



**Peter van Berkel**

Peter van Berkel is the President of Travalco USA Inc. and based in South Florida.

After his studies in the Netherlands, he joined Travalco and the company has been owner operated with the same partners since its inception in 1985. He is currently in his second term as Chairman of International Inbound Travel Association (IITA) and is a leader in various aspects of the inbound travel advocacy matters as it pertains to best practices for National Parks and finding solutions to alleviate negative impacts due to high visitation levels of certain destinations. In 2018 Peter van Berkel received the IITA Travel Professional of the Year award. In 2023 he was appointed to the Travel and Tourism Advisory Board (TTAB) which advises Commerce Secretary Raimondo on travel industry matters.

Travalco is a full range B2B Inbound Tour Operator for North America with high standards and select distribution methods as well as innovative products and high-end technical tools to support these standards. Its clientele consists of Tour operators and travel professional from around the world. In addition to a curated portfolio of Accommodations all over the USA, the company also operates the largest selection of Self-Drive Programs with more than 150 distinct products for the North America markets including almost all of the BRAND USA Itineraries. In addition to offering a large number of Seat-in Escorted Tour programs in select languages Travalco also operates many clients specific Group Tour series and fully customized ad-hoc group programs.

The company has been consistently trusted and has enjoyed mutually beneficial relationships with the leading tour operators and wholesalers worldwide as well as major Hotel companies and suppliers for more than 37 years. In 2017 Travalco was selected and awarded “Best DMC Worldwide” by the Belgian Travel Trade.

