The Anything Group Announces Hugh Success At HITEC 2024

LAS VEGAS NEVADA, July 5, 2024 - The Anything Group (TAG) once again participated in HITEC 2024, this year in Charlotte, where nearly 6,000 industry stakeholders gathered together to explore the latest advancements in hospitality technology. Professionals from around the world traveled to Charlotte, North Carolina, from June 24-27 for the largest and longest-running show of its kind, and TAG was there to be a part of it.

TAG gained the interest of every attendee at their booth with its spectacular brand activation, crafted by the sparkle team, who are responsible for creating immersive and unforgettable experiences. During the four-day show, TAG managed to catch up with historic partners, meet with future clients and prospects, and launch exciting news, generating a huge number of leads that will certainly exceed expectations.

"HITEC 2024 was a fantastic show! We sold a lot of new business and connected with current clients. We always come to HITEC because it's the one place we can connect with our industry partners as well as our peers. We also got the chance to launch ALBIE, our Brand-new Booking Experience poised to revolutionize the Hospitality Industry in the perfect event context where new Technology products and innovations are the central focus" said Rich Tuckwell-Skuda, CEO and Founder at TAG.



Throughout the show, TAG not only showcased its diverse and creative service units: shine - shoot -software - sparkle and stay; but also made the landmark announcement that created huge interest and demand from the hotel groups present. TAG launched ALBIE, a Brand new

Booking Experience poised to revolutionize the Hospitality Industry. Designed to prioritize guest experience and hotel success, ALBIE offers innovative features that streamline the booking process, enhance guest satisfaction, and maximize occupancy rates. More information about ALBIE here.

Reflecting on the success of HITEC 2024, The Anything Group (TAG) is thrilled to have participated in this premier event where innovation and industry leadership come together. With a focus on connecting with partners, clients, and industry peers, TAG achieved remarkable outcomes, solidifying its position as a trailblazer in hospitality technology. The launch of ALBIE© marks a significant milestone, promising to revolutionize the booking experience and elevate hospitality standards. TAG looks forward to continuing to innovate and drive positive change within the industry.

| 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.

| About HITEC

The Hospitality Industry Technology Exposition and Conference (HITEC®) was created over 50 years ago to break barriers and celebrate innovation in the hospitality technology space, a purpose that has resonated with the industry, attracting industry professionals by the thousands annually and making it the largest event of its kind in the world. This year was no exception, with nearly 6,000 attendees convening for HITEC North America 2024, June 24-27 at the Charlotte Convention Center in Charlotte, N.C. USA. More information at: https://theanythinggroup.com/

MEDIA CONTACT

pr@theanythinggroup.com