



In the framework of its annual dinner that gathered more than 100 guests

## **Keytel announces the launch of an observatory to evaluate the independent hotel industry**

- *The company has exclusively presented its study on the situation of the independent hotel industry in Spain, carried out by the consulting firm Braintrust, which describes the situation of independent hotels compared to the chains and provides 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*
- *This agape, which is celebrating its 3rd edition, aims to strengthen ties, as well as to share and vindicate the achievements made*

Madrid, January 25, 2024.- Keytel held last night, for the third consecutive year, the "Independent Hotel Dinner". The meeting, conceived to strengthen ties and share and vindicate achievements, brought together a hundred guests representing 250 hotels associated with its portfolio. This edition had a special component. During the event, the launch of an observatory to evaluate the independent hotel sector was announced for the first time, and the results of a study on its current situation and associated opportunities for improvement were presented. Both initiatives have been promoted in collaboration with Braintrust Consulting Services.

In this regard, the studies to be carried out within this observatory will focus on measuring the degree of satisfaction of customers of independent hotels vs. guests of large chains, identifying the best and worst rated elements by users of these establishments and suggesting, once the conclusions have been drawn, possible levers and elements for improvement 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 national independent hotel panorama in successive reports.

Held in the gastronomic space El Ovillo, the agape was attended by the president of Grupo Hotusa, **Amancio López**, who in his speech highlighted the importance of the independent hotel industry, a fundamental axis of the company, and emphasized the strength of Keytel and its team to provide this segment of hotels with solutions to continue competing"

### **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 consulting, 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](mailto:comunicacion@grupohotusa.com)