



## **Keytel Holds Its 2026 Convention in Medellín and Strengthens Its Commitment to Independent Hotels in Colombia**

**Medellín, February 23, 2026** – Keytel, the world’s largest alliance of independent hotels, brought together 50 Colombian hotels this year for its 2026 Convention, held at the Hotel Poblado Plaza in Medellín.

A significant part of Medellín’s emerging hotel landscape has become an exemplary market for Keytel to continue developing its business. “The destination offers new, high-quality hospitality with owners and management teams committed to building their own brands,” says Xavier Cortés, Managing Director of Keytel.

The organization, dedicated to providing services to hotels and part of the Hotusa Group, has over 100 partner hotels in Colombia and has established itself as a strategic avenue for independent hotels to enhance their competitiveness without sacrificing their unique identity.

Under Keytel’s model, properties maintain their personality, design, and distinctive value proposition while gaining access to global distribution networks and advanced commercial technology that would otherwise be complex or costly to implement individually.

“Additionally, they benefit from increased international visibility, access to corporate markets, centralized marketing campaigns, and direct sales technology — all without the operational rigidity of a traditional brand.”

The two pillars that Keytel provides have continued to grow strongly in the Colombian market. On one hand, sales generated through its own Reservation Center grew more than 20% in 2025 for Colombia, with international sales accounting for over 75%. At the same time, the organization highlighted its ability to also sell effectively in the domestic market, demonstrating how a global company can develop its presence outside its home country — Keytel has partner hotels in 90 countries — while still leveraging its domestic markets.

Beyond its role as a “driver of commercial development for hotels,” Keytel clearly promotes disintermediation, with direct sales as a key strategic channel, supported by digital tools and data analytics to personalize the guest experience and foster loyalty.

### **Innovation and Sustainability**

During the convention, sustainability solutions were also presented, highlighting the work of The Good Concierge, Keytel’s sustainability consultancy, which has implemented protocols to optimize water and energy use, reduce food waste, and communicate progress transparently. These initiatives demonstrate how hotels can combine operational efficiency with enhanced guest experiences.

### **About Keytel**

With more than 3,800 hotels in 90 countries, Keytel is the world’s largest 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 their unique character.



### **About Grupo Hotusa**

Grupo Hotusa is a dynamic organization comprising numerous companies across various sectors of the tourism industry. With over 47 years of history, Grupo Hotusa operates in more than 130 countries, employs 6,000 staff, and achieved revenues of over €1.6 billion in 2025.

The company is organized into three business units: the hotel services division, under Keytel, which constitutes the world's largest alliance of independent hotels; the distribution division, operating as Restel, which markets over 125,000 properties globally; and the hotel operations division, Eurostars Hotel Company, with a portfolio of more than 290 hotels in 23 countries.

### **For more information:**

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