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## **Prestige Hotels of the World by Keytel presents the 2010 edition of its Hotels Directory at FITUR**

**The prestige hotel brand belonging to Keytel now has a portfolio of 102 establishments spread evenly between national and international locations**

*Barcelona, January 20th.*- **Prestige Hotels of the World by Keytel** has presented the first edition of the **2010 International Hotels' Directory** at the thirtieth **Fitur**, the International Tourism Fair. This is the third time the brand specialising in the representation of prestige hotels has taken part in the Madrid event with its own stand and with 27 of its member establishments attending.

**Prestige Hotels of the World by Keytel** currently has a portfolio of 102 establishments spread between Spain (53 establishments) and internationally (49). The new edition of the **PHW** Directory incorporates 16 new establishments with regard to last year's Directory, which includes an exclusive selection of hotels distributed over 4 continents and whose common denominator is their renowned prestige in their geographic location, thanks to their history, location, level of service or specialization. On a national level, Barcelona (9) and Seville (6), are the destinations enjoying the highest coverage. Internationally, Italy (10) is the country with the greatest level of representation, followed by Portugal (6).

The brand portfolio is divided along five specialization lines which define more precisely what its establishments offer: **PHW Gourmet**, includes the hotels with a broad and select choice of fine restaurants serving food in a unique setting; the hotels classified within the **PHW Golf** stand out for offering the best golf courses and facilities so that their guests may enjoy doing this sport; **PHW Wellness** distinguishes the establishments that have a spa with an exclusive selection of health and beauty services; lovers of adventure sports will find their ideal establishment in **PHW Sports & Leisure - Unique Places**. Finally, **PHW Events** includes the hotels with the perfect facilities for the staging of all kinds of congresses, conventions and incentive events.

### **Experienced hotel representative**

**Prestige Hotels of the World by Keytel** is the premier Spanish brand of high-end hotels at an international level whose mission is to transmit values of exclusiveness and excellence of service, which are a top priority in each and every one of our member hotels and which make their clients feel they are enjoying unique stays. At present, **PHW** has a portfolio of 102 hotels worldwide.

In order to form part of **Prestige Hotels of the World by Keytel**, the establishments must fulfil the following requirements: belong to a high-end product type, have a minimum of 30 rooms, respond to the concept of prestige and comply with strict quality standards. In order to guarantee these standards, the brand carries out an exclusive audit that includes more than 600



parameters on the overall management of a hotel's five operational areas: outdoor zones, reception, communal zones, rooms and restaurant-breakfast.

**Keytel** is a Spanish hotel representation company, which was founded as a company in 1973. From its headquarters in Barcelona and Madrid, it provides exclusive commercialization, marketing and distribution services to the almost 1,700 hotels it represents

**Keytel** forms part of the **Grupo Hotusa**, a rapidly expanding organisation made up of an important number of companies connected with the most diverse spheres of the tourism sector. Part of its core business is the chain of independent hotels **Hotusa Hotels and Elysées West Hotels**, the *Touroperator* **Restel**, the technological company **IGM Web**, the on-line management and reservation website **Hotelius.com**, as well as a hotel operations division currently composed of 89 establishments, of which 52 form part of the **Eurostars Hotels** chain.

**More information / Acquisition of graphics:**

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