

Keytel launches the first edition of the Hotel Innovation Awards

- These awards were created with the objective of recognizing and highlighting the continuous efforts of independent hoteliers who are at the forefront of the tourism experience
- *The award ceremony will be held during the Independent Hotel Dinner, an evening organized by Keytel on the first night of FITUR*
- *The company continues to develop initiatives that boost the competitiveness of independent hotels and favor a promising future for the sector*

Barcelona, July 22, 2024.- [Keytel](#), the first alliance of independent hotels in the world, announces the [Hotel Innovation Awards](#), con los which will recognize and highlight the continuous efforts of hoteliers who are at the forefront of improving the tourism experience. The company seeks not only to reward excellence in the hotel industry, but also to encourage the adoption of advanced and more sustainable technological practices.

The award, which was created this year, will highlight those projects that contribute to the development of excellence in independent development in favor of excellence in the independent hotel industry, boosting its competitiveness within the tourism within the tourism sector through innovation and creativity. With this initiative, Keytel seeks to to encourage hotel performance, as well as to recognize and stimulate its creative and investigative facet. For this reason, the organization will value the practical character of the projects presented, considering the principles of **sustainability, technology and customer experience** as fundamental pillars of development and development and innovation.

The call for entries for this first edition will be open **from today until November 30, 2024** and the **award ceremony** will be held on Wednesday, January 22, 2025 during the Independent Hotel Dinner organized by Keytel in Madrid, a break in the week of FITUR during which the company and its associates enjoy an evening together.

The evaluation criteria: sustainability, technology and experience

One of the focuses of the **Hotel Innovation Awards** will be sustainability, as it plays a key role in the future of the the future of the hotel industry and in the improvement of tourist destinations. The jury will projects that demonstrate a strong commitment to sustainable practices that reduce environmental impact and promote resource conservation. practices that reduce environmental impact and promote the conservation of natural resources.

On the other hand, the award will also recognize the innovative use of technology as an evaluation criterion, taking into account the crucial role it plays in the guest experience and in the operational management of hotel establishments. From online reservation systems and mobile applications to internal process automation solutions, technological performance represents a key value in the present and future of the hotel market.



Finally, the capacity to offer a unique and memorable experience will be rewarded by evaluating, among other issues, excellence in service, architectural and interior design, quality gastronomy or recreational and cultural activities provided by the hotel. This criterion will value the creation and consolidation of the brand, as well as the differential value of each hotel project.

In conclusion, the **2025 Hotel Innovation Awards** organized by Keytel represent a significant opportunity to highlight and celebrate the efforts and creativity of independent hotels. Nominations open on July 1 and can be submitted as of now through the following website www.keytel.com/premios-innovacion-hotelera.

About Keytel

Keytel is the **first alliance of independent hotels in the world** with a portfolio of more than 3,600 establishments in 87 countries. The organization defines itself as the 1st organization specialized in accelerating hotel transformation processes, a formula that combines a wide range of services and technological tools to increase the speed of transformation and growth of its associated hotels.

About Hotusa Group

Hotusa Group is a dynamic organization made up of a significant number of companies related to the most diverse areas of the tourism sector. Grupo Hotusa, with more than **47 years of history**, the Group operates in more than 130 countries, has a workforce of 6,000 employees and had a turnover of more than 1.4 billion euros in 2023.

The company is organized into 3 business units: hotel services, integrated under the **Keytel** umbrella, which is the first consortium of independent hotels in the world; distribution, which operates as **Restel** and markets more than 125,000 establishments on a global scale; and hotel operations, **Eurostars Hotel Company** with a portfolio of more than 250 units in 19 countries.

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