



At FITUR 2026

Keytel Brings Together Over 100 Independent Hotels and Awards Innovation Transforming the Industry

- **Hotel Ábaco, Hotel Alambique, and Hotel Marquis Reforma** recognized for innovation in personalized hospitality, technology, and international culinary experiences
- **The 5th Hotelier Dinner and 2nd Hotel Innovation Awards 2025** reinforce this event as a key meeting point for the present and future of independent hotels
- **Grupo Hotusa President Amancio López Seijas and Keytel Managing Director Xavier Cortés** highlighted the crucial role of independent hotels in the sector's future

Madrid, January 22, 2026 – Coinciding with the opening of FITUR 2026, Keytel, the largest global alliance of independent hotels, held its **5th Hotelier Dinner** last night. The exclusive event brought together over 100 industry professionals and has consolidated its position as a key date on the hotel sector calendar.

Before the event began, a moment of remembrance and respect was observed for the victims and families affected by the serious train accident in Córdoba, expressing the sincerest condolences and institutional solidarity with all those impacted, a gesture shared by all attendees.

The Hotelier Dinner is a dedicated space for Keytel partner hotels to share experiences, strengthen relationships, and highlight the attributes that define independent hotels: authenticity, uniqueness, and adaptability in an increasingly competitive and globalized environment.

During the evening, the **2nd edition of the Hotel Innovation Awards 2025** took place. This initiative recognizes projects driving the evolution of the sector through innovation, technology, sustainability, and enhanced guest experiences, always with a clear focus on people. The awards were decided by an independent jury that evaluated entries based on real business impact, scalability, environmental and social sustainability, and the ability to create unique experiences.

Awarded Hotels in This Edition:

- **Hotel Ábaco (Altea) – Innovation in Personalized Hospitality**

Recognized for its 360º Sensory Hospitality project, transforming every stay into an emotional and multisensory experience, attending to every detail before, during, and after the guest's visit. A boutique hospitality model based on personalization, closeness, and handcrafted, non-standardized service.

- **Hotel Marquis Reforma (Mexico) – Innovation in Culinary Experience**



Honored for placing gastronomy at the center of the hotel experience through international culinary events connecting culture, cuisine, and hospitality. The project involves collaboration with chefs and hotel teams from different countries, creating a differentiated concept with international reach.

- **Hotel Alambique (Portugal) – Technological Innovation**

Awarded for an integral project combining advanced digitalization and energy efficiency in hotel management. Using cutting-edge technology solutions and an innovative SPA concept aimed at off-season optimization, the hotel enhances occupancy, revenue, and guest experience year-round.

During the event, Grupo Hotusa President Amancio López Seijas emphasized the strategic role of independent hotels in the sector's future, highlighting creativity, closeness, and adaptability as key competitive factors. He also reaffirmed Keytel's commitment to supporting its partner hotels as a strategic ally in their current and future challenges.

Keytel Managing Director Xavier Cortés presented the awards and thanked the partner hotels for their trust, emphasizing the importance of innovation, technology, and knowledge as drivers of sustainable growth.

The Hotelier Dinner once again became the highlight of the independent hotel sector, a celebration of past achievements and a forward-looking event based on personality, excellence, and innovation.

About Keytel

With over 3,800 hotels in 90 countries, Keytel is the largest global alliance of independent hotels. Its innovative approach combines specialized consulting, technological tools, and advanced services to accelerate the transformation and growth of its partner hotels, while always highlighting each property's unique character.

About Grupo Hotusa

Grupo Hotusa is a dynamic organization composed of numerous companies operating across different areas of the tourism sector. With over 47 years of history, the group operates in more than 130 countries, employs 6,000 staff, and generated over €1.6 billion in revenue in 2025.

The company is organized into three business units: hotel services, under the Keytel umbrella, representing the largest global alliance of independent hotels; distribution, operating as **Restel**, managing over 125,000 properties worldwide; and hotel operations, **Eurostars Hotel Company**, with a portfolio of over 290 hotels in 23 countries.



For more information:

Keytel Communication Department

Ana Viladot

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

E-mail: ana.viladot@keytel.com