



**Peter van Berkel**

Peter van Berkel is President of Travalco, a full range Inbound Operator and DMC headquartered in South Florida. Already during his studies in the Netherlands he was active in the travel trade, both as a Tour Director for a US Company conducting group tours all over Europe and by doing expansion feasibility assessments for a chain of retail agencies.

After his studies he joined Go Florida in 1985 at its inception (renamed to Travalco in 1992) and the company has been fully owner-operated ever since. Travalco is a pure B2B Inbound Tour Operator and DMC with high standards and uses innovative product creation and technical tools to meet the rapidly changing demands of the inbound markets. The company has been consistently trusted by major hotel companies as a partner that contributes to a mutual interest. On the client side the company has enjoyed award winning partnerships for over 30 years with leading tour operators in various market s.

Peter has long been an advocate for inbound industry topics like rate integrity and effective distribution and creation methods of travel products for the international markets. Since the 1990s, he has been an active board member of the International Inbound Travel Association (IITA) and one of its predecessors, the International Travel Services Association. Today, he serves as Chairman of IITA, the leading association representing international inbound tour operators, and the industry at large.

