

Press release

happyhotel raises €6.5 million in Series A funding – from revenue management software to AI agent for hotels

- *AI agent takes over revenue management tasks in hotels, complemented by human expertise*
- *Series A funding will accelerate expansion across Europe*
- *Funding round led by Reimann Investors*

Offenburg / Munich, February 19, 2026 - happyhotel, the revenue management software for independent hotels and hotel groups across Europe, has successfully closed a €6.5 million Series A funding round. The round has been led by venture capital fund Reimann Investors. Existing investors also participated again including Start-up BW Innovation Fund (managed by MBG Baden-Württemberg), seed + speed Ventures and the family office Wecken & Cie.

Hotels in transition – happyhotel provides the solution

Hotels are increasingly facing more pressure. Rising costs, volatile demand, staff shortages and the growing dependence on online booking platforms make it difficult for many hotels to operate profitably. happyhotel supports hoteliers with automated price optimization, combining artificial intelligence with human expertise. Today, happyhotel already optimizes the distribution of more than 50,000 hotel rooms in 12 countries, increasing average hotel revenue by around 15%. In total, happyhotel manages annual hotel revenue of over €1 billion.

Setting a new standard: from revenue management software to AI agent

With the fresh capital, happyhotel will accelerate its expansion across Europe and invest in the further development of its commercial AI agent. The AI agent supports users in making the right pricing and distribution decisions and will gradually take over increasingly complex tasks. It analyzes a wide range of market and demand data in real time. A team of experienced in-house revenue managers complements the AI agent on fundamental strategic questions.

“We are not building our system for the revenue manager – we are automating the tasks of a revenue manager,” explains Rafael Weißmüller, CEO of happyhotel. “Our goal is to enable professional revenue management for every hotel and fully automate the selling of hotel rooms so hoteliers can focus entirely on their guests.”

Strategic partnership for European expansion

“happyhotel brings together everything we look for at this stage: an experienced founding team, a scalable product with measurable customer value and a large market that has still only been partially tapped,” says Hans-Christian Perle of Reimann Investors. “Rafael and his team have convincingly demonstrated that they deeply understand the hospitality industry and can translate its requirements into a powerful solution. We look forward to supporting happyhotel as an active sparring partner in the next growth phase.”

About happyhotel

Founded in 2019 by Rafael Weißmüller, Sebastian Kuhnhardt and Marius Müller, happyhotel has become the leading revenue management software for independent hotels and smaller hotel groups in Europe. With intuitive software, intelligent algorithms and an expert team, happyhotel helps hotels optimize pricing strategies, identify market opportunities and achieve sustainable revenue growth. Headquartered in Offenburg, the company currently optimizes the distribution of more than 50,000 hotel rooms in 12 countries.

More information: www.happyhotel.io

About Reimann Investors

Reimann Investors is a Munich-based venture capital investor focusing on early growth-stage B2B SaaS, fintech, and AI companies in the DACH region. Reimann Investors combines entrepreneurially driven capital with operational expertise and a strong network of industry experts. Its investment approach is selective and fundamentals-based with a focus on sustainable growth, operational excellence, and long-term value creation.

More information: www.reimann-investors.com

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