

Hotels - Spain

Key Performance Indicators (Q2 2025)

ADR €117.28 Change YoY: +6%	RevPAR €77.85 Change YoY: +7%	Occupancy 66% Change YoY: +0.6pp
--	--	---

Number of open establishments 14,064 Change YoY: -1%	Number of beds (in thousands) 1,504 Change YoY: +0%	Number of travellers (in millions) 54 Change YoY: +1%
---	--	--

Lease Prime Yield in Madrid 5.00% Change vs Q1 25: +0 p.p	Lease Prime Yield in Barcelona 5.00% Change vs Q1 25: +0 p.p	Lease Prime Yield in Spanish Islands 6.00% Change vs Q1 25: +0 p.p
--	---	---

*INE public data are calculated using current year averages up to June

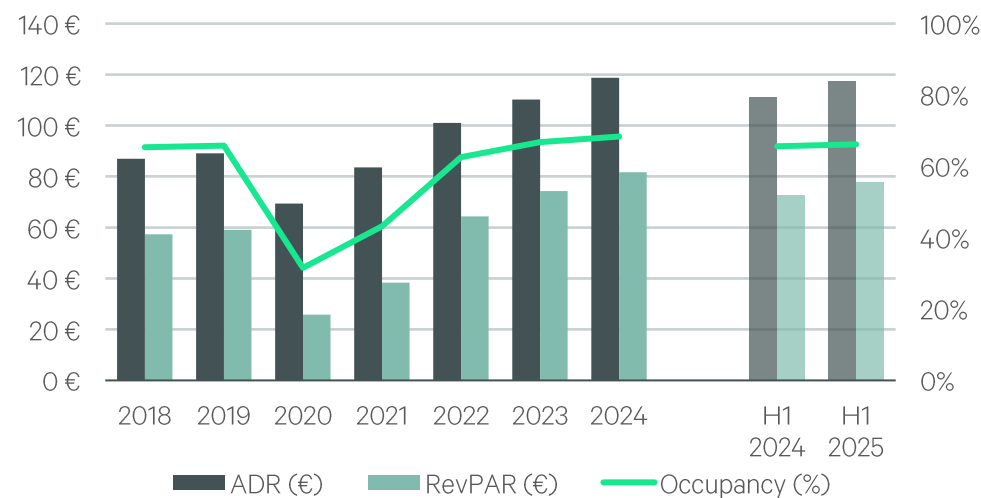
Spain received more than 54 million visitors in the first half of 2025, slightly exceeding the figures for the same period last year. Growth was driven by international tourism, which increased by 2% in volume and 8% in accumulated spending up to May. Four and five-star hotels led this advance, with a 2% increase in the number of arrivals, compared to the stagnation of lower-category establishments, reflecting a consolidation of quality tourism in our country. Likewise, the sustained increase in overnight stays until June reinforces the trend towards the de-seasonalization of the sector. For the second half, a rebound in activity is anticipated during the summer months and a continuation in the rate of growth, moderate but sustained, of tourism.

The hotel supply in Spain stood at 1,503,774 available places distributed in 14,064 establishments, with an occupancy rate of around 66% at the end of the semester. On the project pipeline side, the opening of around 205 hotels (approx. 22,000 rooms) in Spain is expected by 2026, with 30% of them being high-end (5 stars and 5 stars GL) and concentrating around 50% in Malaga, Madrid, the Canary Islands, and Cadiz.

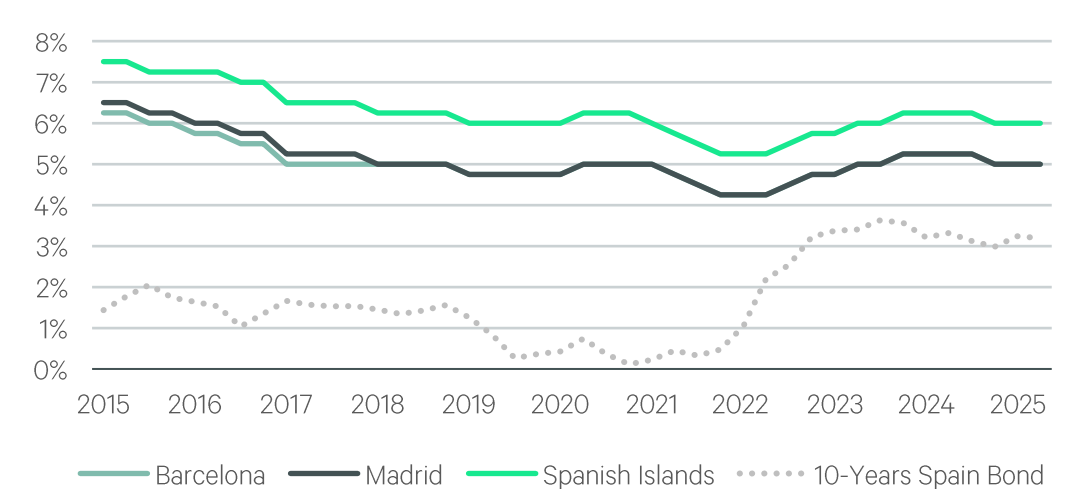
The operational results of the hotel industry in the first six months of 2025 confirmed the good pulse of hotel and tourism activity in our country, exceeding the records of the same period of 2024 thanks to the increase in rates and an improvement in occupancy levels: the ADR (average price per occupied room) reached a value of €117.28 (+6% vs. H1 2024) and the RevPAR (average revenue per available room) stood at €77.85 (+7% vs. H1 2024).

Prime hotel yields remained unchanged in the second quarter of the year, standing at 5% in Madrid and Barcelona, and 6% in the Islands. The trend also points to stability in the coming months.

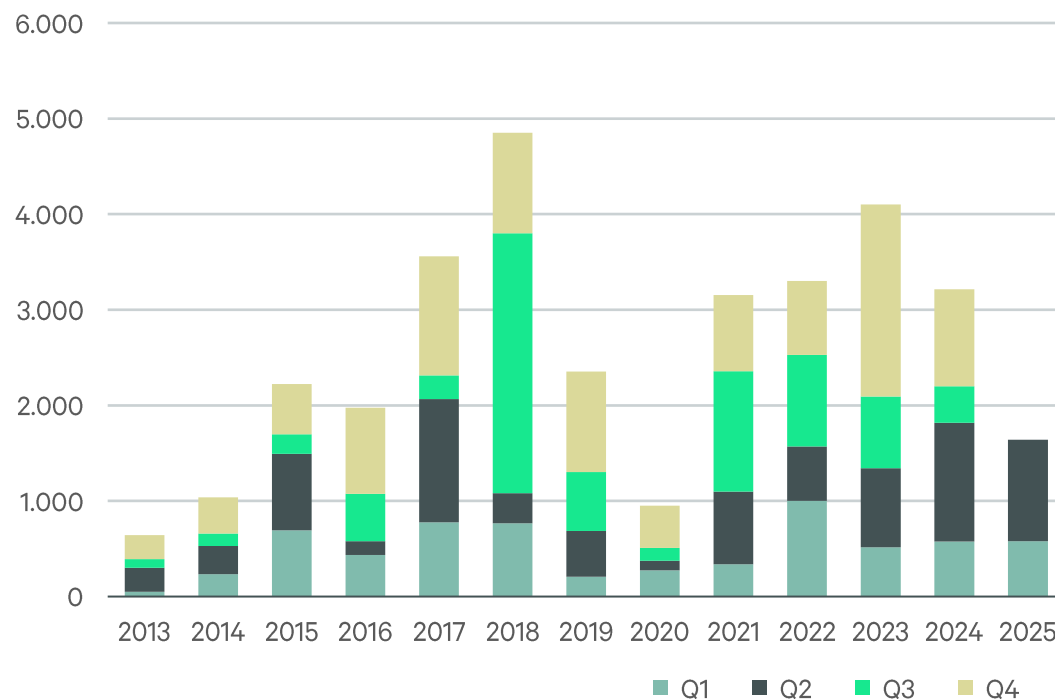
ADR and RevPAR (left, €) Occupancy (right, %). Source: CBRE Research via INE



Lease prime yields in Spain (by location) vs. 10-Years Spanish bond. Source: CBRE Research



Hotel investment volumes (€ Million), Source: CBRE Research



*Land for hotel developments and serviced apartments, considered as part of the Living sector, are not included.

The hotel sector strengthened its position as a focus of investment in Spain, remaining as one of the three preferred asset types by investors, according to data from the first half of the year. The transacted volume reached 1.64 billion euros up to June (22% of the total in the real estate market). While this figure represents a 10% drop compared to the same period of the previous year (1.8 billion euros), it is positioned as the second-best record for a first half in the last eight years.

Regarding the predominant profile, hotel chains led the investment activity, concentrating around 45% of the total, followed by institutional investors (30%). By origin of capital, two out of every three buyers were national investors, who channelled more than 1 billion euros into the hotel sector in 2025.

Between January and June, nearly 70 hotel assets were transacted in Spain, totalling more than 8,100 rooms, compared to the 100 hotels and 11,000 rooms in the first half of 2024. Investors maintain a clear preference for 4 and 5-star hotels, which concentrated 70% of the total volume. However, the polarization of investor interest continues, with a growing commitment to both the luxury segment and budget hotels. The latter represented approximately 20% of the operations, while 3-star hotels have been losing prominence, capturing less than 10% of the total investment.

Regarding the type of assets, and in contrast to the data for 2024, the vacation segment has recovered its leading role compared to the urban segment, concentrating 62% of the total transacted volume. By location, the Canary Islands were positioned as the preferred destination for investors, accounting for 38% of the total, followed by Barcelona (22%) and the Balearic Islands (14%). In addition, the trend of converting assets towards hotel use in urban centers continues to stand out, especially in Madrid, driven by the high tourist demand.

Contacts

Jorge Ruiz Andrés
National Director,
Hotels Spain CBRE
jorge.ruiz@cbrehotels.com

Gustavo Cumella de Montserrat
Director
Hotels Spain CBRE
gustavo.cumella@cbrehotels.com

Miriam Goicoechea
Head of Research
CBRE Spain
miriam.goicoechea@cbre.com

Laura Peláez
Associate Director
Research CBRE
laura.pelaez@cbre.com

© Copyright 2025. All rights reserved. This report has been prepared in good faith, based on CBRE's current anecdotal and evidence based views of the commercial real estate market. Although CBRE believes its views reflect market conditions on the date of this presentation, they are subject to significant uncertainties and contingencies, many of which are beyond CBRE's control. In addition, many of CBRE's views are opinion and/or projections based on CBRE's subjective analyses of current market circumstances. Other firms may have different opinions, projections and analyses, and actual market conditions in the future may cause CBRE's current views to later be incorrect. CBRE has no obligation to update its views herein if its opinions, projections, analyses or market circumstances later change.

Nothing in this report should be construed as an indicator of the future performance of CBRE's securities or of the performance of any other company's securities. You should not purchase or sell securities—of CBRE or any other company—based on the views herein. CBRE disclaims all liability for securities purchased or sold based on information herein, and by viewing this report, you waive all claims against CBRE as well as against CBRE's affiliates, officers, directors, employees, agents, advisers and representatives arising out of the accuracy, completeness, adequacy or your use of the information herein.

