# TAG Introduces ALBIE®: A Brand New Booking Experience Poised To Revolutionize The Hospitality Industry

**LAS VEGAS NEVADA, June 25, 2024 -** The Anything Group (TAG), a premier full-service marketing agency specializing in hospitality solutions, proudly unveils ALBIE©, a groundbreaking booking experience, set to transform the hospitality sector. Designed to prioritize guest experience and hotel success, ALBIE© offers innovative features that streamline the booking process, enhance guest satisfaction, and maximize occupancy rates.

*“I have always been at the forefront of creating guest-centric software to make travelers' lives easier and hospitality venues more connected. ALBIE is an extension of the vision we have been building over the past decade. I believe that travel should be easy, friction-free, and seamless, and ALBIE represents a significant advancement and giant step forward in the hotel booking journey for the booker. From a hotel's perspective, OTAs are often seen as an expensive but necessary cost. With ALBIE, we enable hotel groups and independent chains of hotels to partner with others, creating in-house, low-cost OTA-style referrals. This approach maximizes profit and occupancy while minimizing expenses”* - stated the CEO & Founder of TAG, Rich Tuckwell Skuda.

## | Unparalleled Flexibility and Customization: Meet ALBIE©’s Cart System

ALBIE sets a new standard with its revolutionary Cart System. For the first time, guests can seamlessly book rooms and activities across multiple hotels and dates within the same group, or partner hotels, all in a single transaction. This unique flexibility eliminates the hassle of navigating multiple booking platforms, and multiple reservations, saving guests valuable time and reducing frustration. By enhancing guest satisfaction and offering a broader range of booking options, ALBIE enables hotels to maximize occupancy rates and boost direct revenue. Guests can customize their experience by reserving rooms, activities, or a combination of both in any order they like,all in one streamlined process, and because it’s guest-centric, they will be able to create their own experience.

## | Dynamic Stay Optimization and Enhanced Guest Experience

ALBIE's Dynamic Stay Optimization takes the guesswork out of planning. The system automatically searches for available rooms within the same hotel on alternative dates or suggests other hotels within the group through its "flexible days" feature if occupancy levels mean the desired dates aren't available. For larger groups, ALBIE© prioritizes availability across all hotels within the group. ALBIE also includes a Group Recommendation feature, suggesting other hotels in the group that are close to the original search location to maximize sales opportunities. Additionally, ALBIE offers a "Waitlist" feature, informing guests when their desired dates become available, ensuring they never miss out on their preferred stay.

## | About TAG

The Anything Group (TAG) is a full-service performance, marketing, branding, website development, and reputation agency, with a full in-house production and filming studio. TAG performs Emotive Engagement and Connection Marketing services across the hospitality, luxury brands and products, fashion, retail, and streamed media worlds.

MEDIA CONTACT

pr@theanythinggroup.com