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ReGuest S.p.A.: The Board of ReGuest announces that it has acquired 100 % of the digital-outsourcing agency opensmjle GmbH

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The Board of ReGuest announces that it has acquired 100 % of the digital-outsourcing agency opensmjle GmbH, headquartered in Cologne, effective 22 May 2025.

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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