The Anything Group And SiteMinder Announce Strategic Reseller Partnership

TAG, the well-known full-service marketing and technology agency, launches an epic collaboration with SiteMinder revolutionizing the hospitality market with streamlined operations, happier guests, and increased profitability.

LAS VEGAS NEVADA, October 16, 2024 - The Anything Group (TAG), the multiple award-winning full-service marketing and technology agency, is thrilled to announce it has become an authorized reseller of **SiteMinder**, the only software platform that unlocks the full revenue potential of hotels. This collaboration marks a significant milestone in the hospitality industry, combining The Anything Group's expertise in the marketing and hospitality world with SiteMinder's platform purpose-built to drive more revenue through distribution, real-time insights, and direct booking systems.

SiteMinder's platform is today used by more than 44,000 hotels globally to power more than 120 million reservations worth over US$50 billion in revenue each year. As a result of the partnership,The Anything Group's new distribution solution TILTAS is now powered by SiteMinder's world's #1 channel manager. Through this new offering, hoteliers can benefit from superior connectivity and increased online visibility with over 450+ distribution channels, and operational efficiency and profitability.

"We are excited to work with SiteMinder and integrate their exceptional technology into our offerings. This partnership represents our commitment to providing cutting-edge solutions that drive real results for our clients in the hospitality industry. At TAG we are very proud of our continued growth as a software developer.", stated Rich Tuckwell-Skuda, Ceo & Founder at TAG.

This partnership underscores The Anything Group's dedication to innovation and excellence, positioning both companies at the forefront of industry advancements. The agreement takes immediate effect and applies in all markets where both technology companies operate, including North America and Latin America.

Check TAG's LinkedIn to stay updated on upcoming information!

| 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 SiteMinder

SiteMinder Limited (ASX: SDR) is the name behind SiteMinder, the only software platform that unlocks the full revenue potential of hotels. The global company is headquartered in Sydney with offices in Bangalore, Bangkok, Barcelona, Berlin, Dallas, Galway, London and Manila. Through its technology and the largest partner ecosystem in the global hotel industry, SiteMinder generates more than 115 million reservations worth over US$45 billion in revenue for its hotel customers each year.

MEDIA CONTACT

pr@theanythinggroup.com