



The Delivering Group looks to strong business growth in 2022 after a year of network and partner expansion

New directors in the UK/Europe and Middle East/Africa, as well as four new Affiliate Partners, have joined to complement the group's unrivalled suite of marketing, sales and distribution solutions and services

December 15, 2021

HONG KONG – After substantially expanding its global reach and partner network over the past 12 months, leading Asia Pacific-based hospitality and tourism marketing company, *The Delivering Group*, said today it was looking forward to strong business growth in 2022.

“With a strengthened team, and new strategic partners on board, we’re in a great position to support travel and tourism companies looking to reset their business plans and drive new revenue streams,” said TDG co-founder and director, Mark Simmons.

“While the travel rebound will continue to be disrupted by the spread of new COVID variants such as Omicron, both business and leisure travellers are more willing to travel now that vaccination rates are much higher and more stringent safety protocols in place.”

Since January, TDG has appointed London-based Ali Powell as Director, UK & Europe, and Dubai and London based Sammy Musa as Director, Middle East and Africa.

An experienced leader in the hospitality and services sectors, Ms Powell founded her own company, Commercial Acceleration, in 2017 to help businesses flourish through optimising sales, marketing and revenue opportunities. Mr Musa is the Managing Partner of Gulf Reps, one of the most established tourism marketing and representation companies in the region.

“Together they bring a wealth of experience and deep industry relationships in a part of the world that has led the rebound in travel,” said Mr Simmons. “They have also bridged some critical gaps in our global network, adding to our existing presence in Beijing, Hong Kong, Singapore, Bangkok and New York.”

Mr Simmons said the TDG global team would be completed with the appointment of an Australian-based director in the first quarter of 2022.

TDG has also appointed four new Affiliate Partners with expertise ranging from events, design consulting and project management to IT services and wellness. In January, TDG announced its partnership with Riviera, an event management company with a strong presence in China, and in June with innovative hotel design consultancy, Design Assembly.

In September, TDG announce further partnerships with hospitality technology company Six Star Global and specialist spa and wellness operator, Spa Connectors.

TDG Director Philip Schaetz said the common thread linking all of the new partners was a focus on using new technology and innovative business strategies to help TDG clients navigate new paths to success in a world disrupted by the pandemic.

“Most hospitality and tourism companies have realised that they can no longer pursue the same business models and plans and that they don’t necessarily have the right resources or technology to reset their businesses,” said Mr Schaetz.

“The challenge however is to source the right partners for their business when there are so many different suppliers and platforms to choose from.” Mr Schaetz noted that TDG offered a simple, one-stop shop for curated solutions and services.

Mr Simmons, who co-founded TDG with industry leaders Joe Cauchi and Mike Yates, said the group offered affordable and friendly services across a broad range of specialties, including hotel management, booking technology, AI chatbot solutions and customer engagement, events, marketing and sales strategy, revenue management and distribution.

“We have worked hard this year to build an incredibly powerful team of directors and alliance partners. Next year, we look forward to leveraging our collective strengths.”



(L-R) Mark Simmons, Ali Powell, Sammy Musa and Philip Schaetz

For inquiries, please contact:

Mark Simmons, Cofounder & Director, The Delivering Group
mark.simmons@deliveringgroup.com

Philip Schaetz, Executive Director, The Delivering Group
philip.schaetz@delievringgroup.com

For more information, please go to:
www.deliveringgroup.com