



Book Tech joins The Delivering Group's coalition of leading digital and distribution brands for the global travel and hospitality industry

Growing alliance offers hotels and tourism companies a one-stop shop for a full range of sales, marketing and digital business solutions

For immediate release.

November 17, 2020

Hong Kong – Hotels and tourism companies across Asia Pacific now have a clear avenue to multiple digital solutions providers with the announcement of a powerful coalition of some of the savviest online travel and tourism brands worldwide.

The Delivering Group, which recently formed partnerships with AI chat specialist Hijiffy and hotel technology consultancy CUBE, has now broadened the alliance to include tailor-made online booking experts Book Tech.

Formerly known as Book Beach Club, Book Tech has helped hundreds of global food & beverage venues – both standalone and within hotels, beach clubs, marinas, nightclubs and resorts – to regain ownership of their customers through its ground-breaking interactive online booking platform and mobile app.

The Delivering Group co-founder Mark Simmons noted that hospitality and tourism companies across the region were increasingly looking to safe and efficient digital solutions to manage and communicate with their customers under the new normal brought about by the pandemic.

“However, many have struggled with the challenge of sourcing and partnering with so many different suppliers and platforms, all focusing on different touchpoints in the customer journey,” he said.

“Now there is a one-stop shop for them to connect with the leading players in AI chat solutions, revenue management and distribution, online booking platforms, 24/7 customer engagement, sales and marketing, media communications and resourcing, thanks to The Delivering Group and our Affiliate Partners.”

Book Tech CEO Chris Adams said the new partnership was a logical progression for the company to bring AI technology and other digital services into its platform and broaden its exposure to Asian markets.

Chatbot specialist HiJiffy enables hotels to convert existing website traffic into immediate direct sales as well as dramatically improve customer engagement by providing 24/7 communication access, in multiple languages, throughout their trip. The European based company has been making inroads into Asia since joining up with The Delivering Group only months ago.

Hospitality consultancy CUBE works with hotels to implement effective management strategies with a focus on revenue management and distribution. The Hong Kong-based company helps hotel clients assess and manage their requirements from a technology, market development and resourcing perspective.

Founded by Asia Pacific industry leaders Mark Simmons, Mike Yates and Joe Cauchi, The Delivering Group provides tailored sales and marketing organisational reviews, strategic plans and business solutions for hotels, resorts and tourism companies.

It continues to build the coalition of partners to complement its Good to Go suite of services to help companies looking to reboot their businesses following the devastating impact of the COVID pandemic.



(L to R) Chris Adams, Mark Simmons and Michael Yates

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