

Keytel has surpassed 100 partner hotels in Brazil and is strengthening its position in the country with its annual conference in Porto de Galinhas

- ***The company consolidates its growth in the country and brings together more than 50 hoteliers at a meeting focused on developments in hotel marketing***
- ***Artificial intelligence, developments in travel search and the drive towards direct sales are the key elements of Keytel's strategy to improve hotel competitiveness***

Brazil, 10 April 2026. – [Keytel](#) continues to **consolidate its growth in the Brazilian market**, where it **now has over 100 partner hotels**. This milestone reaffirms the company's firm commitment to expanding its presence in key destinations across the country and strengthening its role as a strategic partner for the independent hotel sector.

Against this backdrop, the company held its third convention in Brazil, this time in Porto de Galinhas, an event that brought together more than 50 hoteliers from the destination and served to highlight a comprehensive vision of hotel marketing. Keytel positions itself as a partner capable of acting on all the levers that influence hotel performance: distribution, direct sales, marketing and *revenue management*.

The future of travel search is already here

Travel search is entering a new era: conversational, intuitive and user-centred, leaving administrative processes behind.

During the convention, **Keytel once again welcomed Google** as a keynote speaker at a time when technology plays a decisive role in capturing demand via the hotel's own website. "Travel search is evolving and hotels must be prepared to make the most of it," noted guest speaker **Pedro Fernández, Senior Account Manager at Google, in his presentation**.

Keytel highlighted the growing importance of artificial intelligence as a key driver in the evolution of direct sales, emphasising the need for hotels to continue investing in improving their 'own channel' to increase their competitiveness and commercial efficiency. In this regard, the partnership with Omnibeas will be a decisive factor in the development of Keytel's solutions and services in Brazil aimed at boosting direct sales for hotels.

A model combining direct sales and international distribution

Keytel's model is based on a balance between promoting the hotel's direct channel, its own website, and a powerful international distribution network. Its B2B booking centre, Restel, saw a 45% increase in sales to Brazil, making this destination the company's sixth-largest source market in terms of international sales volume.

The company has a diversified sales mix, with Argentina as its main source market (35%), followed by the domestic Brazilian market (24%), whilst the remainder is distributed across a wide range of markets in which the company maintains a commercial presence. The company

remains committed to the Brazilian market and aims to consolidate its position as a global partner for hotels in a flexible and straightforward manner, so that each establishment can work with Keytel to boost its commercial performance without the need for direct operational investment.

World Travel Market Latam

Keytel will also be attending the World Travel Market Latam, which takes place next week in São Paulo, and invites all hotels wishing to find out more about the company to visit us.

About Keytel

With over 3,800 hotels in 90 countries, Keytel is positioned as the largest global alliance of independent hotels. Its innovative approach combines specialist consultancy, technological tools and advanced services to accelerate the transformation and growth of its partner hotels, whilst always highlighting the uniqueness of each one.

About Grupo Hotusa

Grupo Hotusa is a dynamic organisation in the tourism sector with a history spanning nearly 50 years. The Group operates in over 130 countries, employs more than 6,000 staff and, in 2025, achieved a turnover of over €1.65 billion.

The company is organised into three business units. The first is the hotel operations division, which, under the name Eurostars Hotel Company, has a portfolio of over 300 hotels in 24 countries. The second comprises the hotel services division, whose operations are grouped under the Keytel umbrella, the world's largest alliance of independent hotels, with 3,800 member establishments. The final business unit is the distribution division, which operates as Restel and markets over 130,000 accommodation units worldwide.

>> For further information:

Grupo Hotusa Communications Department

Ignasi Angrill González

Tel. 93 268 10 10 (Ext. 213)

ignasi.angrill@grupohotusa.com