



While the turnover of its reservation center is growing by 60%

Keytel adds 200 new hotels to its portfolio during the first four months of 2023

- ***The company continues to internationalize its hotel acceleration model, incorporating, between January and April, 160 hotels outside Spain***
- ***As a cornerstone of its philosophy, it continues to promote initiatives that complement its range of services and consolidate its image as a strategic partner in multiple facets of the independent hotel business***

Barcelona, June 1, 2023.- [Keytel](#), the hotel services division of Grupo Hotusa, continues with its firm and solid commitment to expansion. Thus, during the first four months of 2023, the company has added 200 new associated establishments to its portfolio, of which 80% (160) are outside Spain. These figures consolidate the good growth expectations at the beginning of this year and reinforce the internationalization process of the hotel acceleration model.

Among the countries where new hotels have been added, Thailand stands out, accounting for 28 of the new additions. Southeast Asia continues to be one of the regions in which Keytel expects to register the greatest growth in the coming years. Latin America is also a strategic region for the organization, with Mexico and Brazil leading the way, countries in which the company has recently strengthened its commercial structure to drive this expansion process.

The Reservation Center, at full capacity

Another area of activity that stands out in the first four months of the year is Keytel's Reservations Center and the business it generates for its more than 3,000 associated hotels. So far this year, booking revenue has grown in all geographic areas, exceeding the previous year's figure by a total of 60%.

In addition, during these first months, the number of 500 hotels using the company's booking engine for direct sales has been surpassed. This service, specially designed to maximize and optimize the sales of independent hotels, is considered a key element in the organization's proposal to improve the results of its associated establishments.

A comprehensive approach, beyond sales

The hotel acceleration model and the set of services provided by Keytel are mainly aimed at independent hotels and also at regional chains that want to improve everything related to the sustainability of their business. In this sense, the company emphasizes and highlights in a special way its integral contribution to the hotel business, especially in terms of sustainability, understood not only in the environmental field, but also in its economic and social facets.



In this regard, the company's management is optimistic about the future. *"The current situation, marked by a recovery in demand, has been key for hotels to continue investing in improvements in all areas of their activity. That is why we are confident that our associates will continue to trust us and rely on us, not only in the commercial and sales area, but also to promote and consolidate their product through the wide range of services that Keytel offers its associates".*

Keytel, The Hotel Acceleration Company

Keytel is the first alliance of independent hotels in the world with a portfolio of more than 3,000 establishments in 80 countries. The organization defines itself as the 1st 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 Grupo Hotusa

Grupo Hotusa is a dynamic organization made up of a significant number of companies related to the most diverse areas of the tourism sector. Grupo Hotusa, with more than 45 years of history, the Group operates in more than 130 countries, has a workforce of 5,000 employees and had a turnover of nearly 1.2 billion euros in 2022.

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; 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 250 units in 18 countries.

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