

# Generali Real Estate enters the UK hospitality market with the acquisition of Novotel Tower Bridge London

- The 203-key upscale hotel, located in the heart of the City of London, is the latest addition to Generali Real Estate's growing hospitality portfolio
- With this acquisition, Generali Real Estate's pan-European hospitality portfolio reaches approximately €1 billion

London - Generali Real Estate, part of Generali Investments, has completed the acquisition of the **Novotel Tower Bridge London**. Following this transaction, Generali Real Estate's pan-European hospitality portfolio now reaches approximately €1 billion.

Located in the heart of the City of London at 10 Pepys Street, close to Tower Bridge, the 4-star, 203-key Novotel Tower Bridge London benefits from a prime position in one of the capital's most dynamic submarkets. This area is characterised by a balanced and resilient demand profile, supported by both corporate and leisure segments. The hotel also offers a range of amenities, including a restaurant and a dedicated wellness area, further enhancing its appeal to a broad customer base.

The asset is fully aligned with Generali Real Estate's hospitality portfolio, focusing on Upscale, Upper-Upscale and Luxury assets in major European gateway cities. The platform now comprises a portfolio of 4- and 5-star properties in prime central locations across Milan, Rome, Madrid, Paris, Prague, Venice, Lyon and now London.

**Gabriella Pelosi, Head of Hospitality Sector and Portfolio Management** at Generali Real Estate SGR, said: "We are very pleased to add Novotel Tower Bridge to our portfolio. London is one of the most liquid and resilient gateway markets globally; this acquisition provides a strong foundation for the continued growth of our hospitality portfolio, further expanding its geographical exposure beyond the current footprint in Italy, Spain, France and Czech Republic. The asset is expected to deliver stable recurring income to our investors, while also offering attractive upside potential supported by its strategic location and solid market positioning."

The Novotel Tower Bridge London acquisition also marks a key step in the development of a scalable hotel operating model, structured around a flexible Hotel Management Agreement (HMA) approach. This framework is intended to serve as a reference model for future investments across Europe.

## GENERALI REAL ESTATE

Generali Real Estate is one of the world's leading real estate asset managers, with around €37.3 billion assets under management at Q1 2026, and operating units located in the main European cities.

The company's integrated business model covers the full scope of asset management activities and the entire real estate value chain, with a focus on Hospitality, Retail, Logistics, Offices and Real Estate Private Debt. A series of cross-border investment vehicles, established by Generali Investments Luxembourg S.A. and managed by Generali Real Estate S.p.A. Società di gestione del risparmio as investment manager, aims to create long-term value for investors by investing in assets characterized by good locations, high liquidity and strong underlying leasing dynamics.



Generali Real Estate is part of Generali Investments. With €736 billion in assets under management (as of December 31, 2025), Generali Investments is the holding company that brings together several asset management companies on one platform, offering a portfolio of specialized expertise across various countries. Generali Investments is part of the Generali Group, founded in 1831 in Trieste, Italy. [www.generalirealestate.com](http://www.generalirealestate.com)

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