Lark Hotels Chooses The Anything Group (TAG) For Game-Changing Tech Expansion

The Anything Group (TAG), the well-known full-service marketing and technology agency, announces the continued expansion of its Lark Hotels partnership. The hotel group has chosen TAG, a reseller of the world's leading hotel distribution and revenue platform by SiteMinder, to supply and implement SiteMinder's technology, enhancing the technology shift for the entire group.

LAS VEGAS NEVADA, October 17, 2024 - The Anything Group (TAG) is proud to announce the expansion of its partnership with the premier hotel group Lark Hotels. Currently managing all digital marketing and Metasearch for the group, TAG, as a reseller of the world's leading hotel distribution and revenue platform by SiteMinder, will now also be powering Lark's distribution capabilities across all its 50+ properties. As part of this enhanced partnership, TAG will oversee the integration and management of SiteMinder's platform for two years within the Lark Group, ensuring a seamless and efficient process.

SiteMinder, which is consistently recognized as the world's #1 hotel e-commerce platform by the HotelTechAwards, will enable Lark Hotels to streamline its distribution across various online channels, improving its ability to manage reservations and enhance its financial performance. Lark Hotels' decision to adopt SiteMinder's technology through TAG reflects their ongoing commitment to innovation and optimizing digital operations and TAG's world-class leading service provision.

In addition, Lark Hotels has chosen MEWS as its new property management system (PMS), to power its growing portfolio of more than 50 properties across the United States. MEWS, also a trusted partner of TAG, is the industry-leading hospitality cloud and winner of Best Hotel PMS at the 2024 HotelTechAwards.

"As pioneers in the realm of technology and software development, we are delighted to implement the integration and management of SiteMinder´s distribution and revenue platform for Lark Hotels and continue to support their technological transformation and expansion. TAG is not just a digital marketing agency, we are very proud of our continued growth as a software developer and supplier," said Rich Tuckwell-Skuda, CEO at TAG.

TAG's extensive expertise in software development and technology solutions makes it a trusted partner for hospitality brands seeking to modernize their operations and boost guest experience.

| About TAG

The Anything Group (TAG): is a full-service performance, marketing, branding, technology, 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 Lark Hotels

Lark Hotels is a premium hotel development and management company with a portfolio of more than 50 boutique hotels throughout the United States. Launched in 2012, Lark operates boutique properties in high-profile destinations, embracing their communities in playful, unexpected ways.

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