



The Delivering Group and Cube announce global alliance

Leveraging combined strengths in revenue management, distribution, marketing and sales to help hotels, resorts and travel companies accelerate post-pandemic business growth

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HONG KONG – Hospitality consultancy *CUBE* – which specialises in revenue management and distribution strategy – has formed a global alliance with Asian-based hospitality and tourism marketing company, *The Delivering Group*, and its sales and marketing network across Asia Pacific, Greater China and North America.

Founded by experienced hospitality industry professional Philip Schaetz, Hong Kong-based CUBE works with hotels to implement effective management strategies from the development and pre-opening phases through to launch and redevelopment. Applying a proprietary process known as Cube Thinking, it helps clients assess and manage their requirements from a technology, market development and resourcing perspective.

CUBE clients include hotel chains such as Centara Hotels and Resorts, Green King Inns, CitizenM and Vinpearl, as well as serviced apartment distributors such as Acomodeo.

The Delivering Group was founded by travel and hospitality industry leaders Mark Simmons, Michael Yates and Joe Cauchi to help hotels, airlines, destinations, cruise operators, TMCs and other travel and tourism players develop post-pandemic recovery strategies and re-energise their business.

Under the agreement, the two companies will tap into synergies between their respective client bases and focus on business opportunities together.

CUBE Founder Philip Schaetz said: "I'm delighted to be forming this alliance with The Delivering Group team, who have great insights and strong relationships with the industry across Asia Pacific and North America. The world of travel is going to change for the long term and we believe this partnership will assist many organizations not only with recovery but also to develop long-lasting, sustainable business growth strategies."

Co-founders of The Delivering Group, Mark Simmons, Michael Yates, Joe Cauchi said CUBE brought another set of specialist skills and services to the group's expanding suite of business recovery solutions. Mr Simmons said: "CUBE is particularly strong in revenue management and customer engagement solutions, which will be a major opportunity for hotels and resorts working to rebuild their business without comprising too much on yield in a highly competitive marketplace."

Mr Simmons added, "This is the second major partnership agreement for the Delivering Group in less than a month. In August, European-based Artificial Intelligence company HiJiffy, which specialises in AI-powered hotel chatbots, announced a worldwide partnership with the Delivering Group".

Mr Yates said The Delivering Group expects to announce additional partnerships in the coming weeks and months. "We are very excited about building a strong and diverse portfolio of offerings under our proprietary *Good to Go* platform. It means we can tailor recovery plans and business development strategies to suit the specific needs of clients in different hospitality and travel industry sectors."

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(L-R) Philip Schaetz, Mark Simmons, Michael Yates