for the luxury and premium brands of Accor Hotels in Central & Eastern Europe, Benelux and Switzerland Held various positions across North, Central and Eastern Europe, as well as Middle East, Africa and Indian Ocean for Sofitel Hotels & Resorts
Ryan Hymel EVP & Chief Financial Officer of Playa Hotels & Resorts	20 years 16 years Barceló Crestline CAPITAL	 Has been with Playa since founding in 2006 Began career with the hotel owner / operator, Crestline Capital (NYSE: CCJ) Barcelo Crestline Corp Previously held the positions of Senior Vice President, Treasurer and Vice President of Treasury & Planning Responsible for managing all aspects of investor relations, financial planning & analysis, capital market & debt activities, along with treasury and cash management

Experienced Leadership – Executive Team

	Years in Industry	Time at Playa	Previous Experience			
Tracy ColdenEVP & General Counsel of Playa Hotels & Resorts	30+ years	•	31 years of legal experience Prior law experience includes General Counsel, Executive Vice President and Corporate Secretary with Highland Hospitality Corporation (NYSE: HIH) and Crestline Capital Corporation (NYSE: CLJ); and Assistant General Counsel at Host Hotels & Resorts (formerly the Host Marriott Corporation), and associate at Hogan Lovells (formerly Hogan & Hartson). For the past 11 years, she acted as principal of The Law Offices of Tracy M. J. Colden in Miami and outside counsel for Chesapeake Lodging Trust (NYSE: CHSP).			
Fernando Mulet	20 years	16 years				

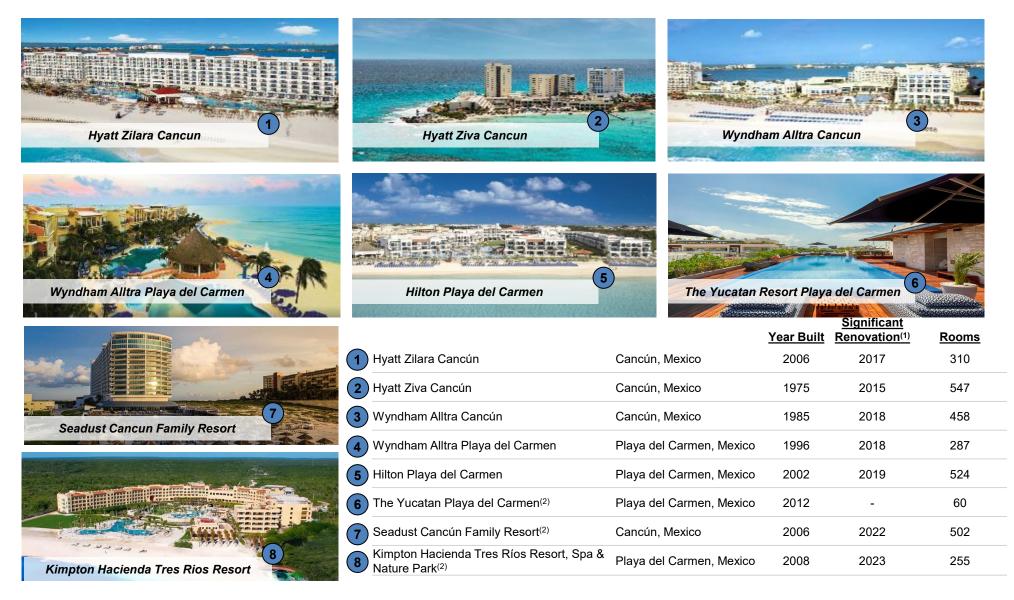


Playa Hotels & Resorts

Appendix – Portfolio Overview



Portfolio Overview – Yucatán Peninsula

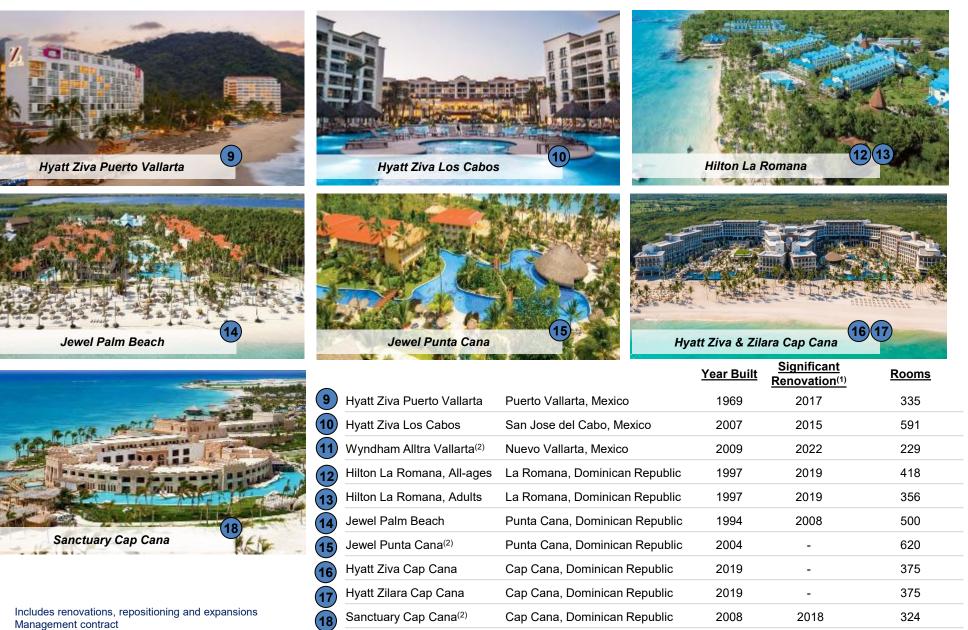


Portfolio Overview – Pacific Coast and Dominican Republic

1)

2)

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Portfolio Overview – Dominican Republic and Jamaica



			Significant		
			<u>Year Built</u>	Renovation ⁽¹⁾	<u>Rooms</u>
(19)	Wyndham Alltra Samana ⁽²⁾	Samana, Dominican Republic	1998	2004	404
20	Hyatt Zilara Rose Hall	Montego Bay, Jamaica	2000	2017	344
<u>(21)</u>	Hyatt Ziva Rose Hall	Montego Bay, Jamaica	2000	2017	276
22	Hilton Rose Hall	Montego Bay, Jamaica	1974	2017	495
(23)	Jewel Paradise Cove	St. Ann's Bay, Jamaica	1977	2013	225
	Jewel Grande (owned)	Montego Bay, Jamaica	2010	2017	88
(24)	Jewel Grande (managed) ⁽²⁾	Montego Bay, Jamaica	2010	2017	129







PLAYA I) Includes renovations, repositioning and Management contract. The Jewel Gran

Includes renovations, repositioning and expansions
 Management contract. The Jewel Grande towers which we either own or manage are considered one resort



CANCUN | CAP CANA | LA ROMANA | LOS CABOS | MONTEGO BAY | PLAYA DEL CARMEN | PUERTO VALLARTA | RUNAWAY BAY