



INDUSTRY VETERAN JOE CAUCHI REJOINS THE DELIVERING GROUP AS MANAGING DIRECTOR OF DELIVERING AMERICA

For Immediate Release

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NEW YORK, UNITED STATES: Industry veteran and former co-founder of The Delivering Group Joe Cauchi is rejoining the luxury hospitality sales representation organisation to head Delivering America in the role of Managing Director. He will be based in New York City.

In a career spanning over 30 years, Cauchi has held senior positions with many of the world's leading travel brands, such as travel agency Thomas Cook and global carrier Singapore Airlines. But it is hospitality where he really made his mark working with a number of leading brands across Asia over two decades and most recently with Fairmont Raffles Hotels International in New York.

"I have loved every minute of my journey in the travel industry," said Cauchi. "The experience I have had across the different sectors has given me a good understanding of the nature of the industry as a whole – and the most important component of it, sales. And that is what Delivering America is all about."

The market however has changed greatly, added Cauchi, making it is more important than ever for independents to have a voice in the market that can be heard.

"Never before has there been such a need to have a presence on the ground in the Americas. With mergers and acquisitions rife throughout the industry, independent hotel companies are being dwarfed by big name brands, especially as these brands expand their portfolio to compete in the independent/boutique market place," he said.

"No longer are independent hotels and travel brands playing amongst a small group of competitors. Now, their turf is being attacked by big brands as they create niche luxury brands for themselves. Today it's all about having your brand in front of the key luxury travel industry decision makers."

"Once a year sales trips just don't cut it anymore because the minute you leave your competitors move in. Having a presence in the market instills confidence in the luxury agents mind. The luxury agents need to know you are only a phone call away. When they need you they want to speak with a person in the same time zone. Nobody wants to wait until the next day to get an answer, anymore. Having a key contact in the US gives clients and luxury agents the edge over their competitors."

Interested clients can reach Joe Cauchi at joe@delivering-america.com for a confidential no obligation discussion or give him a call at +1-558-3959.

www.delivering-america.com

The Delivering Group has offices in New York, Hong Kong and Bangkok