TAG Introduces ALBIE®, The Future Of Hospitality Booking At HITEC 2025

LAS VEGAS NEVADA, June 13, 2025 - The Anything Group (TAG) is set to debut ALBIE® by TAG Software, the first Online Travel Collaborator, at HITEC 2025, ushering in a new era of guest engagement and revenue optimization for hospitality businesses.

ALBIE® represents a strategic shift in hotel booking. It moves away from competition-driven models controlled by third-party platforms and towards a connected ecosystem where hotels collaborate, retain direct guest relationships, and maximize revenue streams. Built with intelligent automation and dynamic personalization, ALBIE® transforms traditional booking engines into an adaptive, guest-centered experience, ensuring higher retention and profitability.

TAG invites HITEC attendees to experience ALBIE® firsthand, learn about its groundbreaking capabilities, and explore how this innovative platform is reshaping the way hotels operate and engage with travelers.

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