

AKQ Advances Globalization Strategy with Expansion in Americas and Oceania

LONDON, UNITED KINGDOM, August 31, 2026 /EINPresswire.com/ -- AKQ announced that its global business expansion has entered a new phase of accelerated growth. With continued momentum across the Americas and the official launch of its Oceania operations, both regional businesses are advancing simultaneously, further expanding the Group's cross-regional tourism collaboration network and bringing its globalization strategy to a new stage.



Founded in 1994 and headquartered in London, United Kingdom, AKQ is an organization focused on creative advertising and tourism promotion. Through its global team, the company provides online review and promotional support for tourist attractions, five-star hotels, and tourism-related organizations, helping its partners strengthen brand visibility and expand their international exposure.

In August 2026, AKQ officially launched its Oceania division. As the company accelerates its expansion across the South Pacific market, demand for partnerships from local tourist attractions and hotel groups has increased rapidly, accompanied by strong growth in task order volume. Oceania is emerging as an important regional growth market following the Americas, while the simultaneous expansion of both regions is further strengthening AKQ's global business structure and cross-regional operating capabilities.

At the same time, AKQ has already established an operating foundation in Africa. The company began evaluating the South African market in November 2024 and officially launched its local online recruitment and tourism promotion operations in March 2025. AKQ currently operates multiple flagship locations in South Africa, with local business activities continuing to expand. South Africa has also been identified as one of AKQ's key development markets, and the company plans to continue advancing its local operations and long-term growth initiatives.

Under its global development plan, AKQ will continue expanding across Oceania and the South Pacific throughout 2026 and expects to launch its European division in the fourth quarter of 2026, strengthening resource coordination among the Americas, Oceania, and Europe. Beginning in 2027, the company plans to further expand into Asian markets while extending its presence across additional African regions based on its existing operations in South Africa.

As additional markets are gradually opened, AKQ plans to establish a global tourism and hospitality resource network spanning the Americas, Oceania, Europe, Asia, and Africa. The network is intended to connect tourist attractions, hotels, promotional resources, and business partners across different regions while further extending the Group's presence within the global tourism economy.

Within its business model, revenue from AKQ-related tasks is primarily generated through commissions paid by advertisers for promotional review assignments involving tourist attractions and hotels, with settlements processed according to platform rules. At the same time, the company plans to continue expanding tourism promotion and industry collaboration initiatives, connecting attraction partnerships, hotel group cooperation, advertising campaigns, and tourism fund partnerships into a more integrated business ecosystem.

Looking ahead, AKQ will continue advancing its global strategy across four key areas.

First, building a cross-continental tourism collaboration network by strengthening long-term partnerships with tourist attractions, hotel groups, and tourism-related organizations across different countries and regions, while promoting broader connectivity and resource sharing within the global tourism industry.

Second, strengthening digital and intelligent operating capabilities by continuing to upgrade its task order system, advertising placement system, and global partnership platform to improve information connectivity and operational efficiency across markets.

Third, developing a global tourism ecosystem by progressively connecting attraction partnerships, hotel group cooperation, advertising promotion, tourism fund collaboration, and other areas of the tourism value chain, expanding AKQ's participation across the broader industry.

Fourth, advancing the Group toward becoming an internationally recognized tourism technology enterprise by leveraging coordinated growth across the Americas, Oceania, Europe, Asia, and Africa, expanding its global market presence while improving the stability and sustainability of its international operations.

Beyond global business expansion, AKQ also continues to emphasize local employment opportunities and long-term development. In line with its existing corporate mission, AKQ aims to create more flexible employment opportunities through tourism promotion activities and team collaboration, while supporting participants in building development opportunities through

practical work.

From establishing operations in South Africa to accelerating growth across the Americas, officially launching Oceania, and preparing for further expansion into Europe, Asia, and additional African markets, AKQ's globalization strategy is entering a period of broader acceleration. As the number of partner attractions, hotel groups, and tourism industry organizations continues to grow, the company will further strengthen cross-regional resource coordination, establish a stronger foundation for long-term international development, and open a new chapter in its global tourism economy strategy.

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