



**Resort &
Residential
Hospitality Forum**



2026 PRESS BRIEFING

European Leisure Hospitality Investment Outlook

Tuesday 30th June, 2026
Athenian Riviera, Greece

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AN EXPERIENCE FROM
Questex



Executive Summary

A survey of Hospitality Investor newsletter subscribers, distributed to 62,000 readers during the week of 15–19 June 2026, produced five headline findings:

1. Greece is the standout destination for European hospitality capital.

Forty-three per cent of respondents identified Greece as their preferred European investment destination ahead of Italy (29%), Spain (14%) and France (14%) confirming the country's ascent to the top of the institutional agenda.

2. Luxury assets dominate the target portfolio.

Fifty-seven per cent of respondents are targeting 5-star assets under professional management, with a further 29% pursuing 3-star resort properties with value-add potential. Demand for urban hotel assets registered at zero.

3. Geopolitical uncertainty is redirecting not suppressing capital.

The majority of respondents (57%) are shifting deployment toward alternative European or more resilient markets rather than pausing activity, signalling continued conviction in Mediterranean fundamentals.

4. Selectivity is tightening.

Fourteen per cent of respondents are maintaining existing exposure while applying greater scrutiny to underwriting, reflecting a more disciplined rather than defensive posture.

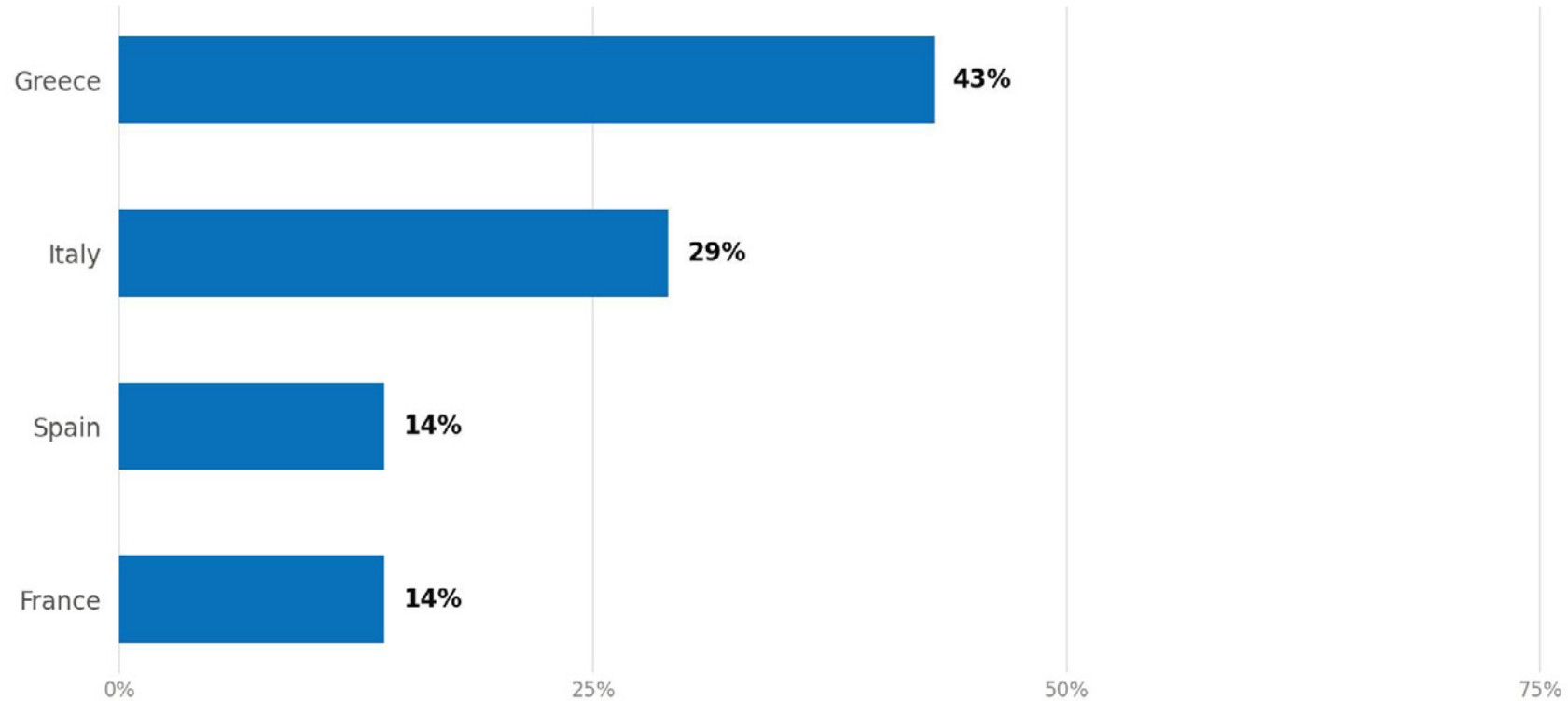
5. Value opportunities are being identified within the disruption.

An equal share (14%) reported increasing investment activity in response to emerging value opportunities, a signal that experienced capital sees current conditions as a buying environment.



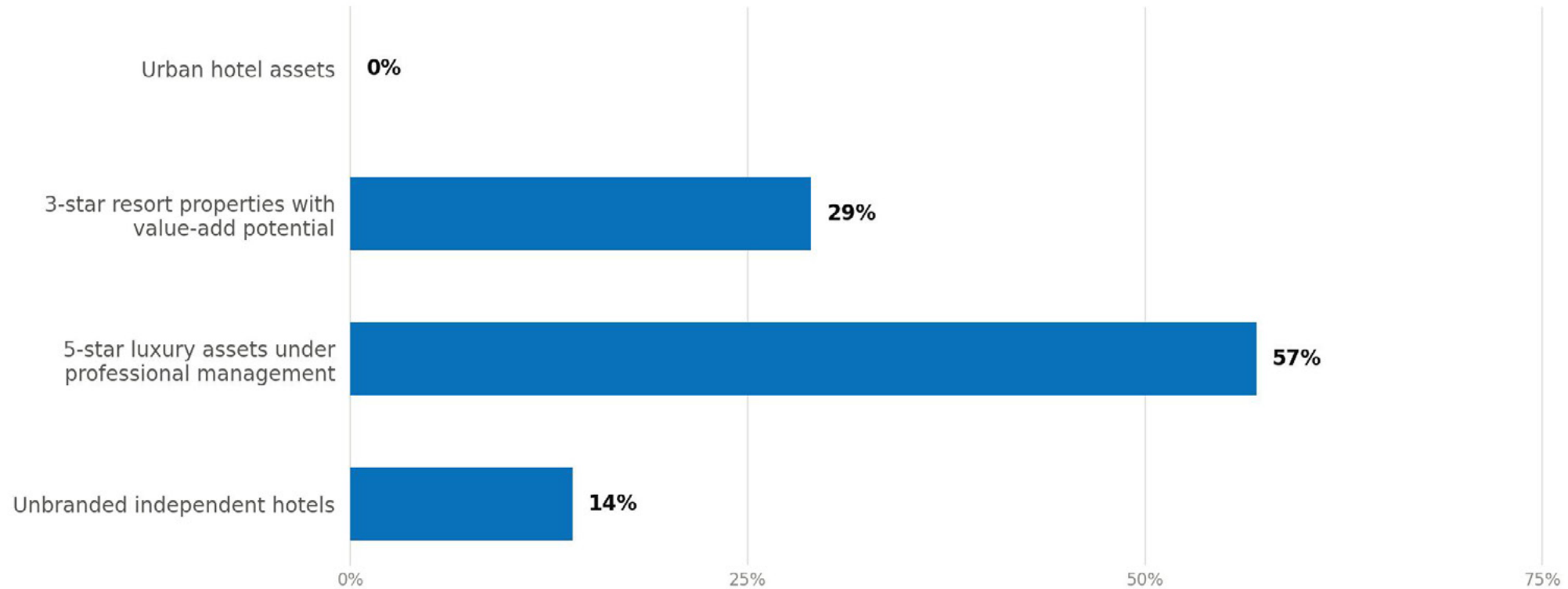
Preferred Investment Destinations

What is your preferred destination in Europe for investment opportunities?



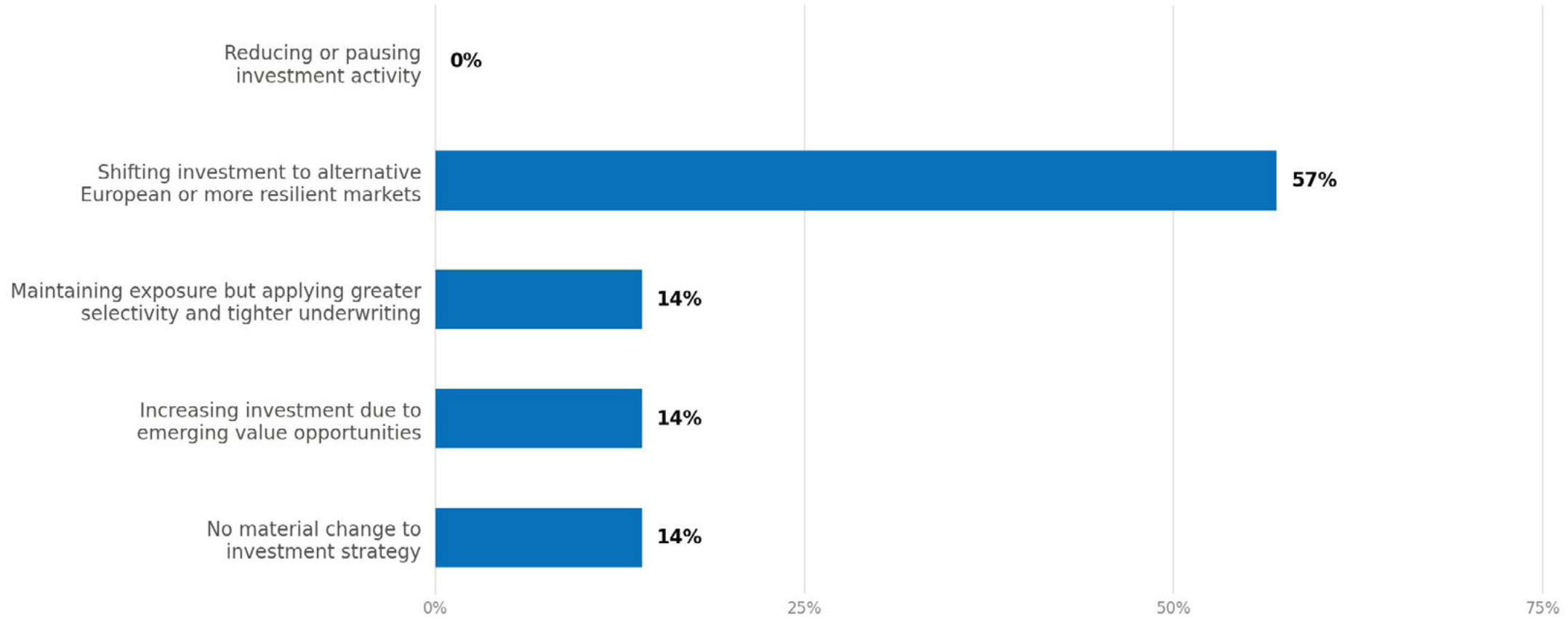
Asset Classes

Which asset class are you currently targeting within these destinations?



Geopolitical Outlook

How have recent geopolitical events influenced your investment strategy?



Three Trends Shaping Leisure Hospitality Investment

The survey findings reflect a broader structural shift underway across European hospitality capital markets - one that is reshaping where institutional money flows, what it targets, and what it expects in return.

1 Institutional capital moving into leisure

Historically the preserve of private family offices and regional developers, leisure hospitality is now firmly on the institutional agenda. The survey confirms this transition: not a single respondent is targeting urban hotel assets, while resort and luxury destinations account for 100% of stated investment intent. Greece's position at the top of the destination rankings is emblematic of a wider reappraisal. Mediterranean markets are no longer considered peripheral but are increasingly central to European portfolio construction.

2 Luxury and ultra-luxury outperforming

Fifty-seven per cent of respondents are targeting 5-star assets under professional management, and the broader data supports why: luxury and ultra-luxury hospitality has demonstrated structural pricing power and RevPAR resilience through successive macro cycles. For institutional investors seeking inflation-linked, operationally robust income, top-tier leisure assets increasingly satisfy mandates previously met by prime office or retail.

3 Experience-led destinations driving returns

The survey's geographic concentration — Greece (43%), Italy (29%) — reflects a deeper shift in how institutional investors assess destination value. Authentic cultural identity, culinary profile, natural landscape, and airlift connectivity are now underwriting considerations, not just marketing attributes. Destinations that can deliver a differentiated guest experience at scale are commanding premium valuations and attracting a quality of operator that further reinforces asset performance.

R&R in Numbers



500+
Delegates



22%
Investors & Owners

Top 3 investor profiles attending R&R Forum:



Developer



Private Equity



\$30bn+
AUM



32
Countries



Owner Operator



Investor and Owner Representation

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88 Homes P.C.

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Empiria Group

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Eurostars Hotel Company

Extendam

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Golden Land Goutos

Grafton

GRECOTEL

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Palus Invest

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Persepolis Investments

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Yellow Tree Group

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Industry Commentary



At R&R you get to dialogue with some of the most brilliant people in the industry. It always sparks new investments ideas, and fresh perspectives on the market. [...] It's a great opportunity to step out of the box and connect with the best professionals in the sector.

MITRA GHAMSARI
Founder & CEO, Persepolis Investments



It's more important to attend R&R today than ever before. It is especially relevant now given how exciting the Mediterranean and Southern Europe have become, how new countries are emerging in the Balkans, and how Greece is booming – moving from one success story to another.

ELIE MILKY
CDO - Middle East, Northeast Africa, Cyprus and Greece, Radisson Hotel Group



It really comes down to three things: the connections you make, the inspiration that comes from them, and the opportunities. These events provide opportunities that perhaps someone hadn't even thought of.

TINA NECRASON
Global Head of Branded Residential, Hyatt



It's one of the conferences I truly enjoy. It's human-sized, so you can actually talk to everybody and meet everybody. There's a really high calibre of people, and it's very focused – not only on the region but also on residential development – there aren't many conferences that have that level of specialisation.

PAUL ROSENBERG
RVP Luxury Development France, Southern Europe & North Africa, Accor

Speakers 2025

Gonzalo Aguilar Chief Executive Officer - Europe & Americas, **Minor Hotels**

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