



## **Keytel Breaks into the Top 10 of Hotels Magazine's Global Ranking**

**Barcelona, 31 July 2025** - Keytel has entered the Top 10 for the first time in the prestigious THE LIST ranking, published annually by U.S.-based Hotels Magazine. In this year's edition, Keytel rises from 13th to 10th position, driven by sustained net growth that saw the company reach 3,600 affiliated hotels and 350,000 rooms by the end of last year. This global portfolio includes properties from The Prestige Collection, Keytel's luxury hotel brand, and Domus Selecta, its curated boutique hotel selection—both of which strengthen the company's distinctive positioning through high-value hospitality offerings.

The ranking features the world's leading hotel groups, including asset-heavy operators, management and franchise companies, consortia, and soft brands. In this context, Keytel's advancement is especially notable, as its core mission is to enhance the competitiveness of independent hotels and regional chains, all while respecting each property's individual brand identity.

Keytel's model is based on a set of flexible, scalable services designed to support hotel transformation in an increasingly competitive landscape. This approach has made Keytel a trusted strategic partner for many properties, offering a combination of commercial, technological, and brand positioning tools tailored to the specific needs of each hotel.

The company's growth has also been fuelled by strategic partnerships with local hotel groups and operators—established players in their domestic markets who are looking to expand their international presence. These groups have turned to Keytel to boost visibility and performance across various channels and market segments. Additionally, Keytel's strong investment in direct sales technology has played a critical role in driving its expansion.

With an ambitious global strategy and a solid development plan, Keytel is now firmly established as a key player in the evolution of the global hospitality industry, reinforcing its role as a trusted ally for hotels seeking competitiveness without sacrificing their independence.

### **About Keytel**

Keytel is the world's largest alliance of independent hotels, representing over 3,700 properties in 89 countries. The company is the first global organisation specialising in accelerating hotel transformation, offering a formula that combines consultancy, a broad portfolio of services, and technological tools designed to increase the speed of change and growth for its affiliated hotels.

### **About Grupo Hotusa**



Grupo Hotusa is a dynamic organisation comprising numerous companies involved in various areas of the tourism sector. With more than 47 years of history, Grupo Hotusa operates in over 130 countries, employs more than 6,000 people, and reported revenues exceeding €1.5 billion in 2024. The company is structured into three core business units: hotel services, operated under Keytel, the world's leading independent hotel consortium with over 3,600 affiliated properties; distribution, through Restel, which markets over 125,000 hotels globally; and hotel operations, through Eurostars Hotel Company, which manages more than 270 hotels in 20 countries.

**For more information:**

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