

Panoram will manage the first DoubleTree by Hilton in Seville

- **The management company thus strengthens its relationship with Hilton, which has once again placed its trust in Panoram by collaborating with them to introduce one of its brands in the Andalusian capital.**
- **This transaction reaffirms the management company's position as a leading operator of international brands in the country and expands its presence in Andalusia.**
- **Located in an exceptional setting in the heart of the Nervión district, the new hotel will have 184 rooms and is scheduled to open in the first quarter of 2028.**

Seville, Spain – November 25, 2025. Panoram Hotel Management, a leading multi-brand hotel management company in Spain, will manage what will be **the first DoubleTree by Hilton hotel in Seville**. In collaboration with Extendam Capital Partners, with whom Panoram is undertaking this project, the company now has three establishments under this brand in its portfolio. This strengthens its strategic alliance with Hilton and cements its position as a leading operator of international brands in Spain.

The turnkey project, developed by **Grupo Insur** in collaboration with **Panoram** and **Extendam**, involves constructing a 184-room hotel on Avenida Diego Martínez Barrio at the intersection with Calle Avi3n Cuatro Vientos. The hotel will be located in the heart of the Nervión district. Thanks to its strategic location, the hotel will offer guests a unique experience in the Andalusian capital, providing privileged views of both the emblematic Plaza de Espa3a and the historic centre of Seville. Scheduled to open in the first quarter of 2028, the hotel will offer a new high-quality accommodation option in one of the city's most important and dynamic areas.

The property will join DoubleTree by Hilton's growing portfolio of more than 700 hotels across 61 countries and territories. For more than 55 years, DoubleTree by Hilton has provided comfortable hotel stays for business and leisure travellers around the world, welcoming guests with its signature DoubleTree chocolate chip

cookie. In keeping with this philosophy, the new hotel will combine modern comfort with a welcoming style that remains true to the brand's spirit.

Designed to the most demanding sustainability standards, the project will achieve a **BREEAM Very Good certification**. It will also feature spacious **common areas**, a **restaurant**, a **gym** and a **rooftop pool with a bar**, all designed to provide contemporary comfort in the brand's signature warm and welcoming style.

The arrival of DoubleTree by Hilton in Seville reinforces our commitment to supporting strategic partners in the development of high-value projects and consolidating the presence of international brands in key destinations across the country. This hotel combines an exceptional location, a sustainable approach, and a modern hospitality offering that reflects Panoram's values,” said Guillermo Pérez, CEO of Panoram Hotel Management.

Carlos Miró, managing director, development, Spain and Portugal, Hilton, said: ““The signing of DoubleTree by Hilton Sevilla demonstrates our continued growth momentum for our DoubleTree by Hilton brand in Europe, where we currently have almost 180 trading and pipeline properties across the continent, and we look forward to working with Panoram when the hotel opens its doors in the heart of the Andalusian capital. This marks our latest collaboration with Panoram, who already manage eight Hilton properties in Spain, including the recently opened Palacio de Godoy Cáceres, Curio Collection by Hilton, and Hampton by Hilton Alicante Airport.”.

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About Hilton

Hilton (NYSE: HLT) is a leading global hospitality company with a portfolio of 25 world-class brands comprising 9,000 properties and over 1.3 million rooms, in 141 countries and territories. Dedicated to fulfilling its founding vision to fill the earth with the light and warmth of hospitality, Hilton has welcomed over 3 billion guests in its more than 100-year history, was named the No. 1 World's Best Workplace by Great Place to Work and Fortune and has been recognized as a global leader on the Dow Jones Sustainability Indices. Hilton has introduced industry-leading technology enhancements to improve the guest experience, including Digital Key Share, automated complimentary room upgrades and the ability to book confirmed connecting rooms. Through the award-winning guest loyalty program Hilton Honors, the more than 235 million Hilton Honors members who book directly with Hilton can earn Points for hotel stays and experiences money can't buy. With the free [Hilton Honors app](#), guests can book their stay, select their room, check in, unlock their door with a Digital Key and check out, all from their smartphone. Visit stories.hilton.com for more information, and connect with Hilton on [Facebook](#), [X](#), [LinkedIn](#), [Instagram](#) and [YouTube](#).

About DoubleTree by Hilton

[DoubleTree by Hilton](#) is a fast-growing, global portfolio of more than 700 hotels across 61 countries and territories. For more than 55 years, DoubleTree by Hilton has continued to be a symbol of comfort for business and leisure travelers around the world, welcoming guests with the beloved DoubleTree chocolate chip cookie and prioritizing the spaces and human moments that make travelers feel good. DoubleTree by Hilton offers contemporary accommodations and amenities,

including unique food and beverage experiences, state-of-the-art fitness offerings and meetings and events spaces. Experience a comfortable stay at DoubleTree by Hilton by booking at doubletree.com or through the industry-leading [Hilton Honors app](#). [Hilton Honors](#) members who book directly through preferred Hilton channels have access to instant benefits. Learn more about DoubleTree by Hilton at stories.hilton.com/doubletree, and follow the brand on [Facebook](#), [X](#) and [Instagram](#).

About Panoram Hotel Management

[Panoram Hotel Management](#) is a leading hospitality company specializing in the development, operation, and management of high-quality hotels across key destinations. With a strong commitment to excellence, innovation, and guest satisfaction, Panoram combines strategic vision with operational expertise to deliver exceptional experiences.

Currently, Panoram Hotel Management oversees 20 active hotel projects across Spain and Italy, from economy to luxury segments including properties under renowned international brands such as Hilton, Accor, and IHG.

Panoram Hotel Management continues to expand its footprint through strategic partnerships positioning itself as a trusted name in the global hospitality industry.

About Grupo Insur

Grupo Insur is a listed real estate investment and development group with 80 years of experience, committed to people, integrity, innovation, and the environment, creating value for all its stakeholders. It is a leader in property management in Andalusia with a portfolio of 117,000 square meters of office, hotel, and commercial space and 3,000 parking spaces. In its development activity, it has a portfolio of 4,853 homes in prime areas of Andalusia and Madrid and 114,839 square meters of tertiary development projects, of which 48,689 square meters are under development and three of them, the Ágora and Noa office projects in Malaga, and Elever in Madrid (Las Tablas) are under construction. It has a unique business model that contributes to the creation of life projects, inspiring and improving people's well-being.

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