

*After the success of its pioneering program ThePowerMBA – Tourism & Hospitality Edition by Keytel*

## **Keytel y ThePower Business School lanzan un nuevo programa de Marketing Digital especializado en turismo**

- ***“Digital Marketing for Tourism & Hospitality - Edition by Keytel” is a pioneering digital tourism marketing program that will be launched initially in Spanish, but in the coming months will also be available in English. Those companies that sign up will gain access to the platform's entire training catalog***
- ***The program will feature the participation of various authoritative voices from the sector and leaders from companies such as Weglobeyou, Meliá Hotels International and Fideltour, among others***
- ***Access is free for associated establishments and offers special conditions for those independent hotels that register through Keytel***

Barcelona, April 25, 2023.- **Keytel** and **ThePower Business School** consolidate their alliance by creating the [“Digital Marketing for Tourism & Hospitality-Edition by Keytel”](#), a complete digital marketing program specialized in the tourism sector that responds to the new tourism model, the result of the evolution of digital channels. This innovative program aims to provide professionals in the sector with new tools to improve their competencies and skills in this field, as well as allow them to keep abreast of the latest trends and help them to enhance the digital transformation of their business.

The collaboration between the two companies is strengthened after the great reception of their first joint launch, the [“ThePowerMBA – Tourism & Hospitality by Keytel”](#) program, which, one year after its launch, already has more than 2,000 students enrolled. The objective of this second digital MBA, which also brings together interviews and specific cases, is to become a benchmark program in the tourism field. Thus, experts from leading companies in their markets, such as Borja Expósito, **CEO of Weglobeyou**; Diego Calvo, **CEO Concept Hotel Group**; Javier Pérez, **general manager of Fideltour** and Sara Matarrubia, **Global Loyalty Director at Meliá Hotels International**, will share in first person and in interview format, their digital marketing strategy and what tools they have had at their disposal to develop a successful model.

The program stands out for its innovative educational model that, based on the methodology of ThePower Business School, offers training capsules of only 15 minutes, which can be accessed from any device and location. Thus, professionals who join the course will have access to specialized modules on digital marketing that will deal with the operation of OTAs or the integration of Google Hotel Ads, the role of metasearch engines and how to take advantage of them to increase direct sales. In addition, the syllabus will address other highly relevant issues such as guest onboarding and social media strategy.

“Digital Marketing for Tourism & Hospitality - Edition by Keytel” will be available, free of charge, from this April for all hotels associated with the company through a “virtual seat” in the digital business school of ThePower Business School.

With this format, each of the **participating establishments** will not only have access to the program specialized in digital marketing in the tourism sector, but will also have access to all the programs offered by the most revolutionary online business school in Europe. In case the establishment needs more seats, **Keytel** offers special conditions.

In addition, Keytel will provide additional “seats” to access this platform to **non-partner independent hotels** with exceptional conditions. All those who register through Keytel will have an added value: access to all the courses offered by the platform.

Both companies say they are proud to be able to continue working together in the creation of specialized training in a sector of great national relevance. Keytel declares that **“the first program we launched was a resounding success** and we hope this one will be too. It is a privilege for us to help our clients to offer added value to their customers, accompanying them on this **path to excellence** every day. For this, having a good **digital marketing strategy is vital** right now”.

Keytel has thus managed to create a new area within the organization, that of training, which at group level was already a fundamental pillar. This joint collaboration with the online school is a long-term relationship, with both parties working to continue creating new resources specialized in *hospitality*.

**ThePower Business School** is “very proud to be able to consolidate our training proposal with a key vertical for the economic development of the country and that reinforces our commitment to one of the sectors that is joining innovation”.

More information and registration for the course on the web: <https://www.thepowermba.com/en>

### **About Keytel:**

Keytel is the world's first 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.

### **About ThePower Business School:**

ThePower Business School is the business school that is revolutionizing higher education around the world. With little more than 4 years since its founding, the school has already convinced more than 100,000 students and is present in more than 100 countries. In addition, it has the support of founders and managers of world-renowned companies such as Waze, Youtube, Shazam, Tesla or Netflix, who have joined the project as teachers, inspired by the purpose of the brand: “Democratize quality higher education around the world”. ThePower Business School proposes a disruptive method of education: online classes of 15 minutes, without schedules, and monthly networking events in person and online. It combines “the best of face-to-face training with the best of online training”.

>> **For more information:**

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