TAG's ALBIE® Grabs The Spotlight At HITEC 2025 Igniting Global Demand

LOS ANGELES CA, June 25, 2025 - ALBIE®, the booking engine and OTC (Online Travel Collaborator) developed by The Anything Group (TAG), is rapidly gaining momentum in the global hospitality market.

The Anything Group (TAG) made a commanding impact at HITEC 2025, capturing the attention of hospitality leaders and technology enthusiasts with the highly anticipated debut of ALBIE®. Following its market debut, ALBIE® has sparked strong interest across the hospitality sector, with leading international hotel chains initiating discussions to implement the platform as their primary booking engine and OTC.

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.

What sets ALBIE® apart?

- **Guest-led booking freedom:** Guests mix and match nights, activities, and stays in any order. ALBIE® flexes with their flow.
- **Dynamic Availability Substitution (DAS):** Real-time room upgrades turn unused inventory into unforgettable experiences.
- **Booking rescue reimagined:** Smart alternatives keep guests from bouncing and revenue from slipping.
- **Revenue on autopilot:** Built-in upselling and metasearch magic pump value into every booking.
- **Partner. Package. Profit:** Any provider on ALBIE® can bundle with others, connected or not, and earn commission every time.

With ALBIE®, hotels shift from reactive booking strategies to proactive revenue optimization, driving stronger brand relationships, higher guest loyalty, and greater profitability.

Learn more at albiebytag.com

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