

## Keytel gathers more than 100 hotels in Madrid for its annual convention

- *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*
- *As part of the event, the company took stock of the last fiscal year, highlighting the 540 new establishments associated with its portfolio*

Madrid, October 26, 2023.- Under the heading “Accelerating”, Keytel, the hotel services division of Grupo Hotusa, held its annual convention today in Madrid. The meeting, which brought together a hundred of its associated hotels at the *Only You Atocha* focused on the confidence that the independent hotel industry has been able to instill in customers during the summer season, which is the result of an appropriate policy of investment in sustainability and innovation, as well as its adaptation to the new trends and demands of the market.

The company bases its contribution and added value on a set of services that make up a comprehensive proposal that helps to boost the business of its associated hotels in the areas of sustainability, technology, direct sales, cost management, marketing and communication, marketing and training.

### A growing project

Within the framework of the convention, the Keytel team 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 540 establishments.**

**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, managing director of Keytel, gave a speech along the same lines, describing Keytel's growth and development plans: “We continue to advance in the execution of our strategy focused on the contribution of innovation, digitalization and sustainability plans tailored to the reality of independent hotels and small groups”.

The different panels that made up the event featured authoritative voices that contributed their views on the multiple opportunities that the current market offers to independent hotels.

### Optimistic Future, Challenges and Opportunities

**Judit Montoriol**, expert economist at CaixaBank Research, was the protagonist of the first presentation, which focused on Economic Keys. Her speech focused on providing information on tourist arrivals in Spain and advanced the forecasts for next year according to the data handled by her organization. According to this information, the sector will continue on an upward trend, although with a somewhat more moderate growth.



Under the title “The phygital era comes to hotels: reinventing the customer experience” the businessman **Dimas Gimeno** shared his experience and vision in the field of *retail* where there are great parallels in everything related to the customer experience. In this sense, he argued that the “phygital” concept and the need to be able to generate a “total connection” with the customer is equally applicable to hotels and is one of the pillars of their transformation.

#### **Artificial Intelligence**

Artificial intelligence will change the way in which travelers search for information to book their hotels and will allow the emergence of new players in the distribution field that offer alternatives to the current hotel search engines (OTA'S). Keytel sees this as a great opportunity.

For this reason, and although the various applications of artificial intelligence are still unknown to many, **Emiliano Carluccio**, VP of Analytics International at Prima Assicurazioni, took part in the event, providing practical examples of the use of AI as a tool for improving the operational efficiency of hotels. One of the most graphic examples was that of its application in some revenue management systems (RMS), which are becoming more and more precise and are becoming key for revenue management professionals.

#### **Loyalty programs, the great challenge**

Proper segmentation is one of the multiple and most important variables in revenue management, as it contributes to customer loyalty and greater knowledge of the customer, allowing the hotel to increase the personalization of the experience, maximize the price and increase guest satisfaction. This was expressed during his presentation by **Gustavo Liras**, Commercial Director of Travel Club, the leading points program in Spain in which Keytel participates and which is available to all its associated establishments.

#### **Robotics comes to hotels**

Robotics is already a reality in many hotels and the gradual increase in its implementation will provide greater productivity and significantly improve the experience of travelers. This is what Isidro Fernández, CEO of Bumerania, a startup specializing in robotics that has started working on hotel projects, said during the last speech of the day.

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.

**>> For more information:**

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