

## **TRAVEL AND EVENT MANAGEMENT COMPANY TAG JOINS ADVANTAGE**

**Formerly known as The Appointment Group, TAG became a member in January 2019**

**London, February 2019** – Leading travel and event management company, TAG, is the newest member to join Advantage Travel Partnership, the UK's largest independent travel agent consortium.

A member of the Buying Business Travel's top 50 leading TMCs in the UK, the travel management company provide specialist expertise across five divisions: Corporate, Touring, Events, Private Travel and Film and Media, and will join the consortium as a Corporate Premium member. Established in 1988, TAG (formerly known as The Appointment Group) has grown to become one of the world's leading travel and event management companies with nine offices spanning across four continents and an annual turnover in excess of £200million.

Steve Barrass, Chief Executive Officer of TAG, commented: "TAG is delighted to be joining the Business Travel arm of Advantage. I've been incredibly impressed with the range of added value products and services that will now become available to us, and I am sure this relationship will only go from strength to strength as we work hard and grow together."

Julia Lo Bue-Said, Chief Executive Officer of Advantage Travel Partnership, commented: "We are delighted TAG has decided to join Advantage. TAG has over 30 years' worth of experience and an enviable reputation in the industry. We look forward to working with Steve and introducing him and his team into the Advantage family."

The UK TAG team are based in London and Manchester, employing approx. 200 staff and will be exhibiting on the Advantage stand at this year's Business Travel Show at Olympia, London, on 20-21 February 2019.

Advantage Travel Partnership ([www.advantagemembers.com](http://www.advantagemembers.com)).

TAG (<https://www.tag-group.com/group>).

**ENDS**



For further information about Advantage Travel Partnership please contact Phil Harper or Lauren Williams ([advantage@finnpartners.com](mailto:advantage@finnpartners.com)) +44 (0) 20 7 326 9880

**Note to editors:** Advantage Travel Partnership is the UK's largest independent travel agent partnership. Advantage leisure and business travel agents who are part of the group are each independently owned, but as a collective they produce over £4.5bn of travel sales each year, making members experts in every aspect of the travel industry.