

Branded Residences

An Interview with Tina Necrason, Global Head of Branded Residential, Hyatt

EDITORS' NOTE Tina Necrason drives Hyatt's branded residential strategy with a focus on expanding and accelerating one of the fastest growing luxury segments of real estate worldwide. She leads global priorities and driving results around the development and planning of new residential projects for the Hyatt portfolio, managing key disciplines related to the business to ensure the success of both the developer and resident experience, including focusing on the long-term sustainability and asset value of each project. With over two decades of experience globally in the luxury hospitality, residential, project sales and marketing industries, Necrason is uniquely positioned to lead the growth of businesses to success. From setting trends to project feasibility and success predictions, through opening and driving results for ongoing sales and marketing strategy and execution, Necrason leads her teams to craft each touch point to ensure a holistic, seamless and exceptional experience for investors, residents and her fellow colleagues. Necrason earned a BS degree in business administration and marketing from the University of Central Florida.



Tina Necrason

I've worked across real estate sales and marketing, operations, business planning, capital sourcing, branding and development, which has given me a comprehensive understanding of what it takes to create successful residential communities over the long term. That breadth has shaped the way I think about residential strategy: a successful branded residence is not just a beautiful product or a strong brand name. It has to work for the owner, the developer, the hotel, and the destination.

What has always drawn me to branded residences is that they combine two industries that are fundamentally about people. Real estate creates the physical environment, while hospitality shapes the experience of living there. As buyer expectations have evolved, that intersection has become even more meaningful. Today, branded residences are centered around creating homes where people feel supported, connected, and inspired in their everyday lives.

Joining Hyatt was a natural next step because of the strength and diversity of its brand portfolio and its commitment to thoughtful growth. It's an exciting time to be part of a business that is helping define how hospitality and residential living continue to evolve together, with a clear point of view that the residence must feel like a home first and hospitality should enrich that experience for those that will live there.

Will you discuss your career journey?

I've spent more than 25 years working at the intersection of hospitality and real estate, with the opportunity to see the industry from multiple perspectives. Throughout my career,

Will you provide an overview of Branded Residential at Hyatt?

Hyatt approaches branded residences through the lens of lifestyle rather than a single formula. Our residential portfolio spans a range of brands, each with its own identity, design philosophy, and approach to hospitality. A Park Hyatt residence might deliver a different living experience than a Thompson, Andaz, Alila, Miraval, or The Standard, yet they all share Hyatt's commitment to exceptional service, thoughtful design, and personalized experiences.

For us, the brand should inform the residential experience, not simply decorate it. Rather than creating residences that simply carry a hotel name, our aim is to develop homes that genuinely reflect the character of both the brand and the destination. Every project begins by understanding the market, the future resident, and the developer's vision so the residential experience feels authentic to its surroundings and creates value over time.

As our portfolio continues to expand globally, our focus remains on creating communities that combine the comforts of home with the care, service, and sense of belonging that hospitality can uniquely provide. When executed well, a branded residence offers owner confidence, daily ease, and a true sense of place.

How do you see the growth of branded residences as a strategic business opportunity for hospitality companies?

The continued growth of branded residences reflects a broader shift in consumer



One Hanazono Villas



Park Hyatt Niseko Hanazono villa living room



The Slope, Andaz Heber Valley Residences terrace view



Pool at The Standard Residences, Brickell

expectations. People increasingly want the level of care, personalization, and service they experience while traveling to become part of their everyday lives. The opportunity for hospitality companies is not simply to extend a hotel brand into real estate; it is to create a lifelong relationship with an owner in a place that becomes part of their identity. Rather than interacting with guests for a few nights each year, brands have the opportunity to become part of residents' daily routines and important life moments, creating lasting connections over decades.

Success, however, depends on remaining authentic and disciplined. Hospitality companies bring operational expertise, service culture, and long-term management capabilities that are difficult to replicate. As the category expands, maintaining those standards is what will continue to differentiate hospitality-led branded residences from other residential offerings.

How are luxury consumers redefining the relationship between homeownership and hospitality?

Luxury consumers increasingly view their homes as an extension of the lifestyle they want to lead rather than simply a place they own. They expect the same level of personalized service, thoughtful design, and attention to detail that they experience when staying at exceptional hotels, but in a residence, that service must feel natural, intuitive, and respectful of the privacy and control that come with ownership.

At the same time, luxury itself is being redefined. Many buyers place greater value on wellness, flexibility, authenticity, and meaningful connections than on traditional symbols of luxury alone. They desire homes that adapt to their lives, support their well-being, and connect them to the surrounding community and destination.

This is changing the role hospitality plays in residential living. Rather than existing as a separate experience reserved for travel, hospitality is becoming integrated into everyday life through service, programming, and environments designed around how people truly want to live. The best branded residences make life feel easier and more connected without making ownership feel less personal.

What have been the keys to scaling a global portfolio across diverse markets and brands?

Growth begins with discipline. Every market is different, every developer is different, and every Hyatt brand has its own identity. Successfully scaling a global residential portfolio isn't about applying the same formula everywhere; it's about understanding where a particular brand naturally belongs and having the discipline not to force a brand into a market or product type where it does not fit.

We spend significant time evaluating each opportunity from multiple perspectives, including the destination, long-term residential demand, product positioning, operational considerations, and alignment with our development partners. The strongest projects are those where the destination, the architecture, the developer's vision, and the brand all reinforce one another.

Equally important is preserving the integrity of each brand. As we expand globally, we want every residence to feel authentic to both its location and the Hyatt brand it represents, rather than interchangeable with projects elsewhere. That requires balancing consistency with local relevance and making choices that will continue to make sense for owners and communities years after completion.

What do you see as the role of experience, service, and community in the future of luxury living?

Those three elements will increasingly define luxury. Beautiful architecture and premium finishes will always matter, but they're no longer enough on their own. Residents are looking for experiences that enrich daily life for themselves and their families, service that feels intuitive rather than transactional, and communities that foster genuine human connection.

We're also seeing a shift away from simply providing long lists of amenities. The focus is becoming more intentional: creating environments that encourage wellness, bring people together when they want to engage, and provide privacy when they want to retreat. The future of luxury living will be defined less by how much is offered and more by how well it is curated.

Great hospitality is about understanding people. When that philosophy is thoughtfully integrated into residential living, it creates communities that remain meaningful long after someone moves in.

What are the emerging trends driving demand for branded residential developments around the world?

Several trends are converging at the same time. Demographic shifts, generational wealth transfer, changing work patterns, and evolving lifestyle priorities have all expanded the appeal of branded residences.

We're seeing increased interest in wellness-focused living, flexible ownership, and homes that support multiple generations and different ways of living. Buyers are also looking beyond traditional gateway cities toward destinations that offer culture, natural beauty, and a stronger sense of place.

More significantly, people are placing greater importance on belonging. They want residences that provide not only exceptional service but also opportunities to connect with neighbors, engage with the local community, and become part of something larger than themselves. This is where hospitality can create real value: by making a residence feel both personal and connected.

How is Hyatt building deeper, lifelong relationships with customers?

For Hyatt, relationships have always been built on care. Whether someone stays with us for a weekend or chooses to make one of our branded residences their home, our goal is to create experiences that feel personal, thoughtful, and lasting.

Branded residences extend that relationship in a unique way because they allow hospitality to become part of everyday life. Residents interact with our teams on an ongoing basis, creating familiarity and trust that develops over many years. That consistency matters; it turns service from something transactional into something deeply personal.

Our brands offer different experiences for different stages of life and travel, allowing guests and residents to engage with Hyatt in ways that reflect their evolving lifestyles. Our objective is to build enduring relationships grounded in trust, authenticity, and a genuine understanding of how people want to live. In many ways, branded residences represent one of the most meaningful expressions of care because they bring hospitality into the place people call home. ●