

The strength of independent hotels is reaffirmed at the Domus Selecta convention

The Domus Selecta Annual Convention brings together hoteliers and experts in Santiago de Compostela to analyze how artificial intelligence, direct sales, and interior design are emerging as opportunities to build the competitive advantage of boutique hotels.

Santiago de Compostela, March 11, 2026. - The Domus Selecta Annual Convention, held this Tuesday in Santiago de Compostela, brought together hoteliers and industry experts to analyze how artificial intelligence, digital communication, and interior design are redefining the boutique hotel model and its relationship with guests.

In a context marked by technological transformation in the sector and changes in international tourist flows, participants agreed that independent hotels are in a particularly favorable position to take advantage of new market opportunities.

During the meeting, Xavier Cortés, CEO of Keytel, stated that “good hospitality is not about size or budget, it's a question of approach” and that the rules for attracting new customers lie in authenticity, proximity, and consistency.

Artificial intelligence changes hotel marketing

One of the central themes of the meeting was the impact of artificial intelligence on hotel marketing. According to Nil Espinar, Director of Strategy and Business Development at Keytel, AI is profoundly transforming the process of inspiration, search, and booking for travelers. “Artificial intelligence is revolutionizing the discovery and booking process, creating great opportunities for hotels that know how to adapt.” Espinar pointed out that OTAs, search engines, and digital platforms have begun a technological race to integrate artificial intelligence into their services, giving rise to new models of intermediation.

In this context, boutique hotels have the opportunity to strengthen their direct sales and their relationship with guests through personalization and digital positioning strategies.

Recognition of hotel excellence

During the convention, several awards were presented to establishments in the Domus Selecta collection for their track record and excellence.

The awards went to Hotel Casa Pizarro (interior design), Santa Clara Urban Hotel & Spa (sustainability), Hotel Quinta San Francisco (customer experience), and Hotel Palacio Las Manillas (track record in Domus Selecta).

The day also included a professional meeting with travel agencies specializing in tailor-made trips, where hoteliers held meetings with agents to strengthen commercial relationships and explore new business opportunities.

About Domus Selecta

Domus Selecta is an international collection of boutique hotels with their own identity, bringing together more than 270 establishments in 28 countries, characterized by their uniqueness and commitment to authentic hospitality.

Sobre Keytel

With more than **3,800 hotels in 90 countries**, Keytel is positioned as 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, always highlighting the uniqueness of each one.

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