



A historic alliance enabling independent hotels to access exclusive training programs, enhancing operational excellence, innovation, and talent management in the hospitality sector

Keytel and EHL Hospitality Business School join forces to transform executive education in independent hospitality

Barcelona, October 7 – Keytel, the world’s largest alliance of independent hotels, announces a strategic partnership with EHL Hospitality Business School, a global leader in hospitality education. The agreement will enable independent hotels to access executive programs designed to enhance competitiveness, foster innovation, and strengthen talent management.

This announcement is particularly relevant in a context of profound workforce transformation: according to the 2025 Future of Jobs Report by the World Economic Forum, 40% of current skills will need to change or become obsolete over the next five years.

In the hospitality sector, the availability of updated training programs, accessible anytime, anywhere, and backed by a prestigious university, has been very limited. Online education has become an essential tool due to its flexibility — and in this area, EHL is a global reference. Founded in 1893 in Lausanne, Switzerland, EHL has over 25,000 alumni and solid experience in digital training: more than 2,000 professionals in 60 countries have benefited from its programs, with 92% of participants reporting improved performance or career progression.

Thanks to this collaboration, staff from Keytel’s network of over 3,800 hotels will, for the first time, have access to structured training modules on Hospitality Management, Marketing and Revenue Management, Hotel Finance and Real Estate, and Strategy and Leadership.

With this agreement, Keytel expands the quality offering of its Keytel Academy platform, reinforcing its commitment to the development of its member hotels.

“We are very proud to collaborate with EHL to bring their expertise and knowledge closer to independent hotels,” says Xavier Cortés, managing Director of Keytel. “This partnership reflects our commitment to training and will allow our members to access world-class educational resources.”

EHL emphasizes that “this agreement represents a key step in our goal to make excellence in hospitality education accessible to all professionals in the sector, promoting innovation and the competitiveness of independent hotels.”

About Keytel

Keytel is the world’s first alliance of independent hotels, with a portfolio of more than 3,800 properties in 92 countries. The company defines itself as the leading organization specialized in accelerating hotel transformation processes, combining consultancy, a wide range of services, and technological tools to drive growth and operational excellence for its member hotels.

About Grupo Hotusa



Grupo Hotusa is a dynamic organization comprising numerous companies across various sectors of the tourism industry. With more than 45 years of experience, Grupo Hotusa operates in over 130 countries, employs 6,000 staff, and reported revenues exceeding €1.4 billion in 2023. The group is organized into three business units: hotel services, integrated under the Keytel umbrella, which constitutes the world's largest consortium of independent hotels; distribution, operating as Restel and marketing over 125,000 properties globally; and hotel operations, through Eurostars Hotel Company, with a portfolio of more than 260 units in 19 countries.

About EHL Hospitality Business School

EHL Hospitality Business School is the world's leading hospitality management school, founded in 1893 in Lausanne, Switzerland. Recognized by the industry as the top hospitality school globally, EHL is also a reference in hospitality innovation and a center of excellence in hospitality education for students worldwide. With over 25,000 alumni, EHL hosts the broadest hospitality network in the industry.

For more information:

Keytel Communications Department

Ana Viladot

Tel. +34 93 268 10 10 (Ext. 211)

Email: ana.viladot@keytel.com