



Keytel consolidates its position as a benchmark for the independent hotel industry after a successful convention in Rio and participation in WTM Latin America 2025

Rio de Janeiro, April 11, 2025. - Within the framework of WTM Latin America 2025, Keytel has successfully celebrated the 29th edition of its Convention in Brazil, consolidating its commitment to the growth of the independent hotel in Latin America. The event took place at the emblematic Rio Othon Palace Hotel in Rio de Janeiro and brought together more than 60 hoteliers, institutional authorities, tourism marketing experts, strategic partners such as Omnibees, and included a keynote speech by Google on the digital trends that are shaping the future of the sector.

A day to analyze the future of the independent hotel

The convention addressed key issues such as internationalization, direct sales, digital transformation and new ways of connecting with the digital traveler. Xavier Cortés, CEO of Keytel, was in charge of opening the event with a speech in which he highlighted the company's strategic role as an ally of the independent hotelier:

"Our goal is to accompany the independent hotel and regional chains in Brazil with tangible solutions that allow them to adapt to a changing environment, boost their international visibility and enhance sales through the hotels' own websites. We want to be the partner that walks alongside the hotelier, helping them to leverage the most strategic sales channel, which allows them to better know their customers, adapt their offer and disintermediate an important part of their marketing", said Cortés.

Pedro Fernández (Google): "AI is no longer the future, it is the present and growth"

One of the most awaited moments was the intervention of Pedro Fernández, *Senior Account Manager of Mid Market Sales at Google*, who presented the latest trends on the behavior of the digital traveler and the role of artificial intelligence in the process of inspiration, search and booking decision: *"Today the traveler is demanding, plans more, and values simple and uncomplicated experiences. AI makes it possible to deliver just what they need, when they need it. Tools such as Performance Max for Travel Goals have been proven to multiply bookings and improve performance in record time",* Fernández said.

During the conference, it was analyzed how today's travelers are looking for frictionless experiences, efficient planning and increasingly sophisticated personalization. More than 70% of users start their planning in digital environments, and 36% have not yet decided their destination in the initial search phase. This insight reinforces the need for hotels to be present from the first moments of the customer journey: exploration, inspiration and comparison.

In its presentation, Google shared success stories of hotels that achieved a 97% increase in revenue and 85% increase in direct sales thanks to an integrated digital marketing strategy.



Hotusa Group: a firm commitment to Brazil

Alberto Barredo, general manager of the Hotusa Group's Tourism Division, was in charge of closing the convention with a speech in which he underscored the company's trajectory and long-term vision in Brazil:

"After 20 years of the group's work in Brazil, the country has consolidated its position in the top 5 among its outbound markets worldwide and is very close to doing so in terms of the destination of its bookings. Brazil was a big bet, the development has been successful, but my feeling during this visit is that the most important thing is yet to come", said Barredo.

Institutional support and presence at WTM Latin America

The event was supported by the Brazilian Association of the Hotel Industry of Rio de Janeiro (ABIH-RJ) and Riotur, consolidating its role as a reference space for the local hotel ecosystem.

Keytel's presence at WTM Latin America 2025 will serve to present technological solutions, its business consulting model and its vision of sustainability applied to tourism.

Latin America, a key region on Keytel's roadmap

With more than 680 million projected inhabitants by 2030, Latin America represents one of the most vibrant tourism markets on the planet. In this context, Keytel reaffirms its vocation to be a growth accelerator for independent hotels and regional chains in the region. *"It's not just about selling more, but selling better, understanding the customer, personalizing the offer and building loyalty with value. That is the direct selling we propose",* concluded Cortés.

About Keytel

Keytel is the world's leading alliance of independent hotels with a portfolio of more than 3,600 establishments in 87 countries. The company defines itself as the 19th 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 partner hotels.

Hotusa Group

Grupo Hotusa is one of the most dynamic tourism organizations in the sector. With more than 47 years of history, it operates in more than 130 countries, has a workforce of more than 6,000 employees and had a turnover of more than 1.5 billion euros in 2024. 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 3,600 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 270 units in 20 countries. >> For more information: Keytel Communications Dept. Ana Viladot.Tel. 93 268 10 10 (Ext. 211) .E-mail: ana.viladot@keytel.com