



MEDIA CONTACT:

John Knob

Sr. Director, Culture and Communications

John.knob@cadencetravel.com

858-551-3062

Cadence Named Forbes Travel Guide-Endorsed Agency

La Jolla, CA (May 25, 2023)– Luxury travel firm, CADENCE has been named among the first Forbes Travel Guide-endorsed travel agencies in the world.

[Forbes Travel Guide](#) ("FTG") recognized CADENCE for its leadership in the industry, dedication to elevating the role of travel advisors, support of hotels that have earned FTG Star Ratings and engagement with FTG as a trusted source for objective, third-party verification of exceptional hospitality experiences.

FTG is the only independent global rating system for luxury hotels, restaurants, spas and ocean cruises. Its 65th annual list in 2023 honors nearly 1,400 rated hotels in 81 countries. The coveted Five-Star, Four-Star and Recommended awards are earned through incognito inspections on FTG's hundreds of exacting quality and service standards.

"CADENCE is honored to receive this meaningful endorsement from Forbes Travel Guide, who continue to set the standard for how luxury is defined and measured around the world," said CADENCE CEO and Founder Wendy Burk. "Like Forbes Travel Guide, we also pride ourselves on our unwavering commitment to care, our community engagement, and our unmatched level of service – redefining what it means to provide only the very best travel experiences for our clients."

"FTG acknowledges CADENCE's commitment to world-class service, which complements FTG's own principles," said Richard Lebowitz, Senior Vice President of Travel Industry Outreach for Forbes Travel Guide. "Through its endorsed relationship with FTG, CADENCE completed a range of dedicated training, communications and engagement across its advisor network that distinguishes FTG Star Ratings as a trusted source of hotels vetted for service and facility excellence. We are grateful and honored to collaborate with the CADENCE team."

To learn more about CADENCE [click here](#), and to learn more about Forbes Travel Guide, [click here](#).

About CADENCE

CADENCE is an award-winning, internationally recognized travel company dedicated to the art of taking better care of people — clients, employees, and partners alike. CADENCE offers curated and customizable solutions for every travel need. CADENCE manages strategically focused business travel, plans exceptional meetings and incentive travel programs, creates bespoke personal leisure travel experiences, and powers a renowned host agency for a worldwide network of independent travel advisors. With a 25+ year history, a stellar reputation, and unrivaled industry status as our foundation, CADENCE provides high-touch advisor support, full-service accounting, personalized marketing, competitive earning potential, and inspiring

recognition programs. But more than anything, CADENCE. fosters an environment that feels like family - with a connected community of experienced travel advisors, and caring support from the best team in travel.

About Forbes Travel Guide

Forbes Travel Guide is the only global rating system for luxury hotels, restaurants, spas and ocean cruises. FTG's anonymous professional inspectors evaluate based on up to 900 objective standards, with an emphasis on exceptional service, to help discerning travelers select the world's best luxury experiences. The only way to get a Five-Star, Four-Star or Recommended rating is by earning it through their independent inspection process. For more information about Forbes Travel Guide, please visit ForbesTravelGuide.com.