ALBIE® Unleashed: Direct SiteMinder Integration Accelerates Global Hotel Adoption, Delivering The Next Generation Booking Engine To Tens Of Thousands Of Properties

LAS VEGAS, January 22, 2026 - ALBIE®, the next generation booking engine and hospitality platform developed by The Anything Group (TAG), today announced a powerful, direct integration with SiteMinder, the global leader in hotel commerce. This critical partnership demolishes traditional barriers to entry, instantly connecting ALBIE®'s high velocity platform to tens of thousands of hotels worldwide.

This integration is not just a technical update; it is a strategic catalyst for global growth. It delivers on ALBIE®'s promise to redefine hospitality technology by making cutting edge revenue optimization instantly accessible.

"Having been a massive supporter of SiteMinder for the past decade, it seems only fit that ALBIE® would have a deep integration and connection with our most significant partners," said Rich Tuckwell-Skuda, CEO and Founder of The Anything Group. "This integration reflects our long term vision for building technology that works seamlessly across the hospitality ecosystem and accelerates real adoption for hotels at scale."

The partnership ensures a friction- free, high-speed adoption process:

- **Instant Activation, Zero Roadblocks:** By seamlessly embedding ALBIE into the existing SiteMinder ecosystem, hoteliers can bypass complex setups, immediately activating a high-performing direct booking component within their current tech stack.

- **Launch at the Speed of Demand:** The integration accelerates a hotel's time to market dramatically. Core property data, including rates, rooms, and availability (ARI), is automatically synchronized directly from the hotel's PMS via SiteMinder to ALBIE®, establishing a foundation for faster onboarding.

- **The Scalability Guarantee:** This deep connection standardizes how ALBIE® handles multi-property structures and reservation ingestion, confirming ALBIE®'s commitment to industry standards and providing an unmatched foundation for long term revenue scalability.

The technical alignment is precise, enabling complete, automatic synchronization of all pricing, availability, and restrictions. Crucially, it guarantees real-time reservation export, eliminating the operational gaps, manual errors, and revenue leakage that plague legacy systems.

This landmark collaboration underscores a unified mission: to equip hoteliers globally with tools that are swift, scalable, and strategically superior, allowing them to dominate the direct booking channel and enhance guest loyalty.

| About ALBIE®

ALBIE®, the booking engine and OTC (Online Travel Collaborator) developed by The Anything Group (TAG), is rapidly gaining momentum in the global hospitality market. ALBIE® isn't just redefining bookings; it's rewriting the rules of hospitality. This next gen engine empowers hotels to own their guest relationships, boost loyalty, and deliver effortless multi property bookings. From first click to final checkout, ALBIE® turns touchpoints into revenue drivers. With ALBIE®, hotels shift from reactive booking strategies to proactive revenue optimization, driving stronger brand relationships, higher guest loyalty, and greater profitability.

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