



One year after its merger with Hotusa Hotel

Keytel presents the first results of its hotel acceleration model

- ***The company closes its first fiscal year with a more than positive balance: the average sale, through its marketing channels, of its network of associated establishments rises 14% compared to 2019 while its digitalization service, specialized in direct sales, achieves increases of over 70%***
- ***For the second consecutive year, the organization has held, within the framework of FITUR, the “Independent Hotel Dinner”. More than 100 hotels gathered at an agape that highlights the authenticity and adaptability of this type of establishments and allows them to share and vindicate their achievements***

Madrid, January 19, 2023.- One year after the announcement of its merger with Hotusa Hotels, which was made official at Fitur 2022, and in which the company's new service proposal for independent hotels was unveiled, Keytel has once again chosen the most international trade fair in the world of tourism to present the first results of its hotel acceleration model. The company, which welcomes its clients, partners and suppliers at the Hotusa Group Stand located in Pavilion 10 (10C09), closes its first year with a more than positive balance.

In the last year, the world's leading alliance of independent hotels has generated business worth 330 million euros through its marketing service and has distributed its hotels to a total of 117 countries. It should also be noted that its average sales per hotel have increased by 14% with respect to the 2019 financial year.

The company's digitalization service, which specializes in direct sales and boosts the direct marketing channels of each establishment, has also played an important role. It is not in vain that this area has added a total of 100 hotels in fiscal 2022, some of which have recorded turnover increases of more than 70% in sales through this “proprietary” channel.

Keytel's training proposal, an MBA specialized in the tourism sector and developed in conjunction with The Power Business School, is also progressing successfully. This initiative was born out of a firm commitment to help member hotels consolidate and increase their knowledge of market and sector trends as the only way to increase their competitiveness. Today more than 1,900 students follow these courses.

Xavier Cortés, Keytel's General Manager, emphasizes that “the current moment is especially good for increasing our portfolio with new hotels that are looking for an effective alternative to improve their operating results”. And he adds that “it seems that there can only be independent hotels, whose future and viability is in question, or hotel chains. But this is not the case. There is a formula, which is what we offer, that gives hoteliers the possibility of having the best of both models. And this is none other than that of an independent hotel that is sustainable from all points of view.



The Independent Hotel Dinner: Meeting Place and Forum for Reflection

In its firm commitment to strengthen ties with its network of hotels, as well as to create, through its events proposal, a community that brings them closer, Keytel has held for the second consecutive year, the Independent Hotel Dinner. The event, organized within the framework of Fitur, last night brought together more than 100 of its national and international hotel partners in an agape that highlights the authenticity and adaptability of these types of establishments and allows them to share and vindicate their achievements.

The meeting, held at Espacio ABC, was attended and addressed by the president of Grupo Hotusa, Amancio López, who stressed the importance of independent hotels, the founding axis of the organization, and defended that “despite the competition from the chains, any individual establishment can survive perfectly well if it has the fundamental tools for its management”.

Mr. López also stressed that “Keytel’s objective has always been to provide hotels with all the instruments that will enable them to play on an equal footing with any group. This has always been our great challenge and, through technology and thanks to our size as a company, we have made it a reality”.

Keytel, the hotel acceleration company

Keytel is the result of the merger of Hotusa Hotels and Keytel, the two hotel services companies of Grupo Hotusa, which took effect just one year ago. Both companies have been offering services to their associated establishments for more than 40 years and their union makes Keytel the first alliance of independent hotels in the world with a portfolio of more than 3,000 establishments and 426,000 rooms in 90 countries.

The organization defines itself as the 1st organization specialized in accelerating hotel transformation processes, a formula that combines consultancy, a wide range of services and technological tools to increase the speed of transformation and growth of its associated hotels.

About Grupo Hotusa

Founded in 1977 and headquartered in Barcelona (Spain), Grupo Hotusa is a solid organization with a track record of more than 45 years. The company operates in 130 countries, has a workforce of 5,000 employees and its turnover in 2019 was close to 1.2 billion euros.

Following the integration of its two hotel services companies, the company is organized into 3 business units: hotel services, integrated under the **Keytel** umbrella, distribution, which operates as **Restel** and markets more than 125,000 establishments on a global scale, and the hotel operations area, **Eurostars Hotel Company** with a portfolio of more than 240 units in 17 countries.

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