ALBIE® by TAG and Oracle Hospitality Opera Cloud Unified Platform Connect Experiences And Operations With Full Two-Way Integration

Real-time bidirectional connectivity allows hotels to sell rooms, services and experiences within a single booking flow while maintaining OPERA Cloud Unified Platform consistency.

LAS VEGAS, January 27, 2026 - Guests no longer book rooms; they plan experiences. This shift is driving hotel groups to unify experience booking with core operational systems. A new full two-way integration between ALBIE® by TAG and Oracle Hospitality OPERA Cloud Unified Platform reflects this evolution by connecting experience commerce and hotel operations through real-time bidirectional synchronization.

The integration - powered by Oracle Hospitality Integrations Platform, OHIP - synchronizes inventory, reservations, and key operational data in real-time between ALBIE® and OPERA Cloud Unified Platform. Hotels can maintain operational consistency inside the PMS while selling rooms, services, and experiences in a single booking flow and avoiding manual workarounds.

Traditional booking platforms typically stop at room reservations and operate in silos. By extending OPERA Cloud Unified Platform into a unified guest experience layer ALBIE® supports true-cross selling, increased revenue per guest, and experience led-commerce at scale for hotel groups, resorts and multi-property operators.

Delivering a full two-way integration with OPERA Cloud Unified Platform requires technical validation enterprise grade standards and the ability to operate across complex hospitality environments. This collaboration reflects deep interoperability and long term alignment rather than surface level connectivity.

Aligned with FITUR, the announcement supports scheduled meetings with hotel groups and reinforces ALBIE® visibility alongside other ecosystem announcements.

| About ALBIE®

ALBIE® is an experience led commerce platform for hospitality that connects what guests plan with what hotels can operationalize. With real-time two-way connectivity to OPERA Cloud Unified Platform via OHIP, ALBIE® supports unified booking for rooms services and experiences while helping hotels maintain operational consistency inside the PMS. It is designed for hotel groups, resorts and multi property operators.

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