
CBRE fully integrates Neoturis to strengthen its leadership in Portugal's hotel sector

Lisbon - March 16, 2026 - Global real estate advisor, CBRE, has announced the full integration of Neoturis, a leading Portuguese tourism advisory firm. This strategic move reflects a long-term growth vision focused on delivering comprehensive advisory services amid the strong momentum of the hospitality sector and formalises a strategic partnership established in 2006.

The Neoturis team, comprising six professionals and led by founding partner Eduardo Abreu, now joins CBRE's hospitality division in Portugal. With more than 20 years of experience in strategic and operational advisory across tourism, leisure and entertainment, the team contributes deep local market expertise and a strong understanding of hospitality operations.

By combining CBRE's well-established expertise in hotel transactions, operator selection and investment advisory with Neoturis' strengths in operational consulting, strategic planning and feasibility analysis, the integrated team will support clients across the entire hospitality asset value chain - from concept creation and investment structuring to operational performance and asset optimisation.

Francisco Horta e Costa, Managing Director of CBRE Portugal, commented: "Our teams have worked very closely over many years across both advisory and transactional mandates. By bringing these capabilities together, our ambition is to clearly strengthen our leadership position in the market. The hospitality sector is undergoing a significant transformation, where returns are increasingly driven by concept quality and operational efficiency. The integration of Neoturis significantly enhances our ability to respond to this evolving landscape."

Eduardo Abreu, Founder of Neoturis and now Senior Director Hotels at CBRE Portugal, added: "In recent years, we have developed a strong collaboration with CBRE, combining strategic advisory with transactional expertise. Integrating these capabilities within a single platform brings clear added value. Today's hospitality investors are increasingly global and institutional, requiring comprehensive local support - from defining the initial concept through to the potential exit of the asset."

This integration takes place at a time of sustained attractiveness for Portugal's hospitality sector, which welcomed 31 million guests in 2025. Investor interest remains strong, underpinned by increasingly sophisticated hospitality concepts and resilient tourism demand across one of Southern Europe's most dynamic markets.

[About CBRE Group, Inc.](#)

CBRE Group, Inc. (NYSE: CBRE), a Fortune 500 and S&P 500 company headquartered in Dallas, is the world's largest commercial real estate services and investment firm (based on 2025 revenue). The company has more than 155,000 employees (including Turner & Townsend employees) serving clients in more than 100 countries. CBRE serves clients

through four business segments: Advisory (leasing, sales, debt origination, mortgage servicing, valuations); Building Operations & Experience (facilities management, property management, flex space & experience, data center solutions); Project Management (program management, project management, cost consulting); Real Estate Investments (investment management, development). Please visit our website at www.cbre.com.

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