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KEYTEL HOLDS ITS ANNUAL MEETING IN SPAIN WITH MORE THAN A HUNDRED ATTENDEES

- *In the coming weeks, the company will replicate this meeting in Paris and Lisbon for its partner hotels in France and Portugal, respectively*
- *The convention, which ended with a workshop with AAVV, dealt with the novelties derived from the recently announced merger of Keytel and Hotusa Hotels and addressed the news and trends of the hotel market and the sector as a whole*

Barcelona, November 11, 2021.- Keytel, the hotel services division of the Hotusa Group, held its Annual Meeting in Spain today at the facilities of one of its associated establishments, the Wellington Hotel & Spa Madrid. The meeting, which was attended by around one hundred people, dealt with the novelties derived from the recently announced merger of Keytel and Hotusa Hotels and addressed the news and trends of the hotel market and the sector as a whole. In the afternoon, and as a way of closing the day, a workshop with Travel Agencies took place.

In this regard, the slogan: “Keytel: The Hotel Accelerator” presided over an event in which the company claims to be the “1st organization specialized in hotel acceleration”, a formula that combines consultancy, a wide range of services and technological tools to increase the speed of transformation and growth of its associated hotels.

The President of Grupo Hotusa, Amancio López, was in charge of opening the convention, and did so with a speech in which he reviewed the vicissitudes experienced by the sector since the outbreak of the pandemic, the great work of recovery that needs to be faced and, above all, the great challenges facing tourism: digitalization, sustainability, the need to create unique and experiential products and the fight against *tourismphobia*.

López also stressed that, despite the threats, the current situation is excellent for independent hotels because, with the right knowledge and partners, small establishments and smaller chains can access the technology and tools they need to compete.

Xavier Cortés, CEO of Keytel, spoke along the same lines in a speech entitled: “*Changes in the Tourism Area. The first worldwide alliance of independent hotels is born*” emphasized that it is precisely for this reason that it has been decided to merge the companies providing services to hotels, Hotusa Hotels and Keytel: to strengthen the company's commitment to independent hotels and maximize its value proposition, expanding the range of services in order to increase the speed of transformation and growth of its associated hotels. Cortés also emphasized that the new company has become the **largest independent hotel alliance in the world** with a portfolio of more than 4,000 hotels and 426,000 rooms in 80 countries.

After these two initial interventions, the day was structured in 2 discussion panels, the first of which focused on the commercial area, under the heading: *Sales and Marketing* and in which essential items were reviewed to optimize the marketing of establishments: digital strategy, pricing policy, positioning or development of “tailor made” projects adapted to the characteristics of each establishment. The second panel, entitled “ *New trends in hotel management*”, addressed topics of great interest and topicality, such as the areas of purchasing and procurement, the competitive regenerative model. Sustainability and hotels, European Aid and Next Generation Funds and the importance of the Brand in Independent Hotels.

Before the lunch break, it was the turn of Maurici Segú, Director of the Room 0 Project, who gave a speech on “The Brand of your Hotel”, in an intervention aimed at highlighting the importance and value of working to position the establishment by virtue of its singularities and attributes, to create, in short, a unique product. After lunch, the “Re-connect Workshop”, which brought together hoteliers and travel agents, brought the day to a close.

In the coming weeks the company will replicate this meeting in Paris and Lisbon for its partner hotels in France and Portugal respectively.

Hotusa Hotels and Keytel merge

As announced last week, Grupo Hotusa has decided to integrate its two hotel services companies (Hotusa Hotels and Keytel) in an operation that will become effective on 01/01/22. This merger represents a natural evolution that will improve and maximize the value proposition that both companies were offering, individually, to their respective associated establishments. The company will operate under the name Keytel, with the aim of taking advantage of the prestige and market strength of a brand with more than 40 years of experience.

Keytel's offer is based on an essential premise: the need to be complete, personalized and adaptable to any type of hotel. For this reason, it is based on 6 “acceleration vectors” that make up an integral proposal that has to help boost the business development of associated hotels in 6 main areas: 1) **Marketing and Sales**, 2) **Technology and Digitalization**, 3) **Direct Channel and Digital Strategy**, 4) **Marketing and Communication**, 5) **Purchasing and Cost Management** and 6) **Partnerships & Knowledge**.

In this regard, the Tourist Groups area will constitute the only exception in this rebranding operation and will continue to operate as Hotusa Groups.

About Grupo Hotusa

Following this latest operation, the company is now organized into 3 business units: hotel services, which will be integrated under the **Keytel** umbrella, distribution, which operates as **Restel** and the hotel operations area, **Eurostars Hotel Company**.

Born in 1977 and headquartered in Barcelona (Spain), Grupo Hotusa has a workforce of more than 5,500 employees and its turnover exceeded, in 2019, 1.2 billion euros.

>> For more information:

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