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For immediate release

UNISONO Hospitality Acquires Majority Stake in Aphy to Scale AI-Powered Automation

UNISONO Hospitality, a Switzerland- and Germany-based provider of outsourced back-office and administrative services for hotels, has acquired a majority stake in Aphy, a Netherlands-based hospitality automation company that enables hotels to streamline and automate operational workflows.

The investment supports the parties' shared objective of integrating automation and AI-enabled process orchestration with human hospitality expertise, enabling hotels to manage administrative functions with greater efficiency, consistency and reliability across the entire guest journey.

Following the transaction, Pedro Moreira has been appointed Chief Executive Officer of Aphy, and Pascal Hakkers will continue in his role as Chief Technology Officer, leading product and engineering. They will be joined by UNISONO representatives Urs Grimm (President) and Nils Betschart (Vice President) on Aphy's Board of Directors.

Urs Grimm, Chairman of the Board of UNISONO Hospitality, said:

"The investment in Aphy is a logical step towards combining automated processes with the day-to-day work of a specialised team of hospitality professionals handling guest communication and administrative operations. In particular, the aim is to offer independent hotels more comprehensive and cost effective solutions for the automation and outsourcing of processes across the entire guest journey."

Pedro Moreira, CEO of Aphy, added:

"This investment is a strong endorsement of Aphy's mission to put powerful AI automation into the hands of hoteliers. Leveraging Unisono's operational expertise, we will continue to build technology that executes tasks precisely, reducing the screen time and manual effort that drains teams every day. By taking the admin load off hoteliers, we create space for a more personal, more human hospitality."

About UNISONO Hospitality

Founded in 2020, UNISONO Hospitality provides outsourced back-office services for independent hotels, serviced apartments and small hotel groups. The company supports more than 160 hotels with over 6,000 rooms, offering 24/7 services including reservation management, switchboard operations, check-in support, remote reception and distribution.

About Aphy

Aphy is a leader in hospitality automation, providing an agentic AI platform to hoteliers. Founded in 2021, Aphy is committed to becoming the automation company for the hospitality industry, embedding scalable, intelligent automation across every hotel operation worldwide.

For inquiries and further information:

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