

John Severini
President & CEO
California Travel Industry Association (formally CalTIA)

John Severini is the President/CEO of the California Travel Association. His organization is the only collective advocacy voice for travel, tourism and hospitality in California, and is comprised of business and organizations representing all sectors of tourism.

John has over 25 years of senior executive experience in a variety of tourism sectors. His experience includes the airline and cruise line industry, and he was also an executive with the Disney company. Additionally he held the position of president of Trafalgar Tours USA...one of the leading and largest tour companies in the country.

In addition to advocacy, CalTravel provides for a multitude of benefits for its members including continuing education, networking and savings/benefits for business services and recreation attractions. Additionally, CalTravel provides relevant programs that assist and protect the efforts of tourism organizations throughout the state. CalTravel also conducts the annual California Travel Summit, one of the state's premier conventions for travel and tourism. CalTravels' mission is to "Protect companies and organizations investments...and to provide relevant individual member benefits".