



Convened under the heading “Accelerating”, it was held today at the facilities of the Eurostars Universal Lisboa 5*

Keytel gathers more than 100 hotels in Lisbon for its annual convention in Portugal

- *The meeting focused on the excellent results obtained by the independent hotel industry through an appropriate investment policy and its adaptation to new market trends and demands*
- *The company remains committed to growth in Portugal, a market with a high percentage of independent hotels and very large local groups, both segments in which Keytel concentrates its major contribution*

Lisbon, November 22, 2023.- More than 100 hotels gathered today at the annual convention held by Keytel at the Eurostars Universal Lisboa 5* under the heading “Accelerating”. The meeting focused on the vital importance for independent establishments and small chains of implementing an appropriate investment policy and adapting to new market trends and demands.

Keytel's portfolio in Portugal exceeds 350 establishments, the second largest after Spain. For this reason, the framework of the meeting was used to reaffirm the organization's firm commitment to the Portuguese market, which has a high percentage of independent hotels and numerous large local groups, both segments in which the company concentrates its major contribution.

The company bases its contribution and added value on a set of services aimed at improving performance and that make up a comprehensive proposal that helps boost the business of its associated hotels, focusing on the areas of Sustainability, Technology, Direct Sales, Cost Management, Marketing and Communication, Marketing and Training.

A project stronger than ever

Within the framework of the convention, the Keytel team explained the importance of direct sales as the backbone of the commercial strategy and presented the excellent balance of the last fiscal year, highlighting **the expansion of its portfolio of associated hotels, which has added, since last January, more than 600 establishments in 40 countries.** A line of work in constant evolution and focused on the contribution of innovation, digitalization and sustainability to the hotels explain, to a large extent, this remarkable growth.

Amancio López, president of the Hotusa Group, was in charge of inaugurating the conference, and during his speech he emphasized that “the excellent growth results recorded by Keytel confirm our firm belief in the opportunities that the current situation offers to independent hotels, small establishments and smaller chains that, with the right knowledge and *partners* can access the technology and tools necessary to be competitive”.



Xavier Cortés, DG of Keytel, told attendees that his organization will continue to work to be the partner of reference for all independent hotels and regional chains around the world to help them take advantage of all the opportunities that this new era presents: "Your accommodation offer is necessary and differential for the traveler, but in many cases it can and must still evolve".

The event also included a round table entitled "Tendencias de evolução do Turismo em Portugal" in which Dr. Elisabete Felix, director of the business dynamization department of the Portuguese Tourism Investment Support Directorate, and Gonçalo Regalado, Banco Millennium's Director of Corporate and Business Marketing, participated. The members of the panel unanimously agreed that the great opportunity for Portugal's development lies in betting on quality as a differential factor. The panel was moderated by Luis Cruz, executive director of the Hotusa Group in Portugal.

Google sees good prospects for tourism demand

In the final presentation, which preceded the lunch, Frederico Costa, Head of Google Travel in Portugal, left a message of optimism for the sector, predicting good prospects for tourism demand for the year 2024. He also gave examples of how artificial intelligence is already bringing changes in improving the customer experience by providing much more immersive content.

The convention ended with a workshop in which attendees were able to learn about the new strategies and services that Keytel offers its associated hotels to optimize their performance and improve their results.

About Keytel

Keytel is the world's leading independent hotel alliance with a portfolio of more than 3,000 properties in 80 countries.

The organization defines itself as the 1st organization 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 associated hotels.

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