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Balboa Travel Names Tom Cates as Executive Vice President of Strategic Development

San Diego, CA, February 27, 2014 – Balboa Travel, a top-ranking corporate travel management company since 1969, has hired industry powerhouse Tom Cates to lead their 2014 global growth initiatives and to diversify their national offerings. “Tom has relationships and experience in every aspect of the travel business, from every corner of the world,” says Balboa Travel’s President and CEO, Denise Jackson. “From sales, to marketing, to product management and IT consulting, Tom’s skill set takes our company’s full service capabilities to the next level.”

Prior to Balboa Travel, Tom Cates spent the last eighteen years managing multiple business segments at Amadeus, a leading software provider for the travel and tourism industry worldwide. He retired from Amadeus in December of last year. Most notable while he was at Amadeus was the integral role he played in growing the North American business into a critical and valuable asset for Amadeus IT Group, an accomplishment Cates is very proud of. “I like to build things,” Cates admits when asked how he was lured out of retirement. “Especially on a foundation as rock-solid as Balboa’s.”

Balboa Travel boasts a client retention rate of 98%, an industry high. This can be attributed to a decades-long history of “customer intimacy and operational excellence,” explains Balboa Travel’s Chairman, Joe da Rosa. “There’s nothing we won’t do for our clients and now with Tom’s leadership, there’s nothing we won’t be able to do.”

For more information on Balboa Travel, visit www.balboa.com

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About Balboa Travel:

Balboa Travel is a full-service travel management company, offering services throughout North America and ninety-three countries, with a primary focus on corporate travel. The company was established in 1969, and remains privately held. Balboa Travel is Gold Status-Certified by the Green Business Bureau, a Certified Woman and Minority Business Enterprise (WMBE), and a BCD Travel Affiliate.

Media Contacts:

Cynthia Jenkins
(949) 439-2127
cpjenk@mac.com