



THE DELIVERING GROUP



**Strategic Hospitality
Partner
Sales/Marketing
Distribution Audits**



THE DELIVERING GROUP

About The Delivering Group!

Founded in 2003, The Delivering Group, is a leading Asia-Pacific Hospitality Consultancy in Sales/Marketing and Distribution with offices right across Asia Pacific and Greater China.

The Group provides a suite of solutions in the greater hospitality and tourism sectors with proven results **including** in the Sales, Marketing and Distribution **Auditing** discipline **planning for Hotels & Resorts in Asia Pacific now and for the future.**

www.deliveringgroup.com



About CUBE!

Designed to partner with the **hotel, travel & tourism industry**, CUBE helps you make decisions today to **create a business** which not only operates strategically, optimising revenue and profit opportunities, it's geared to evolve with and adapt to the future.

Data and insight-led strategy is at the heart of everything we deliver, with dynamic consumer and market needs always top-of-mind.

www.cube-thinking.com



**That's our mission.
We take it seriously.
With creativity.**

Audits



- Most Hotels, Resorts and Corporate / Regional offices conduct audits once a year usually in the areas of Inventory and Finance.
- Sales and Marketing, Distribution and Revenue Management are usually not audited and when they are, this is conducted internally.
- Most internal parties view audits as criticism when in fact they are simply to assess and feedback that all objectives are being realized and advised on by an Independent review.

What and Where to Audit

WHAT

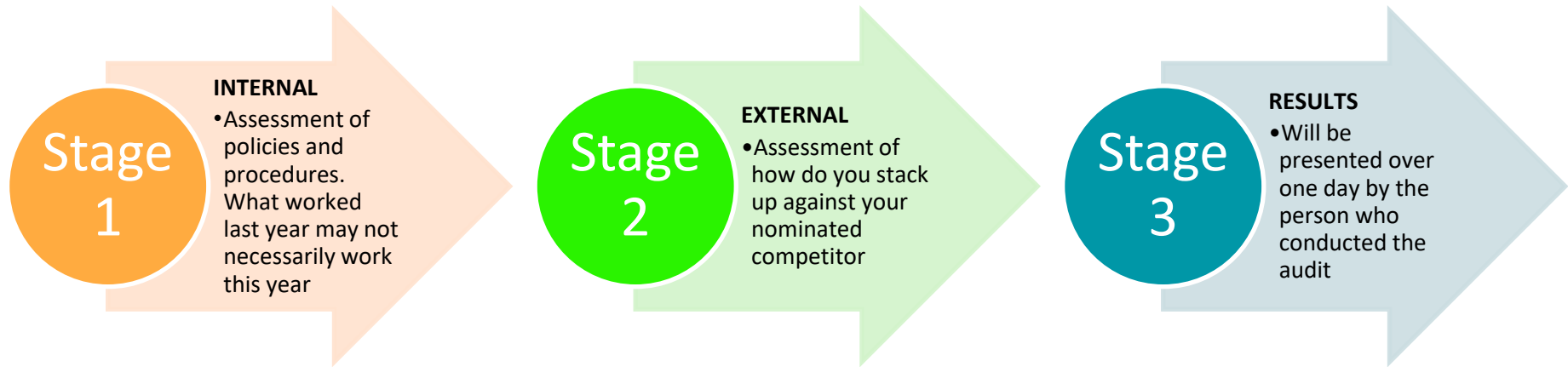
- Performance Relative to Budgets and Market
- Processes and Alignment to Brand and Industry Standards
- Usage of Supportive Tools and Technology

WHERE

- Individual Hotels
- A Group of Hotels (same brand and/or owner)
- Regional Offices

Our Approach

- Any Audit is conducted in a **3 Stage** approach, including **deep dive analysis and assessments** of all relevant internal and external factors
- At the end **results and solutions** are presented and discussed



Hotel Chain and Hotel Specific Auditing

Sales & Marketing

Pricing

Direct Revenue Platforms

Sales and Marketing

Stage
1

Review

- Third Party Marketing Partner Associations and results.
- The Organization's Marketing Plan to ensure that it fulfills the hotel/chains vision, mission statements and financial objectives.
- Overseas Sales organization/representation versus targets and market segments.

Analyse

- The existing Sales and Marketing Organization and Structure versus the Chain/Hotel market segmentation and the market itself.
- PR penetration versus competition.

Pricing

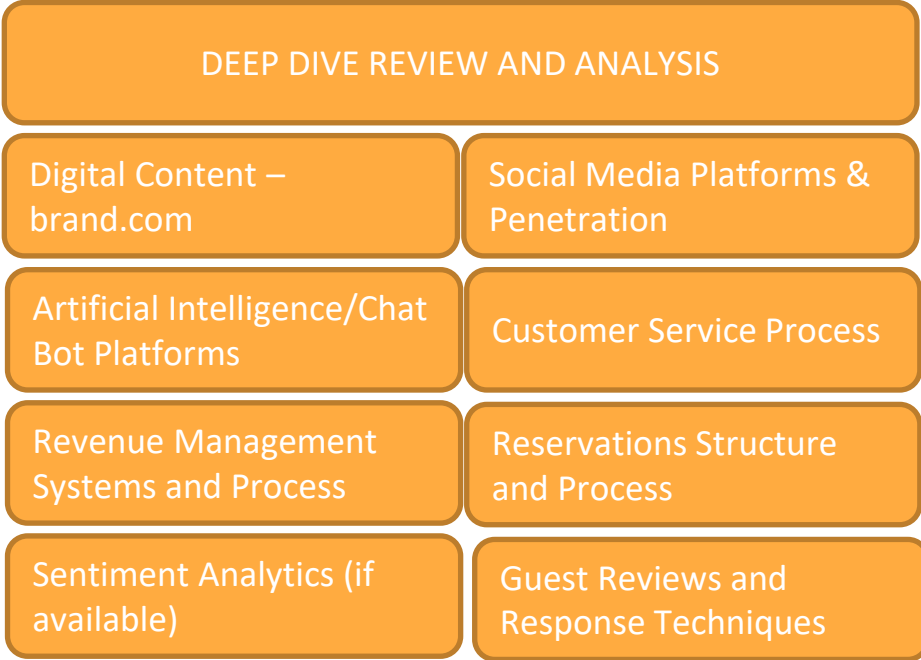
Stage
1

Assessment of pricing/positioning to include:

- Corporate/MICE
- GDS and Online Partners(defined sites)
- Wholesale
- Retail
- Chain/Hotel Website
- Social Media Platforms

These channels would be compared to the competitive set/key competitor/sites.

Direct Revenue Platforms



Sales Office Auditing

Stage
1

PRODUCTIVITY

Sales office/person productivity by segment is analysed on a zero based platform.

Office locations have different revenue/cost platforms and need to be relevant to the target/growth markets.

COSTS

Productivity/ Revenues versus Target per Associate / Office.

Sales Office Auditing

Stage
1

To achieve directional results during the audit, we will analyse:

Direct enquiries for FIT business

Direct enquiries for group via an agent

Direct enquiries to organize a sales call

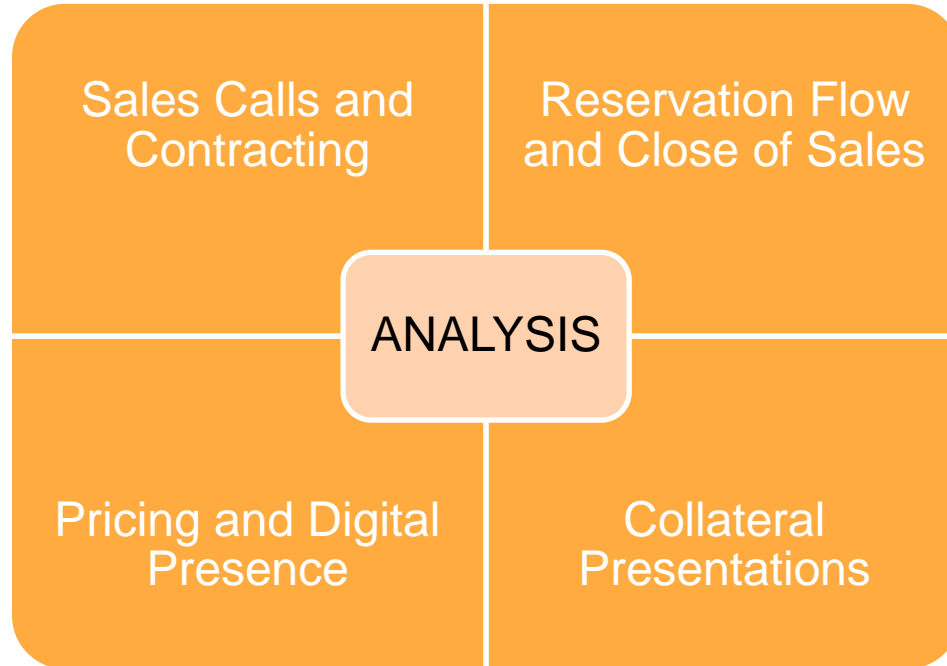
Correspondence received and time to action with follow-up parameters

Knowledge of the market and business environment

Stage 2 The Competition

Stage
2

Based on ONE Competitor of Choice



Stage 3 The Results

Stage
3



- One on one consultation with the person who conducted the audit
- Full day presentation
- PowerPoint presentation together with fully documented hard copy of actions
- Follow up action reviewed six months later

Next Steps

Typical Timelines

Costs

Post Audit

Timelines

Individual Hotels

- Two day internal audit
- Two day external audit
- One day results presentation in detail

Groups or Regional Offices

- Varies dependent of the size of the organization
- Detailed timelines will be determined in a pre-audit exploratory conversations

Costs

Discussed dependent on the size of the organization and the time frame

Post Audit

- Once the audit is completed and handed over clear recommendations will be given.
- The Delivering Group/CUBE will assist in any area of concern raised from the audit to ensure improved performance together with the organisation.
- Re-training can be provided.

Why The Delivering Group/CUBE

ALL the Directors of The Delivering Group and CUBE have a long history and senior experience in hospitality marketing in Asia Pacific working successfully with companies including:



Why The Delivering Group/CUBE

- The Delivering Group has offices in Hong Kong, Singapore, Bangkok, Beijing, Shanghai and New York covering Asia-Pacific and Greater China as well as North America.
- CUBE believes in the hotel game - as in life - strong strategies begin with good questions. At every stage.
- ALL Directors are AUDIT EXPERTS

Executive Profiles

Mark Simmons

Cofounder
The Delivering Group
Singapore & Hong
Kong



Mark has held senior Hotel Sales, Marketing and Operations Corporate and Property Positions over 25 years in Asia Pacific and the Middle East including with Jumeirah Group, Accor and Preferred Hotel Group.

Michael Yates

Cofounder
The Delivering Group
Hong Kong



Mike has created successful marketing strategies & solutions over 20 years for public and private sector travel industry clients including Tourism Australia, Singapore Tourism Board, ASEAN, Amadeus and Traveport.

Joe Cauchi

Cofounder
The Delivering Group
New York



Joe worked in the Asia Pacific region for many years, including with leading travel brands Thomas Cook and Singapore Airlines. In hospitality now with luxury chains and boutique properties in the highly competitive American market.

Ming Yue

Cofounder
The Delivering Group
Beijing



Ming with over 20 years experience has worked in consultancy services including events management, integrated marketing and sales programs, digital and social media campaigns and market insights to leading Asia Pacific hotel and Hospitality organisations in China.

Philip Schaez

Founder
CUBE
Hong Kong / Bangkok



Philip is an expert in turning insights into action and is passionate for smart data, combined with more than 25 years in Sales, Marketing, Revenue Management, Distribution strategy, Technology and Process design.

The Way Forward from now

- All too often we settle for the 'same old same old'. In this environment the need is to adapt.
- Audits provide a well needed look at the Sales and Marketing, Distribution and Revenue Management functions of an organization to plan on the future.
- Only independent audits can be truly impartial.



In order for us to learn we must un-learn everything we have learned.

Dali Lama



THANKS!

Questions?

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TRANSFORMING FUTURE
PERFORMANCE



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