



As part of its annual dinner at the Hotel Independiente, which brought together more than 100 guests

Keytel celebrates the 1st edition of the Hotel Innovation Awards 2024

- *The winners were El Palace Barcelona, Futurotel, and deLuna Hotels, recognizing their leadership in customer experience, technology, and sustainability*

The company celebrated its 4th edition of the “Independent Hotel Dinner” after the first day of FITUR

- *The event was attended by the president of Grupo Hotusa, Amancio López, who highlighted the importance of independent hotels and continuing to be their strategic partners in his speech*

Madrid, January 22, 2025.- Keytel, the world's largest alliance of independent hotels, held its eagerly awaited **“Independent Hotel Dinner”** last night, coinciding with the start of FITUR and for the fourth consecutive year. This exclusive event brought together more than 100 professionals from the hotel sector, establishing itself as an essential event within the framework of the most important trade fair in the tourism industry.

This year's edition marked a special milestone with the **inaugural presentation of the 2024 Hotel Innovation Awards**, a pioneering initiative designed to recognize and promote creativity, sustainability, and digital transformation in the hotel industry.

The big winners of the night were:

- **Hotel El Palace Barcelona – Award for Innovation in Customer Experience**

The **La Caseta de El Palace** initiative, an exclusive pop-up in the hotel's Rooftop Garden, transported guests to an authentic Andalusian fair with flamenco, tapas, and sherry wines, in collaboration with Palacio Domecq. A unique cultural experience that has redefined the concept of luxury hospitality.

- **Futurotel – Award for Innovation in Technology**

Futurotel has revolutionized the sector with its focus on smart hotels, offering fully personalized stays through advanced digitalization systems. From check-in to check-out, everything is optimized with cutting-edge technology, maximizing efficiency and customer satisfaction.

- **deLuna Hotels – Sustainability Innovation Award**

With its **beGreen** program, deLuna Hotels integrates sustainability and technology to create responsible tourism experiences. In addition, the use of intelligent robots improves daily operations, ensuring both a positive impact on the environment and an enhanced guest experience.



A unique event to build the future of the sector

The event, held at the exclusive Casa de Burgos estate in the heart of Madrid, has established itself as one of the key dates of the year for the hotel industry. During the evening, attendees had the opportunity to reflect on the current challenges facing the sector and discuss the main trends that will shape the future, especially for independent hotels seeking to remain competitive in a globalized market.

The president of Grupo Hotusa, Amancio López Seijas, highlighted the importance of innovation as key to the development of the independent hotel sector. *"Independence and creativity are the pillars that will differentiate the hotels of the future. Meetings like this inspire us and reinforce our vision of a stronger and more connected sector."* He also highlighted, *"the importance of adapting to the reality of our partner hotels"* and assured all the hoteliers present that *"our goal is to continue to be there, always, for any problem a hotel may have"*.

Xavier Cortés, CEO of Keytel, was in charge of presenting the awards and spoke very positively about the results of the last year, thanking the hoteliers for their support and commitment: *"It has been an extraordinary year for Keytel. We continue to grow alongside you and are committed to innovation and technology as the driving force behind our success."*

The award-winning hoteliers thanked Keytel for the recognition they have given them with these awards, but above all for continuing to be their strategic partner in order to continue growing in this highly competitive market.

About Keytel

With more than **3,600 hotels in 80 countries**, Keytel is positioned as 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.

About Grupo Hotusa

Grupo Hotusa is a dynamic organization made up of a significant number of companies related to the most diverse areas of the tourism sector. With more than 45 years of history, Grupo Hotusa operates in more than 130 countries, has a workforce of 6,000 employees, and had a turnover of more than €1.4 billion in 2023.

The company is organized into three business units: hotel services, integrated under the umbrella of **Keytel**, which is the world's leading consortium of independent hotels; distribution, which operates as **Restel** and markets more than 125,000 establishments globally; and hotel operations, **Eurostars Hotel Company** with a portfolio of more than 260 units in 19 countries.

>> For further information:

Keytel Communications

Department

Ana Viladot

Tel. 93 268 10 10 (Ext. 211)

E-mail: ana.viladot@keytel.com