



## Valor Hospitality Partners and The Delivering Group join forces to help independent Asian hotels regain momentum

Strategic alliance to provide white-label hotel/resort operational management services and sales & marketing support to hotels and resorts across Asia Pacific and beyond

For immediate release

December 9, 2020

**HONG KONG** – White-label hotel management specialist, *Valor Hospitality Partners*, and Asian-based hospitality and tourism marketing company, *The Delivering Group*, are joining forces to help independent Asian hotel properties and chains re-energise their business as the region looks to a gradual improvement in market conditions in early 2021.

Atlanta-based Valor is a full-service hotel management, acquisition and development company which owns and operates more than 75 hotels in the US, Africa, Asia and Europe. Based in Hong Kong, The Delivering Group provides tailored sales and marketing organisational reviews, strategic plans and business solutions for hotels, resorts and tourism companies.

The two companies have signed a global partnership to jointly leverage their services and client bases, with a focus on Asia Pacific/Greater China markets likely to be the first to rebound from the pandemic in 2021.

The Delivering Group co-founder and director Mark Simmons said there was a growing number of independent hotel owners in Asia who wanted to expand under their own brand but needed the strategic support to take their business to the next level. “Through our partnership with Valor Hospitality, we can help them get there with clear and cost-effective solutions in operations management and sales and marketing solutions.”

Valor Hospitality, Director of Operations & Business Development, Asia, Tomas Kastberg Andersen, said he was also excited to partner with The Delivering Group to take advantage of the company’s extensive network of hospitality connections throughout the region.

“We’re keen to tap into the group’s expertise in sales, marketing and distribution to complement the suite of management services we currently provide our hotel clients,” Andersen said.

The alliance with Valor Hospitality is the latest move by The Delivering Group to form a powerful coalition of sales, marketing, PR, digital, distribution solutions providers targeting the travel and hospitality sector. In the last three months, the group has signed agreements with AI chat specialist Hijiffy, technology consultancy CUBE and tailor-made online booking experts Book Tech.

Mr Simmons, who co-founded The Delivering Group with experienced industry leaders Joe Cauchi and Mike Yates, said many hospitality and tourism companies have been struggling with the challenge of sourcing the right partners for their business when there were so many different suppliers and platforms to choose from.

“Now we have a friendly, affordable and highly efficient one-stop shop for owners and developers to connect with the leading players in everything from contract and revenue management to sales and marketing, AI solutions, digital marketing and customer engagement – The Delivering Group and our Affiliate Partners.”



(L-R) Tomas Kastberg Andersen and Mark Simmons

For media inquiries, please contact:

Tomas Kastberg Andersen, Director of Operations & Business Development, Asia, Valor Hospitality Partners  
[tkandersen@valorhospitality.com](mailto:tkandersen@valorhospitality.com)

Mark Simmons, Director, The Delivering Group  
[mark.simmons@deliveringgroup.com](mailto:mark.simmons@deliveringgroup.com)

For more information, please go to:  
[www.valorhospitality.com](http://www.valorhospitality.com) or [www.deliveringgroup.com](http://www.deliveringgroup.com)