

EvolutionCBS announces the sale of Sterling Travel Management to Global Travel Solutions

The logo for Sterling Travel Management, with "STERLING" in a large, bold, blue font and "TRAVEL MANAGEMENT" in a smaller, blue font below it, separated by a thin horizontal line.

Acquired by

Global Travel
Solutions



"We were delighted with the way process worked and with the way Mike and his team took us forward to the final successful result. A big "Thank you" to you all for getting us through this."

Nigel Neame, Sterling Travel

In a deal led by Reading based M&A Advisors EvolutionCBS, Sterling Travel Management, an established independent business travel management company, has been acquired by Global Travel Solutions, a Deehurst/Traveleads Limited business.

Sterling Travel Management (the trading name of NGP Marketing Ltd) is a long-established, leading-edge Travel Management Company that provides a full portfolio of bespoke business travel management and expense services.

Deehurst/Traveleads Limited are a family business that have been active in the travel sector since 1971. It was clear that the culture and professionalism demonstrated by Sterling was a great fit with their business and they intend to grow the Sterling brand significantly by expanding the company's proposition.

EvolutionCBS Client Director, Mike Whittle, led the deal and commented: *"The EvolutionCBS team work hard to help our clients find the right acquirer and the right deal - this is essential to a successful campaign. I feel privileged to have played a role in bringing these two businesses together – I see a great future for them and wish the excellent team at Traveleads all the very best. I would also like to thank my clients, Nigel and Geraldine Neame, for their professionalism, it really has been my pleasure working with them on this project and I am delighted to help them achieve the right outcome, particularly as their previous attempt at market a few years ago with another adviser proved fruitless and costly – I wish them a relaxing and enjoyable retirement."*

Nigel and Geraldine Neame, Sterling Travel, are retiring from the business and commented: *"This is an excellent result for Sterling Travel Management. It ensures the on-going development of the business, while giving Traveleads a strategic footprint on the South coast and the benefit of our proven online travel solutions to corporate clients."*

About EvolutionCBS:

EvolutionCBS (www.evolutioncbs.co.uk) works with private business owners helping them to maximise the exit value of their companies. Working with shareholders and investors we advise on all aspects of selling a business, growth to exit strategies and business acquisitions.