

According to the “Observatorio de la Hotelería Independiente en España” (Observatory of the Independent Hotel Industry in Spain) conducted by Keytel in collaboration with Braintrust Consulting Services

IN SPAIN URBAN HOTELS ARE MORE HIGHLY RATED THAN SUN AND BEACH ESTABLISHMENTS

- *This is especially relevant in a market where 51% of the hotel plant belongs to the sun and beach segment vs. 49% of urban establishments*
- *“Cleanliness”, ‘Comfort’, ‘Value for money’, and ‘Location’ are the aspects where the gap is widest in favor of city hotels*
- *This is the second major conclusion of this exhaustive study, which already shared, in its first installment, that independent hotels enjoy a better reputation than chain hotels*
- *The working method combines the analysis of the evaluations made at www.booking.com of 3, 4 and 5 star establishments located in Spain with interviews with renowned experts, who have contributed to certify the conclusions drawn.*

Barcelona, February 29, 2024.- [Keytel](#) -the first alliance of independent hotels in the world- and **Braintrust Consulting Services** -a global professional services firm specializing in tourism- present the second major conclusion of their “Observatory of Independent Hotels in Spain”. The study, which was created with the aim of X-ray the current situation of this sector compared to the big chains, affirms in this new issue that **urban hotels are better valued than sun and beach hotels**.

These results should be contextualized in a market, the Spanish market, in which **51% of hotels belong to the sun and beach market**. In this respect, the main differences can be found in the areas of “Cleanliness”, “Comfort”, “Value for money” and “Location”, where urban hotels enjoy a better perception, while the evaluation of aspects such as “Staff” and “Cleanliness” are fairly even in both segments.

It is also important to note that “vacation” hotels belonging to hotel chains are significantly worse in customer ratings than independent establishments in this segment.

Why these scores

One possible explanation for this result is that in the sun and beach segment, the quality-price ratio is usually partially sacrificed in order to adjust the cost-revenue balance, and here aspects as important as cleanliness, comfort and Wi-Fi are affected. In addition, the greater dependence on distributors in marketing often has a negative impact on the expectations of the client, to whom the location and characteristics of the hotel are not accurately conveyed and who, therefore, ends up contracting a product that differs from the one expected.

These conclusions are also directly related to another of the major readings from the study: **staff and cleanliness are the aspects most valued by users**. The human factor, the employee's ability to understand and meet the needs of customers, is one of the great champions of a hotel, where the hotel's success and prestige are largely at stake. And, of course, and especially after the pandemic, the perception of hygiene and cleanliness, both in rooms and common areas, is a key factor.



It is therefore essential for sun and beach hotels to improve their standards in terms of cleanliness, comfort and technological accessibility. And, in the case of chain hotels, it is particularly important to close the gap between product quality and the rates offered to satisfy guests with usually high expectations. In this regard, the higher rating of independent hotels in this segment corroborates Keytel's argument: by emphasizing those aspects that turn a stay into an experience, their ability to compete is indisputable.

The foregoing conclusions

Last January Keytel shared a first and significant conclusion of the study: clients value independent establishments more highly than those integrated into hotel chains. Among the reasons that support this choice are their uniqueness, personalized service, value for money and the possibility of enjoying a more experiential stay away from standardization.

As a consequence of these results, hotels that do not belong to hotel groups are faced with the urgent need, if they wish to maintain these excellent perceptions, to maintain and renew assets, to optimize pricing policies and to ensure the utmost professionalism and care in customer service.

A professional and comprehensive study

The working method combines the analysis of the evaluations made at www.booking.com of 3, 4 and 5 star establishments located in Spain with interviews with renowned experts, who have contributed to certify the conclusions drawn.

Over the next few months, and always within the framework of this observatory, Keytel will announce new conclusions and results that are drawn from this exhaustive analysis of the national independent hotel panorama.

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 a wide range of services and technological tools to increase the speed of transformation and growth of its associated hotels.

About Braintrust

Braintrust is a Spanish multinational consulting firm with offices in Madrid, Mexico, Buenos Aires, São Paulo and Santiago de Chile, and a team of more than 100 professionals and more than 1,000 studies under its responsibility in several countries.

Its staff of qualified consultants is dedicated to offering high value-added business solutions and to the permanent search for differentiation, which has led Braintrust to successfully develop new analysis methodologies and innovative solutions.

The company has clients of very diverse sizes and different sectors such as: Tourism and Leisure, Telecommunications, Banking and Means of Payment, Insurance, Energy, Distribution and Retail.

Within the travel industry Braintrust works for the main destinations, travel agencies and tour operators, airlines, hotel chains, car rental, or technology companies.



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