



Keytel brings together over 50 hoteliers at its Annual Convention in Italy and reinforces its commitment to independent hospitality

Riccione, October 8, 2025 – Keytel, the world’s largest alliance of independent hotels, held its Italy Convention 2025 yesterday under the theme “From Strategy to Action: Accelerating Independent Hospitality.” The event brought together more than 50 professionals from the Italian hotel industry at the Grand Hotel Des Bains in Riccione.

The main objective of the meeting was to boost the competitiveness of independent hotels in an increasingly dynamic market, combining trend analysis, strategic reflection, and real-world examples of transformation.

Trends and opportunities in the Italian hotel sector

During her presentation, Alina Minut, Associate Director at STR (CoSTAR Group), highlighted that Italian tourism remains solid in 2025, while emerging cities continue to show double-digit growth: Bologna +12%, Turin +4%, and Trieste +4%.

In contrast, iconic destinations such as Venice and Florence have experienced a decline in RevPAR of –15% and –11%, respectively. Minut pointed out: “Independent hotels that know how to adapt their strategy and leverage data to optimize pricing and segmentation will have real growth opportunities.”

Technology and strategic alliances as drivers of growth

The event also featured a discussion between Franco Grasso, CEO of FGRT, and Juanjo Cabello, Regional Director for Keytel Europe. Both emphasized that the key to success in independent hospitality lies in the combination of strong strategic alliances and smart technology.

Franco Grasso noted: “Strategic partnerships and trust in expert partners are essential to optimize the business performance of independent hotels. Technology is just a tool — what truly matters is understanding the hotelier and helping them build their roadmap.”

He added that by integrating PMS, Channel Manager, and RMS systems, “it is possible to achieve an average revenue increase of 50% when full information and freedom of action are in place.”

The event concluded with a cocktail reception in the Grand Hotel Des Bains, where participants continued to exchange ideas in a relaxed and engaging atmosphere.

Keytel’s presence in Italy and international projection

Since the beginning of 2025, Keytel has added more than 500 properties across 92 countries, including 71 in Italy, strengthening its presence in this strategic market and reinforcing its support for local independent hospitality.

With this convention, Keytel reaffirms its commitment to innovation, training, and the growth of the independent hotel sector, consolidating its role as a strategic reference partner at the international level.

**About Keytel**

Keytel is the world's first alliance of independent hotels, with a portfolio of more than 3,800 properties in 92 countries. The company defines itself as the leading organization specializing in accelerating hotel transformation processes — a model that combines consultancy, a broad range of services, and technological tools designed to boost the speed of transformation and growth for its member hotels.

About Grupo Hotusa

Grupo Hotusa is a dynamic organization made up of a wide range of companies linked to various areas of the tourism sector. With more than 45 years of experience, the group operates in over 130 countries, employs 6,000 professionals, and reported a turnover of more than €1.4 billion in 2023. The company is structured into three business units: Hotel services, under the Keytel umbrella, the world's first consortium of independent hotels; Distribution, through Restel, which markets over 125,000 properties worldwide; and Hotel operations, through Eurostars Hotel Company, managing a portfolio of more than 260 properties across 19 countries.

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