



The Delivering Group appoints Gulf Reps Ltd to expand its global network into the fast-recovering Middle East and Africa markets

Signs agreements with new Affiliate Partners – Six Star Global and Spa Connectors – to complement the group’s suite of marketing, sales and distribution solutions and services

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HONG KONG – Leading Asia Pacific-based hospitality and tourism marketing company, *The Delivering Group*, today announced another key link in its global network with the appointment of Dubai-based *Gulf Reps Limited* to represent the group in the fast-recovering Middle East and Africa (MEA) region.

It also announced two new Affiliate Partners specialising in the IT and spa sectors – *Six Star Global* and *Spa Connectors*.

Welcoming all three on board, The Delivering Group co-founder and director Mark Simmons said the expansion into MEA filled a critical gap in the group’s global footprint and opened the door to a region that is leading the world in travel and tourism recovery.

Gulf Reps Managing Partner, Sammy Musa, noted that Africa (+51) and Middle East (+41) have the world’s most positive travel sentiment, according to the UNWTO’s Tourism Recovery Tracker readings for July 2021. He said the region was also increasingly bullish after Dubai hosted the world’s first major in-person travel and tourism event, Arabian Travel Mart, in May 2021.

Formed in 2006, Gulf Reps is a highly regarded marketing and PR representation consultancy within the travel and tourism industry. Mr Musa becomes Director, Greater Middle East and Africa, for The Delivering Group.

Hospitality technology company Six Star Global provides game-changing IT consultancy and managed services including security, compliance and tech support. The company’s Bangkok-based VP Business Development Asia Pacific, Tim Waterhouse, said he was delighted to be joining The Delivering Group and adding value to its one-stop-shop business model.

Spa Connectors offers comprehensive business, recruitment and training solutions for 5-star spas and wellness centres globally. Managing Director Kathryn Moore said she was looking forward to tapping into The Delivering Group’s alliance of specialist partners, as well as its deep industry contacts.

Mr Simmons explained that, under the agreements, the new Affiliate Partners and The Delivering Group could jointly leverage each other’s services and client bases, with a focus on Asia Pacific and Greater China markets.

“Business hungry hospitality and tourism companies recognise they need to make better use of technology to flourish in a COVID-impacted travel environment,” he said. “Six Star is widely recognised as a leader in this space, supporting over 2,000 hotels operating in 45 countries.”

“Spa Connectors has built an impressive track record as the go-to expert for spa operators, be they resorts or specialist centres. It is an important addition to our suite of service offerings, which now includes hotel management, booking technology, AI chatbot solutions and customer engagement, events, marketing and sales strategy, revenue management and distribution.”

Mr Simmons, who co-founded The Delivering Group with experienced industry leaders Joe Cauchi and Mike Yates, said the group offered hospitality and tourism companies a friendly, affordable and highly efficient one-stop shop for the right partners and services to meet their needs in Asia including Singapore, Hong Kong and mainland China, the Pacific, Europe, Greater Middle East/Africa and North America.

“Six Star Global and Spa Connectors are a tremendous addition to our affiliate network. And all within the group stand to benefit handsomely from our expansion into the lucrative MEA region.”



(L-R) Sammy Musa, Tim Waterhouse, Kathryn Moore and Mark Simmons

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