



Keytel reaches an agreement with Omnibees to boost direct hotel sales in Brazil

São Paulo, September 18, 2025. - Keytel has reached an agreement with Omnibees that will allow hotels to access technological and service solutions designed to boost direct sales. Establishments working with Omnibees will be able to incorporate Keytel's services while maintaining Omnibees' connectivity and the bee2pay payment gateway. Keytel's contribution and its package of solutions focus on optimizing direct sales through marketing actions, greater visibility, and other solutions that help improve conversion, contact, and customer loyalty.

"Direct sales are becoming increasingly relevant for many of our hotels, which are achieving greater control of their sales and higher profitability. We know it goes far beyond having a booking engine: our proposal improves sales performance through the website," said representatives from Keytel.

With this integration, independent hotels in Brazil not only optimize their direct sales but also strengthen their positioning against OTAs, enhance the guest experience, and take advantage of advanced marketing and analytics tools provided by Keytel. This initiative reinforces Keytel's global strategy of supporting hotels in growing without losing their unique identity.

With more than 100 member hotels in Brazil, Keytel strengthens its presence in the country and expands the reach of its services. Until now, the company had focused its proposal on sales and promotion, but with this new direct sales solution, it takes a decisive step forward in its growth strategy.

About Keytel

With more than **3,800 hotels in 90 countries**, Keytel positions itself 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 member hotels.

About Grupo Hotusa

Grupo Hotusa is a dynamic organization made up of a significant number of companies related to various areas of the tourism sector. With more than 47 years of history, the Group operates in over 130 countries, employs more than 6,000 people, and in 2024 generated revenues exceeding 1.5 billion euros. The company is organized into three business units: hotel services, under the Keytel umbrella, which constitutes the world's leading consortium of independent hotels with more than 3,800 member hotels in 92 countries; distribution, which operates as Restel and markets more than 125,000 establishments worldwide; and hotel operations, Eurostars Hotel Company, with a portfolio of 287 properties in 23 countries.

>> For more information:



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