TAG Advances Hospitality's New Era Of Guest Journey Ownership At DTH 2026

LAS VEGAS NEVADA, February 11, 2026 - The Anything Group (TAG) will participate in DTH 2026, bringing its signature point of view on how hospitality brands can evolve from fragmented interactions to connected journeys built for long-term value.

Hospitality is in motion. Guests move fluidly across platforms, signals, and environments long before they arrive on property. What once were isolated moments are now part of a single system. One that requires clarity, intentionality, and ownership. TAG's work sits precisely at this intersection, helping brands regain coherence in a landscape that rarely offers it.

For TAG, ownership is not a technical concept; it is an experiential one. It lives in the connection between what guests see, what they feel, and what they ultimately remember. It emerges when performance, creative, UX, physical environments, and operational logic reinforce one another instead of competing for attention.

"Hotels are rediscovering the power of coherent journeys," said Selim Bourdoukan, Vice President of Brand Experience at TAG. "When every layer aligns, guests do not move through touchpoints, they move through meaning. And that meaning is what strengthens the relationship."

TAG's participation at DTH 2026 reflects its continued role in shaping hospitality's next era: one where brands shift from managing transactions to designing systems; from optimizing visibility to cultivating connection; and from dependency on intermediaries to restoring full ownership of the guest relationship.

By weaving strategy, experience, and technology into a single continuum, TAG helps hotels create journeys that feel intentional from the first interaction to the memory guests take home. The company's work reinforces a simple idea: ownership is not about controlling the guest; it is about crafting an experience they choose to return to.

| About TAG

TAG designs connected systems that unify strategy, experience, and execution. Through its work across digital and physical environments, TAG helps hospitality brands build journeys defined by clarity, coherence, and long-term value.

MEDIA CONTACT

pr@theanythinggroup.com