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ReGuest S.p.A.: The Board of ReGuest announces that it has acquired 100 % of UP Hotel Agency Ltd

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The Board of ReGuest announces that it has acquired 100 % of the digital marketing agency UP Hotel Agency Ltd and Adao Ltd, headquartered in Rugby, effective 03 march 2026.

[UP Hotel Agency](#) is an award-winning, UK-based digital marketing and web design agency specializing exclusively in the hotel and hospitality industry. Based in Rugby, they provide services to increase direct bookings, including bespoke website development, UX design, SEO, and paid search, aimed at turning "lookers into bookers"

Adao Ltd is **an award-winning, full-service [digital marketing](#) and web design agency based in Rugby, Warwickshire, UK.** Established in 2010, they specialize in WordPress development, SEO, and conversion optimization for various sectors, including education and manufacturing.

The notarized completion of the transaction is planned for the course of the first quarter of 2026. Further details will be disclosed after the notarization has been finalized.

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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