



## Madrid and Barcelona rank among Europe's top 5 cities for hospitality investment

**Spain strengthens its position as Europe's leader destination for hotel investment in 2025, driven by strong demand, diverse offerings and a favourable economic outlook**

**Executives from Hilton, Starwood, Stoneweg, Zetland Capital Partners, and Sercotel to share macro-trends and risk-return perspectives on hotels and resorts at The District 2025**

**Barcelona, 31 July 2025** – Hospitality is establishing itself as one of the most profitable real estate assets in Europe, with sustained growth projected for 2025. According to CBRE's *European Hotel Investor Intentions Survey 2025*, more than 90% of hotel investors plan to maintain or increase their investment this year, backed by strong demand. This momentum is also reflected in European transactions in the segment in the first quarter of 2025, which reached 5.5 billion euros, while forecasts anticipate that the year will be closed at 25 billion euros, 12% more than in 2024.

The resilience of hotel assets, which are able to adapt to price increases and optimise costs, is what is driving interest. In addition, the balance between supply and demand – according to the International Air Transport Association (IATA), a 5.5% year-on-year increase in air passengers in Europe is expected this 2025 – is ensuring stability in revenue per available room, a factor that is also contributing to the expansion of the accommodation sector.

By country, Spain is still the most highly valued destination in Europe for hospitality capital in 2025, and by city, Madrid and Barcelona have entered the top 5 most attractive cities, occupying second and fifth position (with London in first place, and Rome and Lisbon in third and fourth respectively) due to the uninterrupted arrival of visitors and the breadth of their portfolios, as it is indicated by CBRE.

In this context, [The District 2025](#), the largest real estate event in Europe from a capital perspective, which will take place from **30 September to 2 October in Barcelona, Spain**, will dedicate an exclusive forum to exploring the evolution of the hotel sector and its growing appeal to capital seeking assured returns.

Executives such as **Carlos Miró**, Managing Director of Development in Spain and Portugal for Hilton; **Ittai Savran**, CEO of Olala Homes; **Alejandro Roca**, Corporate Managing Director of Sercotel Hotel Group; and **Miguel Casas**, Managing Director Hospitality at Stoneweg, among others, will discuss investment strategies in the segment, focusing on value-add and moderate core growth to secure competitive returns in today's economic climate. In turn, **Jon Asumendi**, Senior Vice President of Acquisitions at Starwood Capital Group, and **Ignasi Solà**, Vice President of the US firm Northwood Investors, will discuss the role of planning, administration and agreements with operators in order to reduce risks and maximise profits.

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Along the same lines, **John F Hewitt**, Manager of Extendam, a company specialised in financing SME hotels in Europe, will delve into brand perception and how performance metrics influence asset valuation and investor interest.

### **New lifestyles and searching for experiences**

The meeting will also deep into the new hospitality formulas that are taking hold to cater to current lifestyles. These are marked by the outlay on experiences rather than goods, and by a tendency to telecommute, factors that favour extended stays and hybrid formats. In response to this, serviced apartments have been established, which are being developed mainly in urban environments. **Ibon Naberan**, Co-Managing Director at All Iron, a leading company in short and medium-term accommodation, will address this option, which straddles the worlds of hotels and housing.

A similar case is that of branded residences – residential complexes developed in collaboration with a renowned hotel chain – which are experiencing a remarkable boom in Europe with a projected growth that could exceed 300% in the coming years. Within the EU, the number of projects under this concept is expected to double by 2031, with countries such as Turkey, the United Kingdom and Spain playing a significant role. The latter stands out for its 47 ongoing proposals, which include more than 2,400 luxury residences, especially on Costa del Sol. **Luke Treasure**, Technical Director at Emin Capital, will examine this phenomenon, which reflects consumers' growing preference for an exclusive lifestyle that combines luxury, high-end services and the prestige of international brands.

### **Resorts are back**

The largest real estate event from a capital perspective will also focus on resorts, which are once again attracting the investors' attention. In this regard, the search for spaces with a complete offering and concerns about the overcrowding of traditional destinations are leading tourists to choose holiday resorts. As a result, 66% of European investors currently consider this type of asset to be favourable in terms of profitability. For this reason, leaders such as **Javier Galán**, Vice President of Zetland Capital Partners, or **Alejandro Scholtz**, Development Director Iberia at Wyndham Hotels & Resorts, will explain at The District 2025 the capabilities offered by resorts through the combination of 'all-in-one' experiences tailored to digital nomads, sustainability and the influence of destination brands.

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**About The District 2025 (September 30 - October 1-2, Fira Barcelona Gran Via):** is the largest European event dedicated to Real Estate from the capital perspective. The summit has a Hospitality area and a content program in The District World Summit 2025, the global reference congress on capital structures, which has 5 auditoriums. It is the main meeting forum where the different Real Estate agents who are looking for opportunities and new real estate projects meet with the aim of designing the future of the sector in Europe. The District is an event organized by NEBEXT - Next Business Exhibitions.

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