



## PRESS RELEASE



# ANDAZ PENINSULA PAPAGAYO, LAUNCHING 20 DECEMBER 2013, REVEALS 'CULT URAL INSIDERS' & RESORT TEAM STYLIST

Marking the debut of the Andaz brand in Latin America when it launches this December, Andaz Peninsula Papagayo is to further work with a unique team of Cultural Insiders.

## LEADING INFLUENCERS IN THEIR FIELD CREATE PROGRAMMES AND PACKAGES FOR SURF, MUSIC AND ART AT COSTA RICA'S MOST EXCITING NEW HOTEL

Marking the debut of the Andaz brand in Latin America when it launches this December, Andaz Peninsula Papagayo is to further work with a unique team of Cultural Insiders - a select team of personalities spanning across the art, music and surf industries. Each of these Cultural Insiders will share their world, interests, and knowledge by creating experiences that allow Andaz Papagayo Peninsula guests to become inspired, learn and connect with the local culture of the destination. Twin brothers, Alex and Mike Faherty and their namesake brand, join as Andaz Peninsula Papagayo's Cultural Insider: Surf, while native Costa Rican modern artist, Salvador Ödrec, and music icon, Jared Dietch, become the hotel's Cultural Insider: Art and Cultural Insider: Music, respectively. The official resort team stylist is American footwear brand, Soludos.

### CULTURAL INSIDER: SURF - FAHERTY BRAND

Regular surfers in Costa Rica since the age of 12, twin brothers, Alex and Mike Faherty had always dreamed of building a clothing brand together inspired by their love of the beach. Mike Faherty started out as a designer for Ralph Lauren, while Alex Faherty was a financial strategist in a private equity firm. It wasn't until 2012 that the pair came together to make their dream a reality.

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Alex and Mike Faherty, Andaz Peninsula Papagayo's Cultural Insider: Surf, will provide guests with their own 'How to Surf Costa Rica' guide created exclusively for the new hotel, which will reveal a list of the hottest hidden surf spots in the country. For guests booking the Witches Rock Surf Package at Andaz Peninsula Papagayo, which includes a full day excursion to Witches Rock National Park plus a professional photographer to shoot the ride, they'll also receive Faherty Brand board shorts or a Faherty Brand bikini as an amenity, along with a goody bag of surf wax, sunscreen and a Faherty Brand baseball cap. Watch out for the Faherty Brand pop up shop and Surfer in Residence program on property at Andaz Peninsula Papagayo coming in 2014.

## CULTURAL INSIDER: ART - SALVADOR ÖDREC

A native of Cartago, Costa Rica, Salvador Ödrec's work is heavily influenced by his childhood love of street art and graffiti. His work focuses on experimenting with art and photography, and his pieces have received rave reviews internationally in England, Spain, Japan, the United States, Mexico and his homeland of Costa Rica.

As Andaz Peninsula Papagayo's Cultural Insider: Art, Ödrec will exhibit 15 of his critically acclaimed paintings throughout the property's public areas including its Andaz Lounge and spa as part of the greatly revered Andaz Salon series.

## CULTURAL INSIDER: MUSIC - JARED DIETCH

A music stylist, DJ and record producer with over 20 years experience in producing tracks for some of the world's most famous labels, blue chip brands, night clubs, restaurants and hotels, Jared Dietch joins the Andaz Peninsula Papagayo as the hotel's first Cultural Insider: Music.

Inspired by the natural sounds of the Papagayo region, local music, rhythms and designs, Dietch has created a music experience exclusively for Andaz Peninsula Papagayo. The music curated for the property is inspired by the diverse sounds of Costa Rica. National Costa Rican artists including Malpais, Manuel Obregon and Ruben Blades, as well as sounds of the Guanacaste region where in Folkloric music, the marimba is king. The sounds of Jazz, Calypso, Reggae and Cumbia will also be featured, representing regional styles of Costa Rican music, as well as, American and international artists who play a huge role in the Costa Rican soundscape. The QR code to the right is a Spotify sample playlist created by Jared exclusively for the hotel.

Resort Team Styled by Soludos - The Soludos team worked closely with Andaz Peninsula Papagayo to outfit the spa, restaurant and front of house staff with fabulous yet functional footwear. Female associates at the hotel will be sporting the

brand new sneaker-inspired Sandshoes while male associates will rock the classic Soludos espadrille.

Inspired by the hot New York summer of 2010 and a dose of Mediterranean spice, British-born Nick Brown created Soludos: classic jute-soled espadrilles perfect for the beach yet stylish enough for the city and everywhere in between. Appearing first on the feet of friends, family and chic Soho locals, Soludos quickly gained a loyal following of Citizens of Summer everywhere. Next stop: the feet of Andaz Peninsula Papagayo's resort team!

### **About Andaz**

Global in scale while local in perspective, Hyatt's Andaz brand delivers an innovative hospitality experience and attentive, uncomplicated service designed to accommodate guests' personal preferences. Hotels in this collection reflect the unique cultural scene and spirit of the surrounding neighborhood through their Andaz Salon program and are dedicated to creating natural and vibrant living spaces where travelers can indulge in their own personal sense of comfort and style. Nine Andaz hotels are currently open: Andaz 5th Avenue and Andaz Wall Street in New York, Andaz San Diego, Andaz West Hollywood, Andaz Napa, and Andaz Savannah; Andaz Liverpool Street in London; Andaz Amsterdam Prinsengracht; and Andaz Shanghai. For more information, please visit [www.andaz.com](http://www.andaz.com).

### **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, the rate and pace of economic recovery following economic downturns; levels of spending in business and leisure segments as well as consumer confidence; declines in occupancy and average daily rate; if our third-party owners, franchisees or development partners are unable to access the capital necessary to fund current operations or implement our plans for growth; changes in the competitive environment in our industry and the markets where we operate; our ability to access the capital markets; 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.