



STUDY REVEALS THAT INDEPENDENT HOTELS ARE MORE HIGHLY RATED THAN CHAIN HOTEL

- *This is the main conclusion of the first phase of analysis of the results of the Observatory of the Independent Hotel Industry in Spain promoted by Keytel in collaboration with Braintrust Consulting Services*
- *The study has a panel of multidisciplinary experts within the hospitality sector and aims to describe the situation of independent hotels compared to chains and provide solutions to strengthen their value proposition and increase their competitiveness*
- *Over the next few months, and always within the framework of this observatory, Keytel will periodically publish the conclusions and results of this exhaustive analysis of the independent hotel sector in successive reports*

Barcelona, February 06, 2024.- Keytel - the first alliance of independent hotels in the world - and Braintrust Consulting Services - a global professional services firm specializing in tourism - have launched the “Observatory of Independent Hotels in Spain”. The study was created with the aim of taking a snapshot of the current situation of this sector vis-à-vis the large chains and, once the diagnosis has been obtained, to provide solutions to strengthen its value proposition and increase its competitiveness.

The working method was based on the analysis of the evaluations made by customers on the web site www.booking.com regarding both independent and chain-affiliated establishments in the 3, 4 and 5-star categories, located in Spain, and divided into urban and vacation segments. The exhaustive study of these evaluations has been complemented by interviews with renowned experts, who have contributed their particular vision and have helped to reinforce and certify the conclusions drawn.

In this regard, the company, which will present the results of the study in different blocks, advances a first and significant conclusion: **Customers value independent establishments more highly and, therefore, show their preference when it comes to booking them over the proposal of large chain hotels.**

A determining factor in this regard is the ability of independent hotels to offer a more personalized service and a unique experience that reflects the identity of the destination, compared to the standardized lodging formula offered by hotel chains. Increasingly, tourists want to be immersed in the essence of the place they are visiting, an experience that is perceived as much more feasible in independent hotels.

Pricing, Facilities and Procedures: Some Opportunities for Improvement

The study also reveals a second reality: **Prices in independent hotels tend to be lower.** A priori this could only be understood as a strength in the eyes of the customer. However, it could reveal a double shortcoming in sales management. 1) The inadequate matching of rates to the service offered - the *pricing* strategy must be adjusted to the consumer's own experience - and 2) The failure to optimize the *revenue management*, policy, a task best performed by the chains, which allows them to set their prices more in line with the quality provided.

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The last major headline of this phase of analysis might seem, a priori, contradictory, since a **greater presence of independent hotels is detected among the best and worst rated.** However, this reality only highlights the two sides of the same coin. The personalized service and attention to detail offered by hotels not affiliated with chains, which, if used appropriately, can be perceived as a differential element and an added value that improves the traveler's experience, can become a negative input if it is associated with lack of professionalism or disregard for the guest.

Thus, the uniqueness and care of the unique product that is the independent hotels, places some of them at the top of the valuation rankings, while the lack of investment and renovation of assets, a poorly applied pricing policy or a lax customer service can push others to the bottom of the table.

In short, the study corroborates the thesis that defends the contribution of independent hotels to the tourism offer in a positive way, while the analysis also extracts points for improvement that represent opportunities for independent hotels to continue competing. **Keytel directs all its activity and the development of its solutions to help these hotels to continue improving their offer and to reinforce the sustainability of the independently operated hotel model.**

Over the next few months, and always within the framework of this observatory, Keytel will announce the new conclusions and results that will be 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.

>> For more information:

Hotusa Group Communication Dept.

Inés Hidalgo | María Iglesias | Claudia Conte

Tel. 93 268 10 10 (Ext. 702) / 93 268 10 10 (Ext. 659)

E-mail: comunicacion@grupohotusa.com