

## PRESS RELEASE

**FOR RELEASE: 28 June 2022**

### **Free Mobile Information Tool for Hospitality CNN and TigerTMS join forces to offer unique solution to a deserving sector**

TigerTMS (<http://www.tigertms.com>) has partnered with CNN International Commercial (CNNIC) to utilise CNN Travel Advertising Platform (CNN TAP) a **free** digital tool to deliver news across guest-facing and travel technologies through their own device in a variety of hospitality and travel settings.

**AskMeTiger** ([www.askmetiger.com](http://www.askmetiger.com)) is a mobile guest services solution that provides branded venue information to enhance guest engagement, simply by scanning a QR-code.

Content is easily uploaded via an online Manager directly by business owners and operators. Following simple prompts, in as little as 30 minutes, the **AskMeTiger** solution will display a bespoke mobile information tool for any business.

For the guest, there is no traditional download of an app – a simple scan of a QR code accesses all the information a business needs to provide. Through CNN TAP, **AskMeTiger** incorporates CNN news – so with a touch of a button, guests see latest headlines and news bulletins of the day.

TigerTMS has a pedigree in Hospitality software development stretching back almost 40 years. With this partnership with CNN and their worldwide recognition, both companies are set to revolutionise the sector with a solution that is completely free of charge and extremely easy to use both for the accommodation provider and their guests.

**AskMeTiger** is the freemium version of iPortal – the widely used mobile Guests services solution from TigerTMS. John Owen, CEO at TigerTMS, comments: “**AskMeTiger** is based on iPortal - the platinum version of our mobile guest services offering that supports hoteliers who want to integrate into their PMS and benefit from features such as F&B order and pay, speed dial to hotel departments, or automatic checkout”.

“However, since the launch of iPortal, it has come to light that there is a huge section of hospitality – the smaller venues such as guest houses, smaller hotels, holiday homes and holiday parks etc - who do not require such features and integration. For these venues, a fully integrated solution is not needed. That’s where the brainchild to create **AskMeTiger** stemmed. It is a perfect tool for any business who wants an easy to use, free mobile solution for their customers”.

Natasha Raynor, Senior Global Sales Manager EMEA Hotels of CNN TAP & Technology Partners adds “This is a game-changing offer for a sector that really deserves a helping hand. The past couple of years have been trying times for hospitality, and we’re delighted to join forces with TigerTMS to offer a solution that will revolutionise businesses and provide consumers with news and information at their fingertips.”

AskMeTiger is free to use at <http://www.askmetiger.com>

**ENDS**

For media enquiries please contact Tanya Gardiner, Marketing Manager, TigerTMS,  
[tanya.gardiner@tigertms.com](mailto:tanya.gardiner@tigertms.com)

Notes to Editors:

- For more information on TigerTMS go to <http://www.tigertms.com> or see our Linked In page <https://www.linkedin.com/company/tigertms/>
- TigerTMS is headquartered in the United Kingdom, with regional satellite offices in the USA, Europe, Africa, the Middle East and Asia Pacific.

## **About TigerTMS**

TigerTMS is a leading developer of applications and middleware solutions for the global Hospitality market.

With over 40 years industry experience, TigerTMS is probably the world's largest single supplier of communications and guest management systems, integrated voice and data solutions, as well as BYOD solutions to the Hospitality industry. They provide world-class technology solutions to some of the largest and most prestigious hotel groups as well as hundreds of independent hoteliers.

Notes to Editors:

- For more information on TigerTMS go to <http://www.tigertms.com> or see our Linked In page <https://www.linkedin.com/company/tigertms/>
- TigerTMS is headquartered in the United Kingdom, with regional satellite offices in the USA, Europe, Africa, the Middle East and Asia Pacific.

## **About CNN International Commercial**

CNN International Commercial (CNNIC) is responsible for the business operations of CNN's properties outside of the United States. All commercial activities for brands such as CNN International, CNN en Español, CNN Arabic, CNN Style and CNN Business are aligned within the division. This encompasses the advertising sales, sponsorship partnerships, commercial content development, content sales, brand licensing, distribution and out-of-home operations, business development and marketing for the world's leading international news provider. CNNIC is a recognised industry leader in international advertising sales and its use of award-winning commercial content, produced through its Create unit and driven by its advanced data usage and digital capabilities, has resulted in strong and enduring partnerships with many of the world's most recognised brands. Its Content Sales and Licensing unit has relationships with more than 1,000 affiliates ranging from licensing the CNN brand through to content supply contracts as well as offering consultancy services. CNNIC has offices across the world, with key hubs in London, Hong Kong and Miami. For more information visit <http://commercial.cnn.com>

--