

itravel celebrates 25th anniversary

ITRAVEL is this year marking its 25th year of operation, with the group celebrating the milestone at its second annual conference, held at the Amora Hotel Jamison Sydney over the weekend.

Sat night saw the itravel team and industry partners dress in their finest to celebrate the occasion overlooking the water at Zest Point Piper.

Managing Director Steve Labroski reflected on the past 25 years of itravel, telling **Travel Daily** the company started out with just two friends - himself and fellow Director Louie Apostolovski.

"I look back 10 years, ago there was only three people in the business, today we sit here with over 150 consultants nationally selling every day," Labroski said.

"It's 25 years of wins, losses, more losses than wins is probably the hard part, but what we've always done is gotten up and done it again."

Labroski said the secret behind itravel was "the people behind the business, not the brand".

Looking forward to the next 25 years, itravel will work to create more of a footprint, whilst maintaining its culture.

"We are a family business, so the goal is to continue doing what we're doing; listen, innovate and support," he said.

"For us, it is all about the culture, if we maintain that culture, the business will continue to grow."



THE head office team: Juanita Swigelaar, Emma Will, Annalee Ilievski, Tiano Sakaria-Cecil, Steve Labroski and Dee Jaswal.



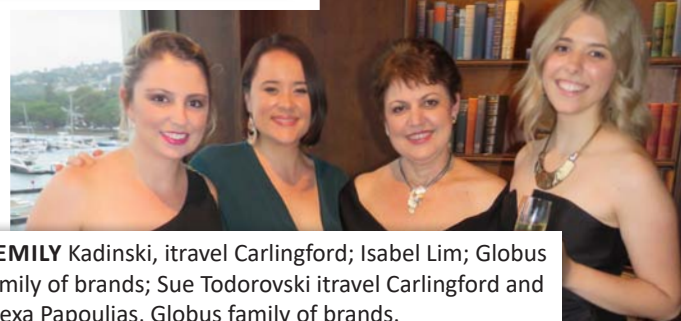
WINNERS are grinners: itravel's top sellers celebrate with Directors Steve Labroski and Louie Apostolovski.



GEMMA El Kazzi, itravel mobile agent and Renee Catanzariti, itravel Griffith.



THE team from itravel The Junction.



EMILY Kadinski, itravel Carlingford; Isabel Lim; Globus family of brands; Sue Todorovski itravel Carlingford and Alexa Papoulis, Globus family of brands.

DIRECTORS
Louie Apostolovski and Steve Labroski recognise Travel Manager Sue Milosova for 20 years with the network.



COLLETTE'S new Director of Strategic Partnerships Troy Ackerman with Princess Cruises Head of Sales Operations Australia Brett Wendorf and P&O Cruises BDM NSW Jess O'Brien.