

Domus Selecta holds its Annual Convention and highlights the rise of boutique tourism as a key trend for 2025

Madrid, February 27, 2025. The Domus Selecta boutique hotel collection held its annual convention yesterday at the Eurostars Madrid Tower hotel where it addressed tourism trends for 2025 and 2026, highlighting the growth of boutique hotels as the preferred option for travelers seeking authentic and sustainable experiences.

The experts pointed out how globalization and the standardization of destinations have transformed the traveler's mentality, who now values originality and contact with local culture more highly. In this context, Keytel's CEO, Xavier Cortés, pointed out that “the rise of boutique hotels is a real transformation of tourism. At Keytel we help these hotels to compete without losing their essence, giving them strategic tools to boost their profitability and differentiate themselves in a market where authenticity and sustainability mark the future.”

The keys to tourism of the future: authenticity, accessibility and purposeful travel

During her speech, Pepa Casado, CEO of FutureA presented the Hospitality Trend report, unveiled at Interihotel. It highlights the three trends that will transform the industry:

- **Transforming experiences:** travelers are looking for meaningful experiences, far from homogeneous and prefabricated tourism.
- **Accessibility:** inclusion is key to attracting new segments of travelers, with affordable experiences designed for everyone.
- **Purposeful travel:** the connection to local culture, gastronomy and sustainable practices is increasingly relevant in traveler's decision making.

Sustainability and profitability: a commitment to the future

It was also discussed how sustainability directly impacts profitability, with data showing how sustainable hotels reduce operating costs by up to 20%. Denniss Baltodano, director at The Good Concierge, explained that “there is a direct relationship between sustainability and profitability. Travelers are opting for accommodations that identify with their social and environmental commitments and that generate a positive impact on the environment”.

Domus Selecta presented its 2025 directory with 270 hotels in 28 countries, highlighting a 20% growth in 2024, with the expansion to two new destinations: Thailand and Uruguay.

At the convention, awards were presented to outstanding hotels in design, sustainability and customer experience, such as Eunice Hotel Gastronómico (design), Casa Anamaria (sustainability), and Teatrisso Hotel Palacio (experience).

Finally, a workshop was held with travel agencies, reinforcing the collaboration and marketing of boutique hotels.

With this initiative, Domus Selecta reaffirms its commitment to the future of boutique tourism, focusing on differentiation, sustainability and the creation of unforgettable experiences for the traveler of tomorrow.

About Domus Selecta

Domus Selecta is a distinguished collection of boutique hotels, each with its own charm and unique personality. With more than two decades of history, this brand has consolidated its presence in the hotel industry, representing an exclusive catalog of more than 270 carefully selected hotels, located throughout the international geography with presence in 28 countries.

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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