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Josefstädter Straße 44, 1080 Vienna, Austria, phone: +43 1 81140-0

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ReGuest S.p.A.: ReGuest S.P.A. decided On March 20, 2025 to explore taking a stake in a German digital marketing agency

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On March 20, 2025, the board of ReGuest S.P.A. decided to explore taking a stake in a German digital marketing agency.

About ReGuest S.P.A:

ReGuest S.P.A is a leading company in Customer Relationship Management (CRM) for hotels with a focus on guest communication. The platform offers a suite of tools and services that help hotels increase direct bookings, enhance the guest experience, and maximize revenue. By integrating artificial intelligence and automation technologies, ReGuest enables hotels to deliver personalized communication to their guests across various channels such as email, SMS, and messaging apps. This individualized approach strengthens guest loyalty and boosts customer satisfaction. ReGuest also provides innovative solutions for managing booking inquiries, creating and sending offers, and analyzing guest data. These features empower hotels to operate more efficiently, improve conversion rates, and make well-informed business decisions. Through continuous development and adaptation to the evolving needs of the industry, ReGuest remains at the forefront of the digital transformation in hospitality. With a strong focus on innovation, customer service, and market leadership, ReGuest positions itself as a trusted partner for hotels worldwide

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Enquiries and contact:

ReGuest S.P.A
Kuperionstr. 34

39012 Merano, Italy

Contact:

Michael Mitterhofer, CEO

+39 0473 066 100

info@request.io

Emitter:

ReGuest S.p.A.
Alois-Kuperion-Straße 34
39012 Meran
Italy

Contact Person:

Michael Mitterhofer

RE : GUEST

Phone: +39 392 2348975
E-Mail: michael.mitterhofer@request.io
Website: www.request.io
ISIN(s): IT0005618803 (Share)
Stock Exchange(s): Vienna Stock Exchange (Direct Market Plus)

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