



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

Keytel, world's leading Hotel Consortium for the 11th consecutive year

- *Its portfolio comprises a total of 3,177 establishments with a total of 285,930 rooms*

Barcelona, September 18, 2023. - Keytel is, for the eleventh consecutive year, the world's leading hotel consortium according to the ranking of the prestigious North American magazine HOTELS Magazine. The company is also fourteenth in the publication's global ranking, which also includes the world's leading hotel chains.

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. This is an excellent opportunity to make our organization visible and to show the independent hotel industry as a whole the strength of our proposal as a quality alternative to the hotel chains. Although the range of services we offer is not necessarily presented as a 360º service to owners, our technological and marketing solutions can be compared to those used by the largest international chains".

Keytel is "*the world's first independent hotel alliance*", with a model based on offering solutions that meet the needs of independent hotels and regional chains. In this sense, the value of the services offered by the company lies in the impulse it is capable of generating in the business performance of its associates, reaching levels that can be much higher than those of hotel chains. It is a proposal that adds to the exclusive uniqueness currently offered by certain independent hotel products, the professional advice and the appropriate technology to turn them into successful projects.

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:

Hotusa Group Communication

Dept.

Inés Hidalgo | María Iglesias

Tel. 932 681 010 – Ext. 702

E-mail: comunicacion@grupohotusa.com