



FOR IMMEDIATE RELEASE

**TAG Acquires One of Sydney's Leading Conference & Incentive Agencies, CCM Travel**  
Further Supporting TAG's Mission to Expand Their Footprint Across the Globe

Sydney, 29<sup>th</sup> September 2023 – The Appointment Group Pty LTD (known as TAG), an award-winning travel and event management company, today has signed an agreement to acquire CCM Travel, travel expert for the hospitality and gaming industry. The move to acquire CCM Travel first started with an organic conversation in 2022, between TAG's Managing Director, Shane Barr, and CCM Travel's Founder and Managing Director, Catherine Mancuso.

The acquisition of CCM Travel fits into TAG's strategy to expand their event offering to a broader client base. TAG will slowly and strategically integrate the company's already established clientele—most of whom fall into the niche hospitality and events market. To highlight a great synergy, the partnership will complement TAG's already thriving events division.

"CCM has an enviable market position as the go-to event planner for the hospitality and gaming industry," said Shane Barr, Managing Director of TAG APAC. "The gaming industry is similar in many ways to the entertainment industry in that the feel of doing the business is the same. Most of CCM's clients have an international, global and event footprint so, naturally, the acquisition will allow us to support these clients within TAG's 18 global offices. This move will enable clients to consolidate their travel and event spending on a global scale. Acquiring such an incredible organisation will better suit the needs for established clients and merging our areas of expertise will benefit future clients moving forward."

The merger is also extremely beneficial for CCM Travel. The company experienced years of organic growth as they focused on aligning themselves with the businesses of their clients. After more than 25 years of commitment to delivering concierge-level service, the founder of CCM Travel was looking for a genuine, highly experienced team to help support the growth of her valued clients.

"A huge reason for my excitement about joining forces with TAG is their reputation." Catherine Mancuso, Founder and Managing Director of CCM Travel explained. "All hotels and airlines speak so highly of the company, and not just in Australia—numerous countries around the globe say the same thing. For me, it confirms that I am making the right decision to join such a professional and respected organisation. As I enter the latter chapter of my career, I am grateful that CCM Travel has been fortunate enough to partner with incredible clients. Our missing piece is to have a trusted team behind us to support these clients in the future. I have no doubt that TAG is that trusted team and I couldn't be more excited for what's to come."

For the next six months, CCM Travel will continue to be run as a separate business unit, "Powered by TAG." This will enable both businesses to identify synergies and focus on areas of improvement from both brands. Once greater rapport is established between the teams, CCM Travel will be transitioned under the TAG global events division. The two companies are emphasizing the importance of carrying out an efficient integration for both CCM and TAG employees and clients, rather than rushing into a specific timeline.



## About TAG

Established in 1988, TAG (formerly known as The Appointment Group) has become one of the world's leading travel and event management companies. Since day one, they have established themselves as a high-end, service-driven company, committed to meeting the needs of a diverse marketplace. TAG operates from 18 global offices across six specialist divisions—touring, production, corporate, investment management, events, and private travel.

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