



Press release

Griffin Capital Partners and PRIMESTAR launch Prime Griffin Hotels to build a leading hospitality platform in Poland

Warsaw/ Berlin, 22 June 2026 – Griffin Capital Partners and PRIMESTAR Group have launched **Prime Griffin Hotels**, a **50/50 joint venture** established to build one of Poland's leading hotel platforms. The partnership combines PRIMESTAR's proven hotel operating expertise with Griffin Capital Partners' extensive capabilities in investment, development, asset management as well as building and scaling enterprises, creating a platform positioned to capitalize on the long-term growth of the Polish hotel sector.

Poland's hospitality sector continues to benefit from strong economic fundamentals, increasing tourism activity, growing business travel demand and rising interest from investors and international hotel operators. Prime Griffin Hotels has been established to capitalize on these trends through a fully integrated model that combines investment, development, asset management and hotel operations within a single platform.

Griffin Capital Partners brings to the JV more than 20 years of Polish market expertise, extensive investment, development and asset management capabilities, and a proven track record of building and scaling businesses in real estate and private equity. These include Resi4Rent, one of Poland's largest institutional residential rental platforms, LifeSpot, a long-term rental housing platform in Poland, as well as purpose-built student accommodation platforms including Student Depot (exited in 2023) and StudentSpace. The firm currently manages investments with a gross asset value exceeding EUR 11 billion across twenty platforms and has established long-standing relationships with leading international investors and strategic partners.

As the operating partner, PRIMESTAR contributes a ten-year track record encompassing 21 hotels and 4,389 rooms across 13 cities in three countries, including the operation of the largest Hampton by Hilton and Holiday Inn Express properties in continental Europe. The group also brings its proprietary JUNE Hotel concept and next-generation technology platform, enabling a fully digital guest journey and supporting efficient, scalable hotel operations.

Together, the partners bring complementary capabilities. PRIMESTAR contributes its established hotel operating platform, hospitality expertise and technology capabilities, while Griffin Capital Partners provides investment, development and asset management expertise, alongside access to institutional capital and strategic relationships.



Prime Griffin Hotels will focus on Poland's largest urban markets, including Warsaw, Kraków, Wrocław, Katowice, Łódź, Poznań and Gdańsk, targeting hotels with more than 100 rooms in the midscale, upscale and luxury segments. The venture will pursue opportunities across acquisitions, developments, conversions, repositionings and operating partnerships, offering flexibility across lease, management and hybrid contract structures. It intends to cooperate with leading international brands, including Hilton, IHG, Marriott and JUNE, while remaining open to additional partnerships as it expands.

Nebil Şenman, Co-Owner and Managing Partner at Griffin Capital Partners, said: "This partnership brings together highly complementary capabilities: PRIMESTAR's established hotel operating platform, technology-driven approach and strong brand relationships, alongside Griffin Capital Partners' local market expertise, experience in building and scaling businesses, and long-standing relationships with international investors and strategic partners. Together, we are building a strong institutional platform for investors, owners and brands seeking access to one of Central and Eastern Europe's most attractive hospitality markets."

Dr. Roland Rausch, Chairman and Owner of PRIMESTAR Group, said: "The launch of Prime Griffin Hotels marks a defining step in PRIMESTAR's international expansion. With Griffin Capital Partners, we have found a partner that shares our entrepreneurial mindset and combines deep local market knowledge with institutional discipline. Poland is one of the most exciting hotel markets in Europe today, and together we will build a platform that brings our integrated operating model, digital innovation and brand expertise to a new generation of guests and investors."

Maciej Dyjas, Co-Owner and Managing Partner at Griffin Capital Partners, said: "At Griffin Capital Partners, we focus on sectors supported by strong long-term fundamentals and growing institutional demand. We see significant potential in hospitality, which is becoming an increasingly attractive asset class for long-term capital. Prime Griffin Hotels combines proven operating capabilities with institutional investment and asset management expertise, creating a scalable platform well positioned to benefit from these trends and deliver long-term value."

Prime Griffin Hotels is already evaluating several acquisition, development and conversion opportunities across Poland's largest cities and expects to announce its first transactions in the coming months. The ambition is to establish Prime Griffin Hotels as one of the country's leading hospitality platforms and a preferred partner for hotel owners, developers, international brands and institutional investors.



More information on Prime Griffin Hotels:

Prime Griffin Hotels is a 50/50 joint venture between Griffin Capital Partners and PRIMESTAR Group, dedicated to building a leading hotel platform in Poland. The platform combines PRIMESTAR's hotel operating excellence with Griffin Capital Partners' institutional investment and asset management expertise, and is built to scale across Poland's A-cities in the midscale to luxury segment. Prime Griffin Hotels offers full flexibility across transaction and contract structures, from new development and conversion to rebranding and lease takeovers, in partnership with leading international brands.

More information on Griffin Capital Partners:

Griffin Capital Partners is the largest privately owned investment and asset manager in private equity and real estate in CEE, Germany and selected other EU countries. It is the region's most active and innovative investor of its kind. Griffin Capital Partners is a recognized leader in private equity and real estate, originating and introducing innovative concepts and formats to the market. With a strong track record and extensive private equity and real estate know-how, it is a one-stop shop for international investors seeking exposure to CEE, Germany and selected Western European markets. The partners at Griffin Capital Partners have a long and successful track record of investing in and managing assets across Europe and the US. The gross asset value of Griffin-managed investments across twenty different platforms exceeds EUR 11 billion, with total invested equity of over EUR 4 billion.

More information on PRIMESTAR Group:

The PRIMESTAR Group is a leading multi-brand hotel operator with over 4,900 rooms in Continental European A-cities and works with the world's most renowned hotel brands. The "travel.work.live." concept combines smart accommodation solutions with digital efficiency and sustainability – tailored to the needs of modern travelers and delivering real added value for guests and institutional partners. For more information, please visit <https://primestar-hotels.com>

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