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ReGuest AG acquires UP Hotel Agency from the United Kingdom – an important step in its international expansion

The Vienna-listed company ReGuest AG, headquartered in Merano/South Tyrol, is pleased to announce its acquisition of UP Hotel Agency Ltd from England. With this 100% takeover, ReGuest is opening up to new markets and taking an important step in its international expansion. UP Hotel Agency will continue to operate autonomously – David Ohandjanian will remain CEO while also dedicating himself to establishing the United Kingdom as a new market for ReGuest.

About UP Hotel Agency

UP Hotel Agency Ltd, based in Rugby, England, is a renowned and multi-award-winning digital marketing agency specialising in hotels and the tourism industry. Its services focus on increasing direct bookings and include bespoke website development, UX design, SEO, AI optimisation and Paid Search. The sister company of UP Hotel Agency is Adao Ltd, which primarily provides digital marketing services for the education and manufacturing sectors and will also become part of ReGuest AG through the acquisition.

Growing together

For ReGuest, the acquisition marks its first major step towards international expansion and serves as a gateway to establishing itself in new markets.
"We have found the ideal partner for our next development initiatives not only in UP Hotel Agency, but also in its Founder & CEO, David Ohandjanian. David is inspiring, charismatic, experienced and motivated, and we are excited to grow beyond our current markets together with him," says Michael Mitterhofer, CEO of ReGuest.

Through the collaboration, UP Hotel Agency will be able to expand its product portfolio and leverage the newly developed digital hotel marketing technology of ReGuest's subsidiary, Zeppelin Hotel Tech. The agency expects this to result in significantly increased efficiency and higher profitability.

CEO David Ohandjanian is also using the partnership for his personal development: "I am very much looking forward to this new challenge. Naturally, I will continue to dedicate myself to my agency, but I will also allocate time as Country Manager UK to opening the new market for ReGuest, a digital platform I truly believe in."

About ReGuest

ReGuest was founded in 2014 by Michael Mitterhofer, Denis Pellegrini and Stefan Plattner. The idea stemmed from their deep understanding of the needs of the hotel industry, which they gained through their hotel-tech company Zeppelin, founded in 1999 and still led by them today. Currently, around 3,600 hotels use ReGuest.

ReGuest is an intelligent hospitality platform that manages all commercial aspects along the guest journey. It comprises CRM, digital marketing, guest app and business intelligence systems as well as associated AI agents. These enable seamless communication at every stage of the guest journey, automate processes, leverage data effectively and drive higher sales.

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ReGuest AG, which has been listed on the Vienna Stock Exchange since December 2024, also includes opensmjle GmbH, led by Daniel Zelling and based in Cologne – an agency for digital marketing and outsourcing for hotels. Further entities include the data analytics and business intelligence company Indicate Data GmbH from Offenburg, in which ReGuest AG holds a 33% stake, the guest app company orderando GmbH from Merano (45% stake), and the Swiss company Servecloud, which provides IT solutions for the hotel industry (30% stake).

All subsidiaries and holdings of ReGuest AG pursue a common goal: to create a Commercial Operating Platform (ComOP) specifically for hotels and become the world's leading provider for the hospitality industry.

From left to right: Michael Mitterhofer (CEO ReGuest), David Ohandjanian (CEO UP Hotel Agency), Denis Pellegrini (CSO ReGuest)

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