



Independent hotels will have their date with innovation: Keytel launches the 2nd edition of its 2025 Hotel Innovation Awards

- Keytel, the leading alliance of independent hotels, announces the 2nd edition of its Hotel Innovation Awards for 2025
- The awards ceremony will take place during the Hotelier's Dinner, an evening event organized by the company on the first night of FITUR
- These awards recognize hotel projects that are at the forefront of the tourism experience

Barcelona, September 29, 2025. With more than 3,800 affiliated hotels in 90 countries, **Keytel**, the world's first alliance of independent hotels, is driving innovation and competitiveness in the sector with the second edition of its **2025 Hotel Innovation Awards**. This initiative honors projects, individuals, and organizations that are transforming the hotel industry through innovation, sustainability, strategic vision, and operational excellence.

The awards ceremony will take place on **January 21, 2026 at Casa de Burgos, Madrid**, during the traditional **Hotelier's Dinner**, coinciding with the opening day of **FITUR**.

Call for Entries

The submission period will be open from September 29 to November 30, 2025 at 11:59 PM. Hotels may submit up to three projects in case study format, detailing objectives, execution, results, and impact metrics.

Evaluation Criteria

The 2025 Hotel Innovation Awards will recognize projects that stand out for their real and transformative contribution to the sector, with special emphasis on the following aspects:

Sustainability: Strong commitment to responsible practices that reduce environmental impact and promote the conservation of natural resources, as well as positive social impact on teams, communities, and guests.

Technological Innovation and AI: Disruptive use of technology, including artificial intelligence and digital solutions, that enhance operational management and, above all, enrich the guest experience at every stage of their journey.

Guest Experience: Ability to deliver unique and memorable experiences through excellence in service, design, gastronomy, or cultural and leisure offerings.

Measurable Impact: Tangible results in operational efficiency, cost optimization, customer satisfaction, revenue generation, and competitive positioning.



Scalability and Replicability: Project potential to grow, be applied in different contexts, or become a benchmark within the industry.

At a time when **AI and personalized guest experiences** are redefining the tourism sector, the jury will pay special attention to projects that use these tools with creativity and strategic vision, generating a direct impact on customer satisfaction and loyalty.

With this initiative, Keytel reaffirms its commitment to **excellence and competitiveness** of independent hospitality, giving visibility to projects that pave the way toward the **future of tourism** and promoting the adoption of sustainable and advanced technological practices.

About Keytel

With more than **3,800 hotels in 90 countries**, Keytel is positioned as the largest global alliance of independent hotels. Its innovative approach combines specialized consulting, technological tools, and advanced services to accelerate the transformation and growth of its affiliated hotels.

About Grupo Hotusa

Grupo Hotusa is a dynamic organization made up of a significant number of companies operating in various areas of the tourism sector. With over 45 years of history, Grupo Hotusa operates in more than 130 countries, employs 6,000 people, and reported revenues of over €1.4 billion in 2023.

The company is structured into three business units: hotel services under the **Keytel** umbrella, the world's leading consortium of independent hotels; distribution, operated by **Restel** marketing over 125,000 establishments worldwide; and hotel operations through, **Eurostars Hotel Company** with a portfolio of more than 260 properties in 19 countries.

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