



Keytel partners with Travel Club to bring its loyalty plan to hotel direct sales

- ***The agreement, which is already operational, will allow all Travel Club members to accumulate points by shopping on the websites of more than 300 hotels***

Barcelona, July 10, 2023.- Keytel, the hotel services area of the Hotusa Group, has just closed an agreement with Travel Club to bring its Loyalty Plan to direct hotel sales. Thus, members of the best points program in the market will have the possibility of increasing their account by booking on the websites of the more than 300 Keytel partner hotels that use the company's booking engine in Spain.

The agreement is already operational and available to the more than 6 million active Travel Club cardholders who accumulate points for their purchases at the 12,000 merchants associated with the program, including well-known companies such as Repsol and Eroski.

Keytel's management is pleased "with this unprecedented agreement that has allowed us to introduce our associated establishments to a real loyalty plan aimed at the direct sale of independent hotels. This is a great leap forward since, until now, only the large chains were able to offer this type of incentive to their guests. In the case of Travel Club, it is possible to accumulate points with some online agencies. This alliance will make it possible for hotels to interact directly with the more than 6M members of this travel club".

Travel Club says it is "very proud to have reached this agreement, through which we can offer our partners a large network of hotels in which to earn points. In addition, we are confident that, thanks to our experience of more than 20 years in the world of loyalty, Keytel and its network of partner establishments will be able to develop more lasting and efficient relationships with their customers, relying on our knowledge and penetration in more than 6 million households and our ability to transform that information into effective loyalty strategies".

Keytel, the hotel acceleration company

Keytel is the first alliance of independent hotels in the world with a portfolio of more than 3,000 establishments and 426,000 rooms in 90 countries. The organization defines itself as the 1st specialized in accelerating hotel transformation processes, a formula that combines consulting, a wide range of services and technological tools to increase the speed of transformation and growth of its partner hotels.

About Travel Club

Travel Club is the best Points Program in the market with a network of more than 6 million members. Just by presenting their loyalty card, cardholders earn points every time they make their regular purchases or use the services of the more than 30 companies associated with the program, with its 200 online stores and 12,000 collaborating establishments.



Redemption can be done instantly on the website itself. The products available include a wide variety of national, international and rural tourism trips, leisure options such as theme parks, sporting events, cinema, theater, experiences and material gifts, including photography, multimedia and small household appliances, among others.

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