



# Florian Van der Bellen

Director | Head of Destination Development



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Europe



Vienna



German, English, Italian, French,  
Romanian

areas of expertise:



strategic advice  
marketing  
destination development

Florian Van der Bellen joined PKF hospitality group in 2023. Based in Romania, he is responsible for destination development worldwide, such as sustainable tourism strategies and development plans, destination management, branding and marketing, and accessible tourism.

Florian holds a diploma from the College of Tourism, Innsbruck (Austria), and an Executive MBA from the University of Economics, Vienna (Austria). He has more than 30 years of practical experience in international hotel and tourism management in countries like Austria, Germany, Switzerland, Romania, Moldova, Armenia, Georgia, Azerbaijan and Australia.

As Managing Director of the Destination Management Organization „Tiroler Oberland“ in Tyrol, Austria, Florian was responsible for the strategic positioning of the destination, branding and marketing. In addition, his focus on accessible tourism brought numerous national and international awards for the destination, such as the EDEN Award (European Destination of Excellence), the Alps Award (Top 5 Alpine Destination), and second place at the World Responsible Tourism Awards.

Florian has successfully founded and managed tourism consulting companies in Austria, Georgia and Romania. His specialties are to make complex issues easily understandable and to produce practical, customer-oriented results.

Florian is a member of the Advisory Board of GIPA (Georgian Institute of Public Affairs) and a sought after speaker at international tourism conferences.