



SKÅL

MAGAZINE

International Association of Travel and Tourism Professionals • A Trusted Voice in Travel and Tourism since 1934



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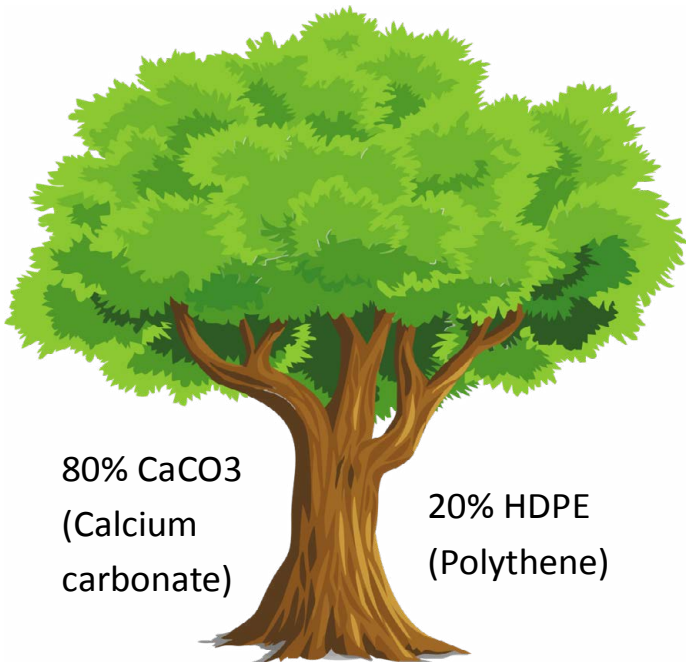
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MESSAGE

from the **PRESIDENT**

TIME TO BE JOLLY AND RECHARGE ONES BATTERIES



This fall I have been privileged to meet with members from Europe. Before my work related trip to Austria I visited the twinning ceremony of Skål International Roma and Skål International Berlin on Saturday 18 November 2017 in Rome. The weekend was fantastic with top arrangements by the local team lead by Skålleague Antonio Percario. The events were attended by almost all Clubs from Italy, representatives from Skål International Berlin, as well as Former President Karine Coulanges from Skål International Paris.

After the weekend I travelled to Austria to teach and during the week was able to have lunch with members of Skål International Graz Steiermark and Skål International Salzburg at the historical Restaurant Landhaus Keller where I also had the pleasure to meet with Former President, a fellow Finn, Birger Bäckman.

A big thank you to both teams for superb visits! The objective of this trip was first of all to enforce the European co-

operation between the big Skål cities as the European area has been in deep decline for several years and secondly to meet with several Club Presidents to relay the message of “positive change” of the current Executive Committee. The enthusiasm and support were tangible and I am looking forward seeing Europe raise again.

We have also heard great news from the Norden Area. It seems the northern most Skål Club will be born in Finnish Lapland this coming Spring and we have already registered Active Individual Members in Iceland with the help of Skål International London. In addition, Skål International Turku is looking at helping to establishing a

Club in Gdansk, Poland and Skål International New York has been actively revitalising Skål International Heidelberg in Germany. These are the types of messages we want to hear from all over the world (and we do!).

The Executive Committee team has been working on their individual tasks and plans for the year 2018, and are getting ready for the last online meeting this year as we speak. The change only happens through action and so the ownership of one's tasks is very important. In addition to what we plan internally, we also are open to suggestions and ideas from Clubs and members. Please do email us whenever you feel there is an idea you would like to bounce with us – be it a new membership category or a way to communicate better for example. We are here for you!

In Finland the days are getting shorter for a couple more weeks still. These are the times when you do not feel like getting up from bed in the morning and eating chocolate for breakfast seems a sensible thing to do! Unfortunately, climate change is affecting us all. The white and crispy winters from my childhood are just a memory and rainy, windy and dark days a new reality for us at least in the southernmost part of Finland. Luckily Santa Claus lives up north where it still snows! Soon it is time for him and Rudolph to start their long journey around the globe. Santa kicks off in Finland already

on 24th December and visits all the families personally, entering big and small homes delivering presents, good will and happy thoughts. After that Santa is so busy that for the rest of the world he mostly sneaks in from chimneys or leaves the parcels at the door!

I know not all in the Skål family celebrate Christmas (or believe in Santa like I do!) but in all the cultures and all the religions we represent in the global Skål family there is a message of love and forgiveness which is relevant all year round. This is the message I also want to deliver to all of you during this festive season: “Be good, love one another and reach out to those in need”.

Looking forward to a positively challenging year 2018 with all of you.

Yours in Skål,

Susanna Saari
President, Skål International

PS: Follow me on President's page at [Facebook](#) and at [President's Twitter](#) account



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NOTE FROM THE CEO

As the end of the year approaches, we all in general wish to make an assessment, which is in some way a calculation of the balance that this hectic year has left us.



Skål stand at IBTM Barcelona

A balance means quantifying and analysing the positive, but also the negative aspects, in order to determine how many of the goals we had set have been achieved.

Personally, I am very satisfied, because during these first twelve months at the head of this wonderful organisation, we have been able to implement the first phase of the proposed strategic plan for Skål.

Also throughout this year, I have been able to gather very diverse and interesting thoughts from all of you that have helped me to complete the general picture of the needs on which we are already working.

I am pleased to announce that the first module of the digital transformation project is under way. Therefore, we will shortly be able to share with you the first achievements and see concrete results.

We have also successfully completed the calendar of fairs and events scheduled for 2017. We recently participated with an important stand at the IBTM in Barcelona. The IBTM World is one of the most important international fairs specialised in MICE: business tourism, congresses, events and conferences. This fair provides professionals from the meetings and tourism industry with the opportunity to hold meetings aimed at improving their business prospects and opportunities.

We took the opportunity to position Skål, hold institutional meetings, recruit new members and provide a meeting point for our members who visited the fair.

We are already working on the calendar of promotional actions at trade shows in 2018 and we will notify you in our next publication, so you can plan your activities taking into account this information.

Let us focus on the year that is coming with great strength and the best energy! Because this beginning offers us a new and wonderful opportunity.

I wish to send you all my warmest greetings and a happy festive season.

Skål!

Daniela Otero
C.E.O. Skål International



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UPDATE FROM YOUR DIRECTORS

A main part of my portfolio is Young Skål.

To help understand what our Young Skålleagues think about our organisation and their involvement a survey has been created. This is to help develop a better strategy and model for our Young Skål members and their Clubs.

You will receive the survey in January 2018 and we would be grateful if all Young Skålleagues would respond and assist us to make Skål more responsive to their needs.

The aim of the survey is to consider the main “values” ('bullets') we already have, and ensure we are not overlooking anything. The results of the survey will assist us to establish our strategic priorities and ensure the views of the Young Skål membership are heard.

The survey will help identify patterns between Young Skål segments, nationality, etc. which will serve as a guide to design an action plan for Young Skål that corresponds to the demands of both Young Skål and our Clubs.

For example, if we find that a major “bullet” to retain or encourage new Young Skål members is a poor perception of the value of service received from your Club, you can suggest specific actions to improve service levels (e.g. better communication, support of a mentor, specific activities provided for young professionals, increased participation by Young Skål in the management of individual clubs, ...)

In short, this will help Skål prioritise actions according to the strategic objectives of our members.

The survey will help us to finish defining these actions based on your actual opinions not what they are perceived to be by our Committees.

My goal is to create the outlines of a new model the second quarter of 2018 and present the results and conclusions at the next World Congress in 2018, together with a draft of the Global Young Skål Strategy.

The Executive Committee considers this to be critical to the present and future of our Association and a key strategic concern.

We look forward to seeing your survey answers and contributions.

I wish you All a Merry Christmas and a Happy New Year 2018.

Skål!!

By Tere Diaz Comas

Director, Young Skål and
Membership Engagement
Middle East, North Africa and
Mediterranean

VISION STATEMENT



We are proud to introduce our new Vision statement!

A TRUSTED VOICE IN TRAVEL AND TOURISM SINCE 1934

We thought it appropriate to include the year of our organisation's formation to further enhance our vision statement and our relevance in the travel and tourism industry.

I am sure you will all agree.

Lavonne Wittmann | Vice President Skål International

SKÅL INTERNATIONAL

International Association of Travel and Tourism professionals
Founded 1934



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3* Flamingo Beach Resort & Spa	€941	€1,049 Per Person Sharing
Congress Only - No Hotel Included		€538
Young Skal - No Hotel Included		€269

Registration fees shown are per person and quoted in Euros. Special Family & Friends packages available on request.

FOR MORE INFORMATION CONTACT: MAUREEN OGOLA - M.OGOLA@AOL.COM



THE DIGITAL ASSAULT

NEW TOURISM PROFESSIONS

New employee profiles appeal to tourism stakeholders. They are territory reporters, data specialists or talent managers and occupy flexible positions or functions. Here are some that are growing and multiplying.

THE ONLINE PRESENCE OF A COMPANY HAS BECOME ITS MAIN CHANNEL OF COMMUNICATION. IT INTERACTS WITH CONSUMERS ON SOCIAL NETWORKS WHERE IT MONITORS IT IMAGE.

This responsibility requires new skills, hence the appearance of the community manager. Even it has existed for many years, this job is in constant evolution and is becoming more professional. The incumbent is responsible for animating and unifying the brand's communities on social media as well as ensure its online reputation. Once trained the employee is able to:

- Produce quality content and visuals thanks to a mastering of the basics of photography and video
- Determine the content that can be scripted for the territory
- Understand the basics of storytelling and web-writing techniques
- Disseminate content on various online media
- Conduct interviews with tourism stakeholders, residents and tourists

These skills in content creation are increasingly sought after by all tourism companies.

BETTER UNDERSTANDING OF THE CUSTOMER

The amount of digital data circulating on the web is a source of opportunity for tourism businesses that want to increase their understanding of their customers, target their needs and offer personalised offers and promotions. The data specialist works in a large company and collects customer information through loyalty programmes, bookings or web browsing history. This is a complex job that requires knowing how to collate a large volume of data from various sources, analyse them and draw up the conclusions.

IMPROVE THE VISITOR EXPERIENCE

Service is at the heart of the tourism industry. It is, therefore, natural that positions are dedicated to the well-being of the clientele. This is the case in luxury hotels where the Guest Relations Manager is the preferred contact for high-income customers.

ASSISTING THE PROFESSIONALS

In order to help tourism professionals to follow and adapt to the digital evolution, Mopa set up the training of territorial digital animators in 2010, which later spread to all of France. Essentially, it sets up sensitisation workshops for service providers, plays

an accompanying role and may also be asked to make a diagnosis of the tourist offer of the destination's online presence. Like the territory reporter, this facilitator's new duties are added to his other duties.

VALUING HUMAN RESOURCES

To promote staff retention, the position of talent manager has a place in hospitality. He is particularly present in large groups, which must now compete with smaller institutions to attract the best candidates. He is responsible for attracting and retaining the most successful profiles and accompanying them throughout their professional development in the company.

The tourism sector adapts to new expectations and needs of travellers and this inevitably involves an evolution of its business. Specialised jobs are very popular, but versatility is still a sought-after quality.

Are you planning to create a position with new functions in your company? Do you have a job that did not exist a few years ago?

Source: Veilletourisme.ca

MEMBERSHIP BENEFIT

DEREK KETTERIDGE, EXECUTIVE OFFICER, SKÅL INTERNATIONAL UNITED KINGDOM HAS ARRANGED THE ABOVE TRAVEL INSURANCE WITH UNDERWRITERS AT LLOYDS OF LONDON. THIS IS A UNIQUE PRODUCT THAT HAS NEVER BEEN OFFERED TO SKÅL MEMBERS BEFORE.

The details of cover and benefits of cover will be available in the Members' Only section of the Skål website shortly. The Medical Expenses section of the policy, also includes Repatriation to your Country of Residence, plus a 24 hour multi-lingual service who will assist in the event of a serious medical condition or accident.

To obtain terms and/or cover, please visit the following weblink and quote your Skål Membership number: https://www.asuaonline.com/redirect_MSP.asp?user=3039&code=100097

Please select your Country of Residence – If you live in the Europe, please select your country shown. However, if you live outside of Europe (but excluding USA/Canada), please select – “Non EU Country”.

For those Skålleagues who are aged over 74 years at the date of taking out the policy, please telephone All Seasons Underwriting Agencies (ASUA) on 00 44 (0)203 327 0555 who may be able to assist.

SKÅL SUSTAINABLE TOURISM AWARDS WINNERS 2017

THE HIGH STANDARD OF ENTRANTS FOR THE SUSTAINABLE AWARDS SPONSORED BY HALTERIOS HAS ENSURED THAT THIS HAS BECOME THE “FLAGSHIP” EVENT AT OUR ANNUAL WORLD CONGRESSES.

AMBOSELI SERENA SAFARI LODGE | [WEB](#) & [VIDEO](#)



With a focus on product, service, guest satisfaction and experiences, Serena Hotels offers quality accommodation, conference and holiday solutions in a collection of 24 up-market hotels, safari lodges, camps and resorts within 6 countries in the Eastern Africa region (Kenya, Tanzania, Zanzibar, Uganda, Rwanda and Mozambique) and 11 properties in Asia (Afghanistan, Pakistan and Tajikistan). These properties are strategically located to offer exciting circuits for guests in some of the most exquisite and prime locations in Eastern Africa and Asia.

Over the years, Serena Hotels has strived to bring best practices in social, cultural, environmental and economic development to some of the most deprived, remotest and yet alluring but most fragile areas in the world. It has contributed towards economic growth, development of tourism and a range of ancillary services, development of local human resources, as well as conservation of cultural and natural heritage, while reducing the ecological foot print of its properties to the minimum possible.

EL NIDO RESORTS | [WEB](#) & [VIDEO](#)

El Nido Resorts is a collection of island resorts in Northern Palawan, Palawan, Philippines. Situated within a Protected Area, vistas at the resorts are stunning, equally on land and under water. With each resort having no more than 51 keys, the principles of sustainable operations are in place. Distinct and a great variety of nature-based experiences are guaranteed, and the hospitality is unmatched.

The commitment to the local community sets the bar: up to 90% of the staff are local, as well as most of the supplies and services. A company-wide training and advocacy program called Be G.R.E.E.N. (Guard, Respect, Educate El Nido) has been running since 2006 to ensure that everyone in the organisation is aligned to the company's vision of sustainability. Community benefits and environmental preservation are part of the company's key result areas, alongside financial growth and organisational development.



GAMEWATCHERS SAFARIS | [WEB](#) & [VIDEO](#)

Gamewatchers Safaris is based in Nairobi, Kenya and has, for over 25 years been arranging for clients from all over the world to enjoy safaris in some of the best wildlife reserves and parks within East Africa, with an emphasis on the more personalized and smaller safari Camps and with high quality guides, using custom 4x4 safari vehicles for game drives.



Pioneers of the Conservancy Concept” – the leasing of land to form community-owned wildlife conservancies adjacent to the national parks, an approach that has transformed the areas adjoining park, where wildlife habitat has regenerated, enlarging the area available for wild animals. Game watchers safaris also owns exclusive, eco-friendly tented camps in Kenya, the Porini Camps that are small and exclusive. The Company’s dedication to high levels of service has been rewarded with numerous international awards in recent years and by the positive feedback, reviews and high ratings received from guests.

LA LOMA JUNGLE LODGE AND CHOCOLATE FARM



[WEB](#) & [VIDEO](#)

Discreetly tucked away in a quiet bay in the archipelago of Bocas del Toro, Panama, La Loma Jungle Lodge and Chocolate Farm celebrates the unique cultural and environmental diversity of the spectacular island of Bastimentos.

La Loma’s 23 hectares stretch up from the man-grove shores of Bahia Honda, through tropical woodland, groves of cacao, food forests and organic gardens, to one of the highest points on Bastimentos Island. We’ve handmade 4 cabins, each inconspicuously sited in the verdant jungle and designed to bring guests comfortably closer to the natural environment.

La Loma would not be what it is without the community in which it is located. Bahia Honda is home to approximately 25 indigenous Ngäbe families with an estimated population of 250. Since its inception in 2003, La Loma has worked with the community to seek solutions to poverty reduction and marginalization through employment, skills development, health awareness, promotion of cultural programmes and alternative sources of income.

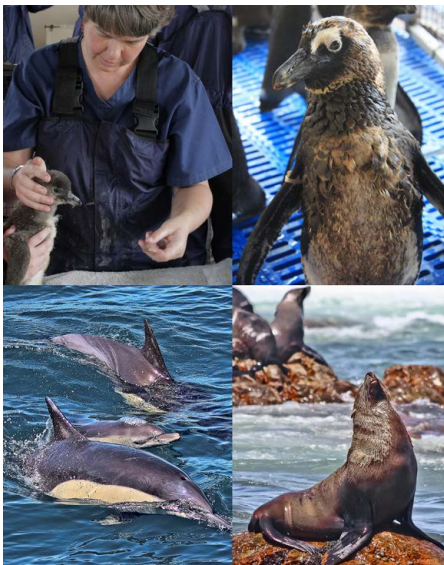
LAMPIVAARA AMETHYST MINE | [WEB](#) & [VIDEO](#)

Sustainable Amethyst Mine: Lampivaara Amethyst Mine is located in the rugged landscape of Pyhä-Luosto national, in the Finnish Lapland. Sustainable development is reflected in the company's fundamental choices, since no machines are used for excavating and amethysts are not excavated as raw material for the jewellery market throughout the world. Instead, this exceptional gemstone mine may be the only mine in the world, where the digging for an amethyst has been upgraded to become a gentle experience for both the visitors and the environment.



People who visit the mine get to enjoy being in the fresh air, listening to the stories and myths related to the area and the amethysts, as well as, experience the joy of discovery, since each visitor gets to excavate their own particular amethyst, with their own hands. The Lampivaara amethyst has really taken its time to form - crystallizing only one centimetre in a million years.

MARINE DYNAMICS TOURS | [WEB](#) & [VIDEO](#)



Marine Dynamics tourism hub offers five star shark cage diving and whale watching/eco tours in the unique Dyer Island ecosystem of Gansbaai, South Africa. The companies are Fair Trade Tourism certified and believe that, "Your Choice Makes a Difference." Through their environmental project, the Dyer Island Conservation Trust, they are making a real difference for conservation and the community by:

- conducting effective science through daily observational data on white sharks and cetaceans
- conservation projects for the survival of the African penguin including the African Penguin and Seabird Sanctuary
- supporting community education
- building effective tourism and conservation partnerships
- fundraising towards research, conservation, education

The Dyer Island ecosystem is unique and fragile and it is the priority of Marine Dynamics to ensure the marine life in the area flourish and remain for many years to come.

OKEANOS SUSTAINABLE SEA TRANSPORT | [WEB](#) & [VIDEO](#)

"This is the Okeanos Vanuatu, a fossil-fuel free vessel, mixing sustainable transportation, ocean conservation and tradition revival. And what is more, it's not any vessel, it's a Vaka, a sailing canoe built according to traditional Polynesian design. This one runs only on solar panels and has a coconut oil-powered engine. Built to make a difference.

During our tour, you will enjoy the sunset cruise in Port-vila's Bay, or the nearby mysterious island and their romantic atmosphere while feeding on local stories, fruits and kava. The vaka can also be charter, used for scientific expeditions or campaigns.

We work hand in hand with the different communities, and make the local market our principal supplier. Our goal is to replace polluting ways of traveling. The Vaka and its crew's aim at raising awareness as well as being a suitable way of discovering Vanuatu's wonders."



PANTHERA AFRICA | [WEB](#) & [VIDEO](#)



Panthera Africa Big Cat Sanctuary is an ethical, non-profit safe haven for big cat rescues where no trading, interaction or breeding takes place. Lizaene Cornwall and Cathrine S. Nyquist founded Panthera Africa when they discovered what was really happening behind the scenes at big cat facilities.

Their passion and commitment led them to a beautiful farm in Stanford, near Hermanus where three years ago they created a sanctuary where they could give their lion, tiger, leopard, caracal and jackal friends a forever home. These

cats and jackals now live out the remainder of their lives in peace and with the respect and love they deserve from their caretakers.

Panthera Africa won the SKÅL International Sustainable Tourism Award 2017 in the category Countryside and Wildlife. It has been an adventure and a lifelong dream come true for the founders, and Panthera Africa stands as a blueprint of how a big cat sanctuary can be ethical, sustainable and financially viable.

TOURISM CENTRAL AUSTRALIA | [WEB](#) & [VIDEO](#)

Tourism Central Australia is an innovative non-profit, membership-based association that assists a variety of stakeholders including individuals, businesses and organisations with the growth of the tourism industry in the Red Centre. We service 61% of the Northern Territory including Alice Springs, the MacDonnell Ranges, Uluru-Kata Tjuta, Kings Canyon and the Tennant Creek region.

As the peak tourism body in the Red Centre, we promote members' tourism products, advocate for the Central Australian tourism industry, and market the region as the ultimate outback holiday

region. We also manage the award-winning Alice Springs Visitor Information Centre which provides consumers all the information they need to make their visit memorable and enjoyable.

From world-famous rock formations and spectacular mountain ranges to picturesque waterholes and pristine desert landscapes, we love the Central Australian environment and its unique gifts. Tourism Central Australia is committed to the preservation of our world for ourselves and future generations.



VINEYARD HOTEL | [WEB](#) & [VIDEO](#)



Built in 1799, The Vineyard is one of Cape Town's best loved hotels, with 208 luxury rooms boasting views up to the eastern ridges of Table Mountain. A certified Fair Trade Tourism property, the hotel has been on a sustainable journey since 2006. Its 7.5 acre garden is home to 12 mountain tortoises and is maintained using natural, eco-friendly principles.

This encourages owls to roost here and many birds and animals to visit, including a spotted genet. Two renewable energy projects are in place: a 20kW 80 panel

installation and a 60 panel PVT solar and PV combined installation generating 15kWp electrical and 75kWp thermal energy. During the current drought, water consumption has been dramatically reduced as a result of various initiatives. Staff are offered ongoing training, while unemployed learners are offered internship and traineeships. Our Kids of the Cape, the hotel's outreach programme, supports a number of organisations.

FROM #KNYSNAFIRES TO #KNYSNARISES

KNYSNA, DEVASTATED BY FIRES IN JUNE THIS YEAR, IS RISING FROM THE ASHES.



Skål International Garden Route played an important role in the transformation of a town that went up in flames, to kindling a new fire of enthusiasm in the tourism industry following the worst natural disaster ever to be experienced in this picturesque town along the Southern Cape Coast.

With funds donated by Skål members from all over the globe, a skills development project was launched that gave new hope to those who lost had their place of employment and or jobs as a result of the fires that ravaged Knysna during June 2017.

With the aid of these funds, short courses were offered to 20 workers in the tourism industry whose establishments were razed to the ground. These efforts have come to fruition with the workers returning to their jobs with new and upgraded skills in the aftermath of the fires.

Workers from six establishments, including guest houses and restaurants, received training in, among others, basic wine presentation skills, from the Francois Ferreira Academy and the Cape Wine Academy. "Despite his busy training schedule at the Academy, Francois was personally involved in the training," said Niel Els, President of Skål International, South Africa.

A certificate was issued by the Francois Ferreira Academy and Cape Wine Academy on the successful completion of the course. Follow-up courses are in the planning.

The course was presented at Blackwaters River Lodge on the banks of the Goukamma River, which had also suffered immense damages. "The Lodge graciously invited Skål to make use of their restaurant facility, which was spared the flames."

Funding

The training was made possible by voluntary funding received from international Skål clubs in the USA and Mexico, Europe and Finland, Australia, New Zealand, Croatia, Italy and Japan.

"Members of these clubs attended the Skål mid-year Congress in George in 2016," said Niel Els, President of Skål International South Africa, who organized that congress.

"The members visited the establishments of Skål members in Knysna and thus, having become friends, had heartfelt empathy for the people in the local tourism industry with whom they had interacted during their stay."

The personal engagement with local businesses left a lasting impression on the visiting Skål members.



"They will always have an affinity for the owners and workers at these establishments where they enjoyed five-star Garden Route hospitality and services. That is what Skål is about: Business among Friends."

According to Els, this is the first initiative in the aftermath of the fires to have a tangible outcome with upskilled workers returning to their previous jobs. "The establishments are still in the process of restoring their premises and businesses to their former high standard, but the owners/managers and workers can look forward to bringing improved skills to the refurbished workplaces."

Workers, who benefited from the training, had the following to say: "I found the course to be enlightening and exciting and I am very thankful to have been part of it," said one.

"The course has changed my life. It brought home new ethics in my job, and gave me knowledge that I will put to good use in future. I loved it," said another. "The manner in which these individuals and the tourism industry in Knysna has bounced back, is a wonderful testimony of the resilience of humans and nature, as new growth in nature is beginning to mask the grey devastation of the fire," said Els.

"Our message to tourists is to come to Knysna and the rest of the Garden Route. This is truly the Garden of Eden arising from the ashes."

Media Release on behalf of Skål International Garden Route:

interface by goji
mimi finestone
mimi@gojipr.net

SKÅL INTERNATIONAL PARIS

ANNIVERSARY CELEBRATION | 85 YEARS OF SKÅL CLUB 1



Skål International Paris celebrated the 85th anniversary of its foundation on Friday 15 December with a special evening that gathered together more than 50 Skålleagues and guests at the famous Restaurant La Bonne Franquette located in Montmartre.

The event was considered a success by the current Skål Paris President and Former International President Karine Coulanges with international representation from Germany, Turkey, Croatia and United Kingdom. On the occasion of the dinner, Skål Paris and Skål Zagreb ratified the twinning between both Clubs for joint projects and exchanges which twinning provides and which will lead fellowship and friendship.



On the following day the group enjoyed a guided visit to the Notre Dame de Paris Cathedral followed by a lunch in a nice cave dating from the Middle-Age.



The place chosen for the evening was the Bel Canto, a wonderful restaurant that combines good gastronomy with lyric art where all waiters and opera singers.



SKÅL CLUB OF THE YEAR AWARD

In this issue, we have asked the winner of the Club of the year 2017 – Skål International Quebec – the runner up – Skål International Launceston – and tied for third position – Skål International Adelaide and Skål International Los Cabos – to share some of their thoughts and ideas on the success of their Clubs.

We wish to recognise the President of each Skål Club who have kindly submitted the responses: Dannie Caron (Quebec), Mick Hammong (Launceston), Cosimo Matteo (Adelaide) and Raúl Chi (Los Cabos).



1. WHAT IS YOUR "RECIPE FOR SUCCESS"?

Quebec: The Quebec Skål Club is recognised as a dynamic and committed club in its city as well as throughout North American and international Skål conventions. The sense of belonging to the Club is very powerful and each member has a deep desire to make the Club shine whenever the opportunity arises. What makes the strength of the Club is, on one hand, the involvement of the members in the development of Quebec's touristic offer and, on the other hand, the mutual help and friendship between members (business amongst friends).

Launceston: We focus on good communication and having fun! Our new members love mingling with everyone and having a good time. Our members are engaged and are proactive with sourcing new faces to join our club. We take advantage of our small state of Tasmania, which allows us a certain amount of ease in doing business among friends.

Adelaide: Being constantly proactive and inventive and by listening to our members is the key to our success. Although we have grown as a Club this year

we need to provide good value to our members and by having a dynamic, forward thinking and hard working committee will ensure our Club will succeed for years to come.

Los Cabos: The formula is friendship. Although we are a big Club, with 69 members, there is an excellent relationship among all Skålleagues which allows a pleasant atmosphere at our meetings that generates a sense of belonging and pride to be part of Club Los Cabos 645.

2. HOW DOES YOUR CLUB ATTRACT NEW MEMBERS AND HOW DO YOU RETAIN THESE MEMBERS?

Quebec: The Quebec Skål Club is established as a select Club where it is a privilege to be invited. We commercialise membership to the Quebec Skål Club as an ultimate goal to achieve as part of a career in Tourism. The criteria of admissibility are respected rigorously and the applications are submitted to the board before the official invitation. And, the best way to retain members is for them to actually do business amongst friends.

Launceston: The networking opportunities are the key driver for retention and attracting. An open minded and active committee and membership base drive new members and seek prospective new members at each bi-monthly committee meeting. Varied lunch venues, great relevant guest speakers and a fun membership keep attendees motivated.

Adelaide: We have a very passionate and driven committee who are actively involved in the community and attracting and retaining new members is our key objective for 2018. This is done by inviting possible candidates to various lunches throughout the year to see what Skål is all about.

Los Cabos: We live in a young destination that is growing very fast, with the opening of new hotels, restaurants and other tourism related companies every year. Based on these openings, we intend to integrate the new General Managers or Owners of these companies into our Club. The way to do it is by inviting them to our meals so that they can experience the spirit of friendship of the Skål Club.

3. WHAT METHODS DO YOU IMPLEMENT IN YOUR CLUB THAT ENCOURAGES ATTENDANCE TO YOUR MONTHLY FUNCTIONS AND KEEPS THIS EXCITEMENT AND PARTICIPATION ALIVE?

Quebec: Every monthly dinner is an exceptional culinary experience. We also include recurring activities such as a Christmas dinner, an annual auction and a mystery dinner where the members are only given a meeting point and a dress code. During each event, one can feel a dynamic energy between members, similar to the frenzy of large family gatherings.

Launceston: We invite a range of interesting guest speakers to each meeting and make sure that we meet at new and exciting establishments – some that are a money-can't-buy experience.

Adelaide: Skål offers diversity and good value along with networking opportunities at every lunch. We also look at having a guest speaker and by mixing up venues and offering cheaper alternatives, this has helped us boost membership and keeps the participation alive. We also like to provide discounted and 2 for 1 lunches (once a year) which encourages more members to invite guests and in return increases our profile and membership. We continue with traditional lunches

focused around themes, like Legends Lunch or Past Presidents and Melbourne Cup.

Los Cabos: First of all, all Skål leagues are aware that our meals are held on the second Friday of each month, then a minimum of one week before we send them emails and chats, informing about the place of our next meeting. Our Secretary has the duty of calling each of the members to ensure that they have received the invitation and to request confirmation of attendance to the event.

4. DOES YOUR CLUB HAVE ANY EXTRAORDINARY PROJECT THAT YOU ARE WORKING ON AT PRESENT?

Quebec: Yes, we have the desire to help the Montreal Skål Club increase its membership. We are thinking of organising a joint monthly dinner next September. The Quebec Skål Club is also considering submitting its candidacy for the international convention 2021-2022. In 2018, we should start working towards that goal.

Launceston: We are working towards twinning with Skål Osaka and our new Young Skål member Jo Breen, who will be racing a sail boat from Melbourne to Osaka in March 2018, will facilitate the ceremony! This will be the first club that we have twinned with since founding.

Adelaide: Not at the moment, however we are looking at some projects for the later part of the year and for 2019.

Los Cabos: No.

5. HOW DO YOU PROMOTE THE MANY MEMBERSHIP BENEFITS TO YOUR MEMBERS AND PROSPECTIVE MEMBERS?

Quebec: The essential element of our argument is the possibility to join the only group of decision-makers in the Quebec region's tourism industry. This group enables networking opportunities that will most likely turn into friendships and eventually business opportunities.

Launceston: The membership benefits of Skål are openly promoted during our meetings and new member inductions. Passing on the e-deals that we receive from National and International is another way we promote the Skål brand.

Adelaide: It is just word of mouth at the moment and we push the networking opportunity where we can. Some members see the benefits of joining but retaining them is the vital key.

Los Cabos: We are currently working on a website, owned by the Club, where we will upload the information of all members who wish to do so, with the discounts and benefits offered to the membership.

6. HOW DO YOU PROMOTE YOUNG SKÅL TO PROSPECTIVE MEMBERS AND TO YOUR MEMBERSHIP BASE?

Quebec: The Club is thinking about the possibility of creating a Young Skål. The project will be launched this year, since we have many young talents that desire to start Young Skål.

Launceston: We are currently running a mentoring program with our local training institute TasTAFE

where our members spend time investing in the next generation of tourism and hospitality workers. We find this a very good way of promoting Young Skål also as the students are exposed to the Skål brand while still in training.

Adelaide: Skål Adelaide has very close affiliations with Young Skål, SATIC (South Australia Travel Industry Council), Young Leaders, TAFE (Travel and Tourism College), plus many other organisations which helps us look at prospective members. It is also about the committee attending functions and social events to help boost the Skål profile in Adelaide.

Los Cabos: We have not started the Young Skål program yet. We hope to do it very soon.

VIEW PRESENTATIONS:

[Quebec](#) | [Launceston](#) | [Adelaide](#) | [Los Cabos](#)

JUST A DROP

SKÅL LONDON, UK IN A SUPPORTING PARTNERSHIP WITH JUST-A-DROP



Paul Hoskins, National President Skål International United Kingdom; Fiona Jeffery OBE, Chairman & Founder Just-a-Drop; Brian Donnelly, President Skål International London and Brendan Hanlon, Just-a-Drop.

As a trusted voice in the travel and tourism industry, Skål International nurtures endorsement and development of a responsible tourism industry at its core. Supporting charity is a logical step forward, especially when it comes with a life-saving goal such as provision of clean water.

The Charity, Just-a-Drop, founded and led by the passion and wisdom of Fiona Jeffery OBE, former Chairman of WTM's Reed Travel Exhibitions and a leader and veteran in the travel and tourism industry, work at a grassroots level to support communities around the world with access to sustainable clean water solutions, sanitation facilities and knowledge of safe hygiene practices. Just-a-Drop has been working hard to save and improve lives for nearly 20 years, since 1998.

Under the leadership of its Past President, now Skål UK President, Paul Hoskins, Skål London has fostered a positive connection and friendship with Just-a-Drop for some time. Having looked into the opportunity to put into practice the very values of Skål International,

Skål London, supported by Skål UK, has chosen to strengthen the connection with Just-a-Drop for their holistic approach to the provision of aid which provides a layered multiplier effect at grassroots level. With clean water, communities can embark on a journey out of poverty and build brighter futures. With continued enthusiasm of Skål London President, Brian Donnelly, The World Travel Market in London 2016 was our first step towards this special partnership and this year we raised the stakes by sponsoring a Just-a-Drop water fountain at our Stand which helped to raise some £75.00 for the Charity.

Skål London and UK now present new and bigger opportunities to make a difference.

JUST A DROP PROJECT FOR SKÅL INTERNATIONAL TUTINI SECONDARY SCHOOL IN KENYA

Here, Just-a-Drop aims to provide clean and safe water, as well as hygiene education to 385 students. Currently, the students obtain water through 5 large plastic tanks situated at the school, but in order to fill the tanks, water has to be bought and this is costing the school a great deal of money. A considerable burden which hampers the school's development. Tutini is a relatively large school and this means water is rationed to 5 litres a day, per student. An amount which is wholly inadequate to meet individual needs.

Just-a-Drop will provide a water tank for the school for year round safe and clean water, a tank which harvests water from the school roof during the two Kenyan rainy seasons. They will also provide 3 hand washing stations and sanitation and hygiene education to every student on how best to use the water to stay healthy.



THE COST OF THE PROJECT AND THUS THE FUND RAISING TARGET IS: £8,753 (CIRCA. \$11,699, OR, €9,926)

We will work together to develop an exciting calendar of events and Just-a-Drop will provide us with materials and work with us on a plan to help Skål engage members from a fundraising and engagement perspective. Support by our Skålleagues far and wide would be most welcome.

Anything exciting and fun can become a fundraiser: staff fundraising and challenge events – from

sponsored 10k runs, cycling events, international treks or muddy challenge, on site fundraising, such as bake sales, auction dinners, raffles and a host of other ideas. A friendly rivalry between Skål clubs would be most encouraged, with the winning club who raises the most to make a project visit to see first-hand the huge impact Skål will be making to people's lives out in the field.

Each project by Just-a-Drop improves people's lives; each is fully environmentally sustainable and based within the community, and so is the Tutini Secondary School Project. Help us make a difference today, for a brighter tomorrow.

"We make a living by what we get. We make a life by what we give." Winston S. Churchill



2017 SKÅLITE AWARDS' CONCEPT WAS "DESPITE EVERYTHING"

SKÅL INTERNATIONAL ISTANBUL CLUB HELD ITS 20TH ANNUAL 2017 SKÅLITE AWARDS CEREMONY AT THE WYNDHAM GRAND LEVENT HOTEL ON MONDAY 27 NOVEMBER WITH THE CONCEPT OF "DESPITE EVERYTHING".

Members of Skål International Istanbul Club and Turkey Clubs, members of Skål Turkey Federation, Skål Club Presidents, Past Presidents of Skål International Salih Çene and Hülya Aslantas, TUROB President Timur Bayındır, TUMAF President Yalçın Manav, TUYED President Kerem Köfteoğlu, Eskisehir Chamber of Commerce President Metin Güler, Chairman of Mersin Industry and Commerce Board Serafettin Asut and tourism sector executives participated.

The concept of the awards for 2017 was announced as "Despite Everything". The jury to shortlist

the candidates were composed of Skål International Istanbul's Past Presidents and Skål International Istanbul Club Board Members to be voted online during the award ceremony by Skål Turkey members.

Skålite 2017 Skål Istanbul Club Special Award was given to the Turkey Home Project of the Ministry of Culture and Tourism General Directorate of Promotion. Award was presented to Turkey Home Project Coordinator Nuraydın Arıkan.

Skålite 2017 Special Jury Prize Award was presented to Elite World Hotels in respect to their continuing investments as a local establishment, in these challenging times. Elite World Hotels General Manager Ünsal Isık received the award.

The Diversey Special Award was given to Stone Group, a group that supported the concept of sustainability in the name of environmental protection, and opening its

seventh Hotel to Antalya this year. Stone Group Royal Seginus Board Member Gizem Tas received the award.

The special Award of Skål Turkey Federation was presented to Gazi University Faculty Member Dr. Muharrem Tuna.

Bahar Birinci, President of Skål International Istanbul Club said that: "I would like to give more information on the concept of this year's award ceremony, the concept is announced as "Despite Everything" due to all economic crises, challenging times of the Turkish Tourism sector and the region, our industry is continuing to develop and produce and especially some corporations and individuals are doing great things as the heroes of this sector and we wanted to appreciate and thank them. Therefore, we have called out to them to be the candidates for this year's Skålite Awards. Their contribution is very valuable."

2017 SKÅLITE AWARDS

AWARD CATEGORY	AWARD PRESENTED TO
SKÅL TURKEY FEDERATION AWARD	GAZI UNIVERSITY FACULTY MEMBER DR. MUHARREM TUNA
SKÅL INTERNATIONAL ISTANBUL CLUB SPECIAL AWARD	TURKEY HOME PROJECT, MINISTRY OF CULTURE AND TOURISM OF TURKEY
SKÅLITE 2017 JURY SPECIAL AWARD/ NATIONAL HOTEL MANAGEMENT AND INVESTMENT	ELIT WORLD HOTELS
SKÅLITE 2017 CATEGORY AWARDS	
INTERNATIONAL HOTEL MANAGEMENT AND INVESTMENT CITY HOTEL CONGRESS AND MICE ORGANISATION TRAVEL AGENCY INNOVATION TO THE TOURISM EVENTS PROMOTING TURKEY ART EVENTS ADDING VALUE TO THE TOURISM SECTOR PUBLICATIONS THAT ARE CONTRIBUTING TO TOURISM	HILTON WORLDWIDE WYNDAM GRAND ISTANBUL LEVENT TEAMCON CONGRESS SERVICES SETUR TOURISTIC SERVICES ERKANSAS CITY- CHALETEN HOTEL INFLOW SUMMIT TASARIM TOM TOM SOKAKTA AYRICALIKLI ROTALAR (SAFFET EMRE TONGUÇ)
REGIONAL SKÅL CLUB AWARDS	
ANKARA SKÅL CLUB IZMIR SKÅL CLUB BURSA SKÅL CLUB ANTALYA SKÅL CLUB MARMARIS SKÅL CLUB FETHIYE SKÅL CLUB KAPADOKYA SKÅL CLUB ALANYA SKÅL CLUB ÇUKUROVA SKÅL CLUB ESKISEHIR SKÅL CLUB KONYA SKÅL CLUB KARADENİZ SKÅL CLUB TROIA SKÅL CLUB	ERİMTAN ARCHEOLOGY AND ART MUSEUM TOUR GUIDE AYÇA KESKİN ALMIRA HOTEL THERMAL SPA & CONVENTION CENTER BIOENGINEER HÜSEYİN ÇAĞLAR İNCE JULIAN HOTELS ONUR UĞAN SALOMON ULTRA TRAIL CAPPADOCIA ALANYA MUNICIPALITY MERSİN CHAMBER OF COMMERCE AND INDUSTRY ESKISEHIR CHAMBER OF COMMERCE ARAF HOTEL PAST MINISTER OF SPORT, SAMSUN PARLİMENTER AKİF ÇAĞATAY KILIÇ HAMPTON BY HILTON CANAKKALE GALLİPOLİ

ABOUT SKÅLITE AWARDS:

Skålite Istanbul Club has launched as a gift to Turkish tourism in the 75th anniversary of the Republic of Turkey, Skålite “Quality in Tourism” Awards are aimed at rewarding individuals and organizations who contribute to raise the quality and quality of investment in the tourism sector. Skål International Istanbul, providing solutions to current and important problems of the tourism sector with various meetings and symposiums organized up to the day-to-day, brought the first time to the quality of Turkish tourism with “Skålite Awards” in 1998 to award the qualities in tourism.



THIS YEAR, THE ANNUAL DINNER OF SKÅL INTERNATIONAL CADIZ HELD ON 2 DECEMBER 2017 WAS THE SETTING CHOSEN FOR THE PRESENTATION OF “SKÅLIDAD TURÍSTICA” (TOURIST SKÅLITY) AWARDS, AWARDED ON THIS EDITION TO THE “DESTINO ANDALUCÍA” PROGRAM OF THE CANAL SUR TV CHANNEL, THE OSBORNE GROUP AND THE INSTITUTE OF EMPLOYMENT AND SOCIOECONOMIC AND TECHNOLOGICAL DEVELOPMENT OF THE GOVERNMENT OF CADIZ, IN THE CATEGORIES OF “MEDIA”, “COMPANIES” AND “ORGANISATIONS AND INSTITUTIONS”, RESPECTIVELY.



Carla Terry Osborne, responsible for communications and public relations of the Osborne Group, accepted the award highlighting the importance of the joint work as “key to the success of the promotion”. For Terry, promoting Cadiz as a destination is not an individual task and she stressed that “all together we can make tourism in Cadiz work”.

Mabel Moya, Director of the “Destino Andalucía” program of the Canal Sur TV channel, was grateful for this recognition and she stated that promoting Cadiz was not a difficult mission since “Cadiz is so rich and varied that it gives an impressive game. It is a very grateful province”, said the media professional.

Ana Carrera, as Vice President of the Institute of Employment and Socioeconomic and Technological Development, took the opportunity to highlight, as did the representative of the Osborne Group, the importance for all to collaborate in the promotion of tourism, reminding that there are many institutions that participate in one way or another in the promotion of the Cadiz destination. For Carrera, it was a great honour that Skål International Cadiz had chosen the Institute of Employment and Socioeconomic and Technological Development in 2017 as a recipient of the award and she extended the recognition to the entire team, from the provincial government to the technicians” for turning the projects into reality.

RECOGNITION OF HONOUR AND NEW STAGE

One of the most emotional moments of the evening was the appointment of Josefa Diaz as Honorary President of Skål International Cadiz. Her work at the head of the association for more than 20 years, as well as her constant effort in spreading the goodness of the province were recognised by the incoming President, Manuel Alvarez, and seconded by those present at the event.

Alvarez, who was elected President of the association in August, expected that the event would be the beginning of a new stage. “I aspire at placing this association as the voice of the tourism trade and I say the voice – knowing that my pretension is ambitious – because we want to position the association not only at the provincial level, but at the international level”, said the expert in tourism.

The new President encouraged the Skålleagues to be “creative, modern, transgressors, breaking with the paradigms and traditions that hold us back in many ways”, said Alvarez.

HISTORY OF THE AWARDS

Since 2006, the “Skálidad Turística” Awards have become one of the most important recognitions in the province of Cadiz and of greater prestige in the tourism industry. The awards programme intends to recognise the work of support to the tourist companies of Cadiz and the dissemination and promotional work that the winners undertake, whether at local, national or international level, for the “Cadiz Destination”.



Photo Gallery

FUTURE LEADER AWARD 2017

ALTAN DEMIRKAYA, YOUNG SKÅL PROFESSIONAL, VANCOUVER, CANADA

Altan Demirkaya graduated from his University with a Bachelor of Tourism and Hotel Management with an honorary degree in 2013 in Istanbul, Turkey.

He has worked in various departments of five-star hotels and Airlines in Istanbul to specialise himself in the hospitality industry. Altan, who is passionate about the hospitality and tourism industry, became a Young Skål member in 2012.

Altan currently resides in Vancouver, Canada and he has studied Hospitality Management to expand his hospitality and tourism knowledge in North America.

Altan has been recognised with the Future Leader Award by Skål International at the World Congress in October 2017 in India. Vancouver Tourism Awards winner, Altan is today Sales & Catering Manager at the Best Western Plus Chateau Granville Hotel & Suites and a leader of Young Skål Vancouver and Mentor at the BC Settlement and Integration Services funded by the Ministry of Jobs, Tourism, and Skills Training in Canada.

“It is truly an honour to have been recognised by Skål International as the Future Leader 2017 during the Skål World Congress in Hyderabad, India. It is an incredible honour to receive this year’s Award as it is a true testament to the hard work and dedication of the entire Young Skål team. A special thank you to the Executive Committee for the consideration and their continuous support to the Young Skål movement globally! It is a great pleasure to be part of this amazing organisation.

My Skål journey began with Marmara Club in Istanbul in 2012. I was a university student and working as a part-time Bellboy to improve myself and was requesting my day offs to be scheduled for the day of club meetings to not miss them. When I attended my first Skål meeting, I got so impressed that I wanted to get involved in this organisation right away and could connect with industry professionals and share their insights. My volunteer Young Skål experience helped me to improve my coaching skills and it was a great pleasure to be recognised by the Marmara Club Board where I was invited to represent Young Skål members at the Board and working closely with President Zeynep Yilmaz.

Skål helped me tremendously to connect with incredible Tourism professionals around the world. I really enjoy connecting with young professionals and students and



share some insights about my work and tell them what is Skål all about. I share my story to inspire them during my speeches and presentations in the universities and associations.

My journey has continued in Canada as I transferred my membership to Vancouver in 2015. When I was invited to my first Skål meeting as a guest in Canada, I met Anastasios Theodoropoulos who became my mentor and General Manager since then... You are moving to a new country where you do not know anybody, and you are surrounded by amazing people through the power of Skål.

As the first Young Skål member of the Club, I have been working on the development of Young Skål where we have now nine active members in Vancouver. The power of the network and having friends worldwide is incredible! We must continue to work hard on the development of the Young Skål movement globally.

As a Young Skål, I look forward to learning from you – and with you – and continuing our journey in this remarkable industry that has been so good to all of us.

Kind Regards and Skål!

WTM LONDON

BUYERS MEAN BUSINESS AT WTM LONDON 2017



SENIOR INDUSTRY BUYER NUMBERS TOP 10,000 FOR THE FIRST TIME, AND EXHIBITOR INVITEES ALSO AT RECORD LEVELS

The numbers of senior industry buyers and travel professionals invited to do business at WTM London, the leading global event for the travel industry, rose yet again for 2017.

The key benchmarks of exhibitor invitees and WTM Buyers' Club members in attendance topped last year's record figures at WTM London. WTM Buyers' Club is the leading business club for senior travel industry decision-makers with direct purchasing responsibility. The number of pre-qualified buyers from the WTM Buyers' Club who attended the event over the three days stood at 10,484 – up 8% on 2016.

Furthermore, the number of senior industry executives invited by exhibitors to do business at WTM London rose significantly, up 14% year-on-year to 16,049 – including an 8% rise on Monday 6 November (invite-only day) to 11,861.

There was also an improved spread of attendees across all three days, with Monday's numbers up by 1% and Wednesday seeing a rise of 9%

year-on-year, further cementing the three-day format for WTM London – introduced last year.

WTM London 2017 experienced almost 88,000 (87,794) visits across the three days – Monday 6 – Wednesday 8 November. The first day of the event (Monday 6 November) saw 28,154 visits – an increase of 1% on last year. This included 5,715 senior buyers from the WTM Buyers' Club, an increase of 11% compared to the first day of the 2016 event.

Tuesday 7 November saw a massive 35,113 visits, including 7,525 senior buyers from the WTM Buyers' Club. Wednesday 8 November experienced 24,527 visits, including more than 4,000 (4,021) from the WTM Buyers' Club – an increase of 21% on the final day of the 2016 event.

WTM London again attracted around 50,000 (49,685) delegates.

The bumper numbers for the WTM Buyers' Club and senior executives being invited to WTM London mean the event is predicted to facilitate £3 billion in industry business deals, beating last year's record of £2.8 billion. WTM London, Senior Director, Simon Press, said: "WTM London has grown at an unprecedented rate in recent years with the seniority of delegates continuing to increase.

"I am delighted to see almost 10,500 senior buyers from the WTM Buyers' Club and more than 16,000 Exhibitor Invitees in attendance. These record numbers further demonstrates that WTM London is the event where the industry conducts its business deals. Around one million business meetings took place over the three days of the event which will lead to £3 billion in contracts being signed."

Audited figures of WTM London 2017 will be available in the New Year. WTM London 2018 will take place at ExCeL London on Monday 5 – Wednesday 7 November.

Experience the world at **WTM Africa 2018**



17%

increase on overall
travel professionals
at the show



11%
increase

on overall actual
appointments onsite



8,905

Pre Scheduled
appointments



5,117
industry professionals



US\$ 365,950,813
BUSINESS WRITTEN

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ITB BERLIN

A STRONG BRAND THAT REACHES AROUND THE TRAVEL WORLD

ITB has long established itself as an international brand. With its leading trade shows in Berlin, Shanghai and Singapore it participates in the fastest-growing markets and is a trendsetter in the tourism world. In an age of global communications, which is dominated by the internet, mobile devices and video conferences, trade fairs are constantly being put to the test. In reality they have grown in importance. In the case of ITB this also means re-orientation on a global scale and combining the individual profiles of three trade shows from Germany, Singapore and China under the umbrella of an international hub.



How to find out about tomorrow's trends today? From 7 to 10 March 2018 the ITB Berlin Convention will examine innovative and far-reaching trends in the travel industry, politics and business. At numerous sessions the global travel industry's largest think tank will focus on key topics, including overtourism, revolutionary forms of transport for business and private travel, as well as the challenges posed by artificial intelligence and its future prospects in the travel sector.

Mecklenburg-Vorpommern is the official partner region of ITB Berlin 2018 and is one of Germany's leading holiday destinations. As the first federal state to occupy this role the partner region is sending out a strong signal. With its Baltic coastline and well-known Lake District, Mecklenburg-Vorpommern is one of Germany's most attractive federal states. Ever since 1991 the partner region of ITB has been an important

exhibitor at the show. ITB Berlin is the ideal platform for presenting the state to the media and the public and to highlight the extraordinary hospitality and great diversity of this holiday region. The extremely positive development of tourism in Mecklenburg-Vorpommern over more than two decades as well as the uninterrupted growth in visitors to this federal state are definitely a success story.

Zambia is the Convention & Culture Partner of ITB Berlin 2018. Zambia, a jewel strategically located in the heart of Southern Africa continues to poise itself as an auspicious destination and it is still largely untouched by tourism exploits. With Zambia as Convention & Culture Partner the tourism world will get to know a fascinating country with untouched nature. It has good prospects as a tourism destination and is currently developing a highly sustainable tourism infrastructure.

**ONE WORLD.
ONE INDUSTRY.
ONE BRAND.**



ITB

itb.travel



SKÅL EXPANSION

ACTIVE INDIVIDUAL MEMBERSHIP

The Individual membership is an excellent opportunity for those travel executives based in countries or regions where there is no Skål Club within a reasonable distance to join Skål. Skål has recently expanded to new countries and regions worldwide and we are featuring our newly approved Active Individual members.

HO CHI MINH, VIETNAM

Hai Ho Phan, Director of Exoasia Travel | www.exoasia.vn



Starting as a tour guide from 1995, then sales executive, sales management professional with more than twenty years' experience in the tourism industry. I have travelled a lot throughout Asia, Australia, Europe and with the belief that travel has the power to make lives better is always in my heart. Moreover, our travellers want cultural exchanges, human interactions and spontaneous moments. We see it as our responsibility to give them more than just a holiday, we want to create stories that launch a smile every time. That's the reason why ExoAsia Travel was born.

We specialise in travel experiences to the lands of VIETNAM, CAMBODIA, LAOS, MYANMAR & THAILAND, and prides ourselves on being the First Vietnamese Tour Operator who have created an online booking engine regarded as the "TRAVEL

SHOP" for highly customisable tour planning within Exotic Asia destination. With our team of experienced travel professionals in each country accustomed to handling multi-national groups and create a varied collection of tried and tested privately guided tour programs to small group tours, beach and city stays, you can now cater by yourself your favourite itinerary made to fit your time and budget.

Sum up Asia in a paragraph? Good luck. Although close in proximity, the countries of Asia are greatly diverse. The sole thread that unites this diverse continent is the sheer diversity of experiences it presents to travellers. Don't expect to absorb it all; dive on in and let it seep into your skin.

Haven't found what you're looking for? Let our destination experts customise a unique tour package through this region for you! Just write to info@exoasia.vn for a Free Quote.

Recently, I read an article on TTG Asia Newspaper regarding to Skål International, I found it to be an interesting and well connected network to join. Being the first Individual member in Vietnam, I hope I can positively represent Vietnam as a destination and I would like to take this opportunity to meet a lot of new people and have more friends around the world. THINK ASIA THINK EXOASIA TRAVEL.



ISLAMABAD, PAKISTAN

Irfan Noman, Director of Flair Travel Management
www.flair.com.pk

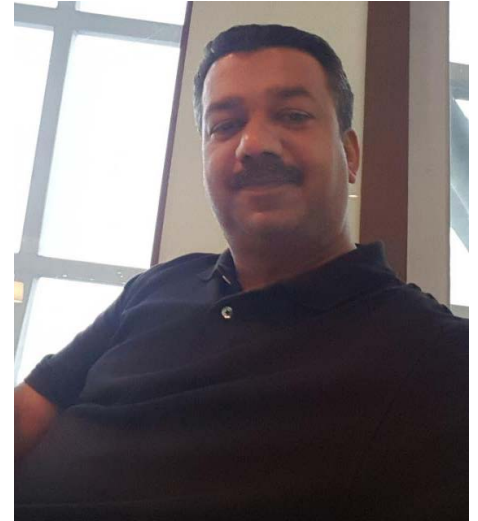
Hi every one, greetings from Islamabad capital city of Pakistan. You all may not be aware of my beautiful country Pakistan which is home of world second highest mountain peak K2. It is a home of rich historical and cultural heritage. Land of Indus Valley civilization, snow covered mountains, deserts, rivers and beaches, in fact Pakistan has something of everyone's interest.

I am associated with aviation industry since 1995 and then added experience of travel and tourism with airline industry. In 2009 we four friends followed our dream and launched Flair Pvt Ltd, a Travel management company with an aim to cover all areas of travel trade and address all needs of our client and market.

Flair Travel Management is an international corporate travel services organization with a worldwide network. We are committed to generate better travel ideas. We use our global reach, local expertise and business travel experience to deliver first-class services to clients around the world.

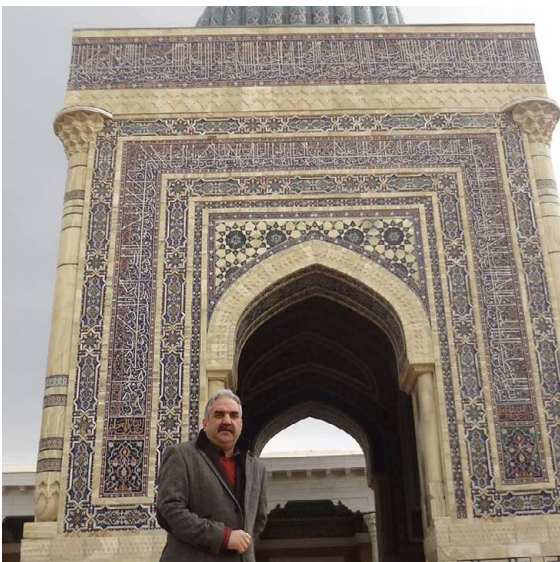
Our experienced team of business professionals at Flair Inbound tours can provide a complete service that take care of travelers from the moment a trip is initiated to beyond their return. The service that you will experience is highly personalized with great attention to the smallest details and being an independent agent, we work with no bias, are flexible and priorities the customers' requirements at all times.

To me, beauty of our travel trade is meeting and knowing new people specially of same profession. Skål provides you the best opportunity to be the part of big travel trade family. I am looking forward to grow from an individual member and have an active Skål club in our area. Me and my team will be honored if can be of any help to any member.



TLEMCCEN, ALGERIA

Rachid Benmansour, Director of Djoul Travel | www.djoultravel.com



Mr. Rachid Benmansour is the Director of the travel agency Djoul Travel located in Tlemcen, Algeria, since 1996, offering also Saharan seaside tourism in Algeria and specialised in a new concept proposing cultural trips and itinerant seminaries on the track of Sidi Boumedene, the master of Ibnou Arabi, with expert speakers under the direction of Doctor sari Ali Hikmet, President of the Culture Club.

Our trips around the world at the best sites of spirituality are marked by intercultural exchange and moral well-being of travellers and create a flow of cultural and intercultural pilgrimages between Algeria and other countries of the world.

The cultural journey is a key to a new tourism whose purpose is world peace.

FITUR

THE INTERNATIONAL TOURISM TRADE FAIR , CELEBRATES ITS 38TH STAGING FROM JANUARY 17 TO JANUARY 21, 2018.

FITUR is a global meeting point for tourism professionals and the leading trade fair for inbound and outbound Ibero American markets.

Skål International Spain organises the stand for all members of Skål International. On Thursday 18 January 2018 at 12:30 hrs the "Importante del Turismo 2017" Award ceremony will be hold and we will have the opportunity to share a glass of wine together at the stand located in Hall 10, 10B61.

In 2017 FITUR has beaten the participation record with 9,893 exhibiting companies from 165 countries/regions, 135,858 trade participants and 107,213 people from the general public.

Among the participation figures of note was the increase of 18.8% of international trade visitors compared to the previous staging.

Moreover, the volume of agendas organised by FITUR within the different B2B has reached 6,800 business appointments.

The attendance of 7,452 journalists is a turnout that shows the importance of FITUR on the international circuit of tourism sector events.

FITUR IS ALSO..... INNOVATION | FITUR TECH

The digital transformation of the tourism industry will be at the centre of the 6th staging of Fitur Know-How & Export



FITUR HEALTH The 4th staging of the section specialising in health tourism will take place as part of FITUR from 17 to 21 January 2018 at Feria de Madrid

FITUR Festivals, a new section at the International Tourism Trade Fair

Organised in collaboration with Spain Live Music

The UNWTO Awards for Excellence and Innovation in tourism is the flagship event for the global tourism sector. This event, which takes places with FITUR, seeks to highlight the work of organizations and individuals around the world that have positively impacted and inspired the tourism sector through innovation and knowledge.

SAVE THE DATES

CALENDAR OF SKÅL INTERNATIONAL MAIN EVENTS IN 2018

Skål Area and World Congresses

[ASIA AREA CONGRESS](#)

Macau, 21-24 June 2018

Website coming soon!

[LATIN AMERICA CONGRESS](#)

Panama, 18-22 April 2018

Website coming soon!

[Programme](#)

[NORTH AMERICA CONGRESS & Playa Mujeres,](#)

Mexico, 3-6 May 2018

[Full information](#)

[79TH SKÅL INTERNATIONAL WORLD CONGRESS](#)

Mombasa, Kenya | 17-21 October 2018

Website coming soon!

For information on national congresses and local events, please visit www.skål.org

Trade Fairs where Skål International will have a stand

ITB Berlin – 7-11 March 2018

WTM Africa – 18-20 April 2018

IMEX Frankfurt – 15-17 May 2018

IMEX America – 16-18 October 2018

ITB Asia – 17-19 October 2018

WTM London – 5-7 November 2018

IBTM Barcelona – 27-29 November 2018

HAPPY HOLIDAY

Registration is open for Africa's only inbound and outbound B2B Travel show! Confirm your attendance before the Festive Season on www.africa.wtm.com.

Happy **Holidays**

18 - 20 April 2018



IN MEMORIAM

CLIVE DAVIS

When I started working on the Skål History a few years ago, one of the people who heard my request was Clive Davis, he sent me some information on the flight of the pioneers from Paris to Malmo.

Clive became a member of Skål International Oslo in 1973 and moved, in 1980, to Skål Stavanger, where he was President 1983/1990 as the representative for British Airways. He was International Skål Councillor for Norway from 1987 to 1992 when he was elected to the Executive Committee during the General Assembly in Cape Town, South Africa. He was responsible for Statutes from 1992 to 1996, Vice President from 1996 to 1997





and was elected International President in 1997 in Montreal. He remained a further year on the Executive Committee as Past-President.

I remember his letter praising the organisation of the 1985 Congress in Jerusalem, Clive considered it "the best congress". I remember him saying of the Statutes: "it is applicable literally and equally to members of the male sex as to the female sex" and another, "the rights of Active members are equally applicable to Life members".

He attended the International Skål Council meeting in Mar del Plata, Argentina. Antonio Espinosa was President of the Council at that time and Clive maintained a great friendship with Antonio and two exchanged many missives which I keep as a treasure.

In Kenya in 1996 delivered the Kenya Coast Charter on behalf of the President. That same year and on behalf of the President, he attended the National Assembly of Skål International Israel in Galilee.

During his presidency, I remember his visits to Amman, Beirut to attend the Tourism Fair, Skål Denizli's Inaugural Dinner, Galway with members, in Granada he presented the Skål Tourism Awards, he attended the XXI Argentine National Congress in Mar del Plata, the Israeli National Congress, the XLV U.K. National Assembly UK in York, the Spanish National Assembly in Torremolinos. Clive gave me "his" presidential pennant with this dedication: "To Antonio, with the best wishes and Skål, Clive, 18-10-98". On one of the days, Clive and his wife Turid were at my house for lunch and we had the chance to talk about Skål and its history. From the Skål News of July, he gave us an account of his many visits, he speaks of five area conferences, 31 national committees and I do not know how many clubs. Skål had 21,107 Active members, 2,658 Life members, 66 Honorary members and 620 Associate members.

He was very much involved with the first "Skål International Strategic Plan". Clive, in his article on the "President's Page" in the April Skål News, speaks of the need of young people, of professionals and of a Skål under an international prism.

He visited us in Malaga on several occasions. I remember the meeting of the Past-Presidents in the General Secretariat with Mary Bennett, Chuck Lawson, Michael O'Flynn, José Colomar, Birger Bäckman, Uzi Yalon, Antonio Espinosa and me.

When at the end of 1997 the General Secretariat left its office at the Convention Centre in Torremolinos, Clive as International President decided on the purchase of the current premises.

He passed away on 20 November 2017 in Stavanger and was cremated on 25 November. In accordance with his wishes the funeral was held with only his family and close friends in attendance.

The space I have been given does not permit me to say too much about Clive and Turid, great people, great friends and Clive was, for Skål, someone special whom we will all always remember with affection.

By Antonio Garcia del Valle
Honorary President, Skål International



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*Numbers are approximate, may fluctuate and include hotels currently in the development pipeline.
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