



According to the classification elaborated by the prestigious North American magazine HOTELS Magazine

## Keytel once again ranks as the world's leading Hotel Consortium for the 12th consecutive year

- *The company ranks first in the ranking of hotel consortiums and thirteenth in the global ranking of hotel companies by number of rooms*
- *Present in 87 countries, the consortium's portfolio comprises 3,517 hotels with a total of 316,530 rooms*

Barcelona, August 5, 2024.- [Keytel](#), the alliance of independent hotels belonging to [Grupo Hotusa](#), has been ranked for the twelfth consecutive year as the world's leading hotel consortium by the prestigious North American magazine HOTELS Magazine.

The company also climbed one position in the global ranking of this publication, which classifies the world's leading hotel companies by number of rooms, moving up from 14th to 13th place compared to the previous year.

During this period, Keytel added more than 30,600 rooms, from 285,930 to 316,530, and **added 340 new hotels** between January and December 2023, increasing its portfolio from 3,177 to 3,517 establishments.

For Keytel's management, "it is a source of immense pride to lead, for more than a decade, the ranking of the world's leading hotel consortiums, as a result of our adaptation to different markets and the versatility of our proposal, which ranges from technological solutions to marketing services comparable to those used by the largest international chains. We add to the exclusive uniqueness that independent hotels offer, the professional advice to turn them into successful projects".

Keytel is characterized by the ability to adapt its model to the specific needs of each hotel and to the circumstances of the different markets to meet the needs of independent hotels and regional chains. Thanks to its services, dedication and commitment, the consortium generates a high increase in the business performance of its associates to levels even higher than those of the hotel chains.

The complete Hotels Magazine ranking can be reviewed at [this link](#).

### **About Keytel**

Keytel es **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 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.



### **About Grupo Hotusa**

Grupo Hotusa is a dynamic organization made up of a significant number of companies related to the most diverse areas of the tourism sector. Grupo Hotusa, with more than 47 years of history, the Group operates in more than 130 countries, has a workforce of 6,000 employees and had a turnover of more than 1.4 billion euros in 2023.

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 3,500 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 260 units in 19 countries.

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