

More than 150 hoteliers and 40 suppliers meet at the 5th Ágora Central de Compras Convention

Madrid, February 28th - Ágora Central de Compras held yesterday its V Annual Convention of Purchasing Managers at the exclusive Eurostars Madrid Tower, consolidating itself as a key meeting point for the hotel sector. The event brought together more than 150 hoteliers and more than 40 leading suppliers, reinforcing its role as a catalyst for strategic synergies and facilitator of innovative solutions for purchasing management in the hotel industry.

A purchasing center at the service of the independent hotel industry

Since its founding more than 40 years ago as part of Grupo Hotusa, Ágora Central de Compras has become a strategic ally for independent hotels, providing not only access to advantageous economic conditions, but also expert advice and comprehensive solutions to optimize purchasing management. Its mission is to help hoteliers improve their competitiveness, ensuring access to quality products and services with the backing of reliable suppliers.

An event to drive efficiency and innovation in hotel procurement

Agora's Annual Convention has established itself as an essential forum for industry professionals, allowing attendees to learn first-hand about the latest trends, establish strategic business relationships and explore key innovations for the industry.

In this edition, participants had the opportunity to interact with leading suppliers and discover solutions that optimize purchasing processes in the hospitality industry. The day included networking spaces designed to foster strategic alliances, culinary exhibits, as well as training sessions focused on improving efficiency and safety in hotel management.

Commitment to safety and training

Ágora 2025 also highlighted the importance of occupational safety in the hotel sector with a specialized session on Occupational Risk Prevention, developed in collaboration with Würth. This training space provided key tools to ensure safer and more efficient work environments, reinforcing the commitment of the purchasing center to the professionalization of the sector.

A consolidated benchmark in the sector

The day concluded with a gala dinner at La Quinta del Jarama, where attendees were able to continue strengthening ties in a relaxed atmosphere. With each edition, the Annual Convention of Ágora Central de Compras reaffirms itself as an essential event for the independent hotel industry, offering a unique space for innovation, training and the development of new business opportunities.

Ágora Central de Compras

Ágora Central de Compras is the purchasing center of the Hotusa Group, which was created more than 40 years ago as an essential part of the company's value proposition to its associated hotels and with the aim of meeting the needs of the independent hotel industry in Europe in this area. The project is not only positioned as a purchasing platform where you can access economic advantages in terms of prices, but it provides a truly comprehensive solution for all those independent hotels that want to professionalize the management of their purchases or, at least, contrast it with an expert opinion.

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 19th 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 partner hotels.

Hotusa Group

Hotusa Group is a dynamic organization made up of a large number of companies related to the most diverse areas of the tourism sector. Grupo Hotusa, with more than 47 years of history, operates in more than 130 countries, has a workforce of more than 6,000 employees and had a turnover of more than 1.5 billion euros in 2024. 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 with more than 3,600 associated hotels; distribution, which operates as **Restel** and markets more than 125,000 establishments on a global scale; and the hotel operations area, **Eurostars Hotel Company** with a portfolio of more than 270 units in 20 countries.

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