



AI Redefines Traveler Decision-Making and Shapes the Future of Tourism

Lisbon, December 18 - During the Keytel Portugal Convention 2025, held at the Altis Grand Hotel in Lisbon before an audience of more than 80 hoteliers, it became clear that the tourism sector is facing a dual transformation on a global scale: the technological revolution that is redefining traveler decision-making, and the strategic role of investment as a driver of economic competitiveness.

Within the tourism sector, Pau Ferret, Chief Revenue Officer, highlighted how artificial intelligence and real-time comparison tools are changing the way travelers choose hotels. According to the data presented, these tools can increase conversion rates by up to 21.7%, with a return of €18 for every euro invested. Ferret warned that in 58% of online searches, the hotel direct price is higher than on OTAs, resulting in a loss of competitiveness for independent hotels, and emphasized the need to focus on direct sales and the elimination of price disparities.

The convention also addressed the macroeconomic impact on tourism. Gonçalo Regalado, CEO of Banco Português de Fomento (BPF), explained the institution's key role in boosting the Portuguese economy, with more than €3.9 billion in guarantees contracted in 2025 and an impact exceeding €6 billion in mobilized credit and capital. Regalado highlighted strategic projects and the Pulsar Plan 2026-2028, whose goal is to achieve an impact of 12.5% of GDP.

In this context, Keytel reaffirmed its role as a strategic partner for independent hotels, supporting them in their growth within an increasingly competitive environment. Xavier Cortés, Managing Director of Keytel, emphasized that “although technology and investment are redefining the sector, differentiation remains the main driver of competitiveness, focusing on sustainable growth based on data, trust, and strategic support, without giving up the identity and uniqueness of each hotel.”

About Keytel

Keytel is the world's first global alliance of independent hotels, with more than 3,800 establishments in 92 countries. We are a strategic partner that supports each hotel in growing without losing its essence, enhancing what makes them unique and helping them accelerate the transformation and growth of their associated hotels. We combine consulting, strategy, technological innovation, and tailored solutions to strengthen the uniqueness of each property.



About Grupo Hotusa

Grupo Hotusa is a dynamic organization made up of a large number of companies operating across a wide range of areas within the tourism sector. With more than 50 years of history, Grupo Hotusa operates in over 130 countries, employs more than 6,000 people, and recorded revenues exceeding €1.5 billion in 2024.

The company is organized into three business units: hotel services, integrated under the Keytel umbrella, which constitutes the world's first alliance of independent hotels with more than 3,800 associated properties; distribution, operating as Restel and marketing more than 125,000 establishments globally; and hotel operations, Eurostars Hotel Company, with a portfolio of more than 294 properties in 23 countries.

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