

# Skål News

www.skal.org

International Association of Travel and Tourism Professionals  
Founded 1934

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## *Skål World Congress 2013*



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## TRADE FAIRS

### MAY 2013

**6-11 ATM 13. Arabian Travel Market**  
Dubai, Emirates Arabes Unis/United Arab Emirates/Emiratos Árabes Unidos  
[www.arabiantravelmarket.com](http://www.arabiantravelmarket.com)

**8-10 EXPOTUR 2013**  
San Jose, Costa Rica  
[www.expotur.com](http://www.expotur.com)

**9-11 WTF 2013**  
Sanghai, Chine/China  
[www.worldtravelfair.com.cn](http://www.worldtravelfair.com.cn)

**11-14 INDABA TRAVEL SHOW**  
Durban, Afrique du Sud/South Africa/

África del Sur  
[www.indaba-southafrica.co.za](http://www.indaba-southafrica.co.za)

**12-15 RENDEZ-VOUS CANADA**  
Edmonton EXPO Centre, Edmonton, Canada  
[www.rendezvouscanada.travel](http://www.rendezvouscanada.travel)

**15-17 Bula Fiji Tourism Exchange**  
Venue- Port Denerau, Denerau Island/Fiji Islands/Islas Fiji  
[www.bfte.com.fj](http://www.bfte.com.fj)

**21-23 imex**  
Francfort/Frankfurt, Allemagne/Germany/Alemania  
[www.imex-frankfurt.com](http://www.imex-frankfurt.com) | info

### JUNE 2013

**6-8 EUROAL**  
Palacio de Congresos y Exposiciones de la Costa del Sol. Málaga, Espagne/Spain/España  
[www.euroal.net](http://www.euroal.net)

**15-16 ITEHK**  
Hong Kong Convention and Exhibition Center, Hong Kong  
[www.itehk.com](http://www.itehk.com)

### SEPTEMBER 2013

**8-10 La Cumbre**  
San Diego - California, Etats-Unis/USA/EEUU | [www.lacumbre.com](http://www.lacumbre.com)

**11-13 THETRADESHOW 2013**  
Las Vegas, Etats-Unis/USA/EEUU  
[www.thetradeshow.org](http://www.thetradeshow.org)

**14-22 PATA Travel Mart**  
Hangzhou, Chine/China  
[www.pata.org](http://www.pata.org)

**21-24 TOP RESA**  
Paris, France /Francia  
[www.topresa.com](http://www.topresa.com)

**22-25 FITE**  
Guayaquil, Equateur/Ecuador  
[www.fite.info](http://www.fite.info) – [guayaquil@fite.info](mailto:guayaquil@fite.info)

## OCTOBER 2013

**9-11 IMEX America 2013**  
Las Vegas, Etats-Unis/USA/EEUU  
[www.imexamerica.com](http://www.imexamerica.com)

**18-20 TTG-TTI**  
Rimini, Italie/Italy/Italia

[www.ttiworkshop.it/en-en](http://www.ttiworkshop.it/en-en)

**18-20 PHILOXENIA**  
Thessaloniki, Grèce/Greece/Grecia  
[www.philoxenia.travel](http://www.philoxenia.travel)

**TBA C.I.S. TRAVEL MARKET**  
St. Petersburg, Russie/Russia/Rusia  
[www.biztradeshows.com](http://www.biztradeshows.com)



# FLORIMOND VOLCKAERT FUND

## HOW DOES IT WORK?

If a Skålleague is in need of help, an application should be sent to the three Trustees. They will assess the request and quickly come to a decision as to the form the assistance will take.

## HOW TO APPLY FOR GRANT

Go to our website and click on Members Only and Florimond Volckaert Fund. Here you will find the application form. Fill it out, and send it via your International Councillor or Club President to the three Trustees.

You can also send it directly to the Trustees, but then the process might take longer.

## HOW TO DONATE NOW

Donations can be made by :

Bank transfer to the Florimond Volckaert Fund account:

**Banco Bilbao Vizcaya | Plaza Costa del Sol 9, 29620 Torremolinos, Spain**

US\$ Account No. 0182.0481.62.201121003.9  
Swift: BBVAESMM  
IBAN ES89 0182 0481 6220 1121 0039

EURO. Account No. 0182.0481.65.0011510764  
Swift: BBVAESMM  
IBAN ES94 0182 0481 6500 1151 0764

Cheque to the following address:  
Skål International  
Av. Palma de Mallorca 15, 1º  
P.O. Box 466  
29620 Torremolinos, Spain

## YOUR TRUSTEES ARE:

**Richard Hawkins**  
(Coordinating Trustee)  
President S.I. 2000:  
[richard.hawkins@hawkrentacar.com](mailto:richard.hawkins@hawkrentacar.com)



**Mary Bennett**  
President S.I. 2003:  
[marybennett@eircom.net](mailto:marybennett@eircom.net)



**Jan H. Sunde**  
President S.I. 2006:  
[jan.sunde@tide.no](mailto:jan.sunde@tide.no)



# MESSAGE FROM THE PRESIDENT

*As we approach summer, your Executive Committee and Secretariat are hard at work on our various duties and objectives.*

I HAVE HAD THE PLEASURE OF ATTENDING MANY SPECIAL SKÅL EVENTS AND GATHERINGS AROUND THE WORLD. I PARTICIPATED IN TWO IMPORTANT ANNIVERSARY EVENTS IN CANADA, WINNIPEG AND CALGARY. RENU AND I ATTENDED THE ANNUAL CONFERENCE AND AGMS OF THE LATIN AMERICAN CLUBS IN PUNTA DEL ESTE (URUGUAY). THE ENTHUSIASM AND HOSPITALITY OF OUR FELLOW SKÅLLEAGUES FROM LATIN AMERICA IS BOUNDLESS.

The next long trip was to Australia to attend the National Committee meetings of our Australian Clubs in Launceston (Tasmania). We also had the opportunity to attend Skål events in Sydney, Townsville and Melbourne... where I had the pleasure of inducting seven new Skålleagues. The

hospitality and friendship of our Australian Skålleague hosts was absolutely marvellous and I was particularly impressed with their positive outlook and commitment to growing their Skål membership.

Then it was on to Istanbul (Turkey) to participate in their spectacular ARENA event and to attend their National Committee meeting and AGM. Both events were very well attended and had excellent content, while Turkey continues to be a dynamic Skål country with continuous growth and two new Clubs added since January, with Istanbul still the largest Club in the Skål world. We experienced overwhelming hospitality and great warmth from our Turkish Skålleagues.

During all these visits, I took the opportunity to speak extensively about the direction Skål is taking and the

vision, mission and branding efforts we are actively pursuing. This message is being well received and is finding resonance with our membership. I have been encouraged to continue on this path for greater visibility for Skål in the travel and tourism world.

Pursuant to this, with the assistance of the Executive Committee and Nigel Pilkington in particular, I made a statement with regard to human rights in relation to tourism which has received much positive comment. We are currently working on drafts of positions on the aviation industry, in regard to the carbon emission issue and the airline passenger duty. We are also studying issues related to the hospitality industry.

AFTER WE PREPARE DRAFT POSITIONS ON THESE MATTERS, YOU

WILL HEAR FROM ME ASKING FOR YOUR COMMENTS AND INPUTS ON THESE POSITIONS. THEY WILL BE POSTED IN THE PASSWORD-PROTECTED AREA OF THE SKÅL WEBSITE FOR YOUR READING, AND YOUR COMMENTS WILL PROVIDE OUR GUIDANCE IN FINALISING AND EVENTUALLY ISSUING THESE AS SKÅL POSITIONS.

My hosts in Uruguay, Australia and Turkey made arrangements for various news organisations, both in the travel and mainstream media, to attend meetings and conduct interviews. I was glad to be able to speak about Skål and our vision and mission, along with our great focus on amicable and networking. I was happy to note that there were several press reports and one television report in this regard.

I urge all of you to find appropriate opportunities to secure positive press coverage for Skål in your areas. Many clubs and members do laudable work in different charitable organisations and in the industry but we often do not speak about these good works. Please report these efforts to your local press organisations and get the credit you and Skål deserve. One great place to start would be with going to the Skål website and identifying our own media members and keeping them informed of our activities through press releases.

While I know that many of us, as I do, **HAVE AMICALE AND FRIENDSHIP AS OUR MAIN REASON FOR BELONGING TO SKÅL**, finding it to be the greatest benefit of all, our newer and younger members are looking for greater content and ROI. To secure the future of our organisation we must offer them these added benefits through meaningful networking opportunities which can lead to business and to a bigger footprint for Skål, together with a consistent and more visible brand. As part of this effort, I encourage you all to put your company names on your

membership badges and to invite industry personalities to speak to your meetings and gatherings.

As we strive for this bigger footprint in the travel and tourism world, we continue to work on adding membership benefits. Here we need your help in providing a great Skålleague benefit while converting your unsold inventory into revenue. This is a great channel for Skålleagues to offer discounted travel benefits to other Skålleagues in an automated format. You can load and manage the benefit yourself directly on the website. Please message the Secretary General with any offers or concerns in this regard. There is a fairly wide range of benefits currently available on the site and we are in the process of finalizing a dialogue which will allow us to add substantial new benefits very soon. We will keep you posted.

The big concern for all of us is membership retention and growth. Skål membership numbers are healthy and in growth mode in several parts of the world but are in decline in others. Our organisation needs the help of each and every member to counter the decline in these

areas and to help retain and grow our membership everywhere. I appreciate each of you taking ownership of this project and accepting the challenge for every one of us to bring at least one new member to Skål by the end of December this year.

To assist in this effort, we have the Skål DVD available, the content of which is also downloadable from our website. Another great tool is the presentation under the membership development section on the website, called “The Identity of Skål International”, which you can use. Skål International has a membership development fund where limited help can be provided to your club to host a membership development event.

Our Past and Honorary Presidents have come together to help us in the membership re-generation effort. I look forward to finalising and commencing implementation of this plan at the Council and Executive Committee meetings at the end of this month.

We continue to work towards enhancing our brand by promoting our Vision statement, “Be a Trusted Voice in Travel and



Tourism”. This key objective is our collective responsibility so I ask each of you to think of ways and means to make this happen in your Clubs and your cities. Please also be mindful of our Mission, “Through our leadership, professionalism and friendship, work together to enhance our Vision, maximise networking opportunities and develop a Responsible Tourism Industry”.

The Executive Committee and I are doing our part but we cannot accomplish our objectives without the help of each and every one of you. I trust you are ready to do your part.

**REMEMBER, IT DOESN'T MATTER WHERE WE ARE: WE ARE NOWHERE COMPARED TO WHERE WE CAN GO.**

*Mok Singh  
President*

# 2013 SKÅL WORLD CONGRESS

**BIG APPLE TO THE BIG BLUE SEA**



**S** KÅL INTERNATIONAL WILL BE MAKING ASSOCIATION history later this year when the first World Congress is held at sea.

## **HOTELS**

Skål International New York members are offering Congress participants special promotions at the Empire Hotel

Group and The Milford Hotel, as well as various other establishments through Magical Holidays.

## **TRANSFERS**

Transfers to and from JFK, Newark and LaGuardia airports and the pier on 28 September (cruise departure) and 5 October (cruise arrival) are included in the Congress fee and will be arranged

by Skål International at a later date. For those who require transfers outside of the cruise departure and arrival dates, a 10 per cent discount has been arranged with Mango Sedans.

## **TRAVEL INSURANCE**

Skål International has partnered with CSA Travel Protection to provide travel insurance and assistance services



for the 2013 World Congress. Travel Insurance and Assistance Services are available to all 2013 World Congress attendees.

#### **AIRLINES**

Star Alliance member airlines have been appointed as the Official Airline Network for the Skål World Congress. Star Alliance Conventions Plus

discounts can be obtained by using the Conventions Plus online booking tool. Registered participants plus one accompanying person travelling to the event can qualify for a discount of up to 20 per cent, depending on the fare and class of travel booked.

Discounts are offered on most published business and economy class fares, excluding website/internet fares,

senior and youth fares, group fares and Round the World fares.

#### **PRE AND POST TOURS**

One, two or three nights in New York City...

Includes: airport-hotel transfers, dinner and lots of fabulous activities to help you enjoy your New York adventure!

### *Marriott New York East Side*

Unique among Midtown hotels, this Marriott is truly a treasure, featuring all rooms with luxurious bed linens and 32-inch plasma screen HD TVs. Guests will delight in the state-of-the-art fitness centre and upgraded concierge lounge with outdoor terrace.  
Price: \$285 per person (all taxes included)

### *King & Grove New York*

Just blocks from The Empire State Building, Bryant Park and The Fashion District, the area surrounding Madison Square Park is also host to some of New York's trendiest new boutiques, restaurants and bars.  
Price: \$305 (all taxes included)

### *Ameritania at Times Square*

Landmarks such as the Broadway Theatre District, Times Square, Carnegie Hall, the Modern Museum of Art and Rockefeller Centre (to name a few) are but a few steps from the lobby of the hotel. The hotel's guestrooms have just completed renovation.  
Price: \$255 per person (all taxes included)

### *Pennsylvania Hotel*

Just steps away from Midtown's most popular attractions, and offering countless easy transportation options, New York's Hotel Pennsylvania puts you in the middle of the action.  
Price: \$235 per person (all taxes included)



### *DoubleTree by Hilton Hotel New York City – Financial District*

A beautiful downtown hotel with magnificent views of Manhattan, Brooklyn and Ellis Island... Discover New York's most popular attractions, including the Statue of Liberty and the World Trade Centre Memorial.  
Price: \$245 per person (all taxes included)



## **TOURISM CARES**

Congress participants are invited to be a part of "Skål International Gives Back Through VolunTourism" by participating

in a unique opportunity to volunteer and help preserve and restore an iconic place in American history – Plimoth Plantation.

Plimoth Plantation is a 17th-century "living museum" located less than an hour south of Boston toward Cape Cod and dedicated to telling the story of Plymouth Colony from the



perspective of both the colonial English Pilgrims and the native Wampanoag people.

Plymouth (Massachusetts) is known as “America’s Hometown” and is the place where the Pilgrims landed in 1620.

Volunteers will be working side by side with their fellow Skålleagues doing work projects that include painting, landscaping and general clean up. Work details will vary from light to strenuous, based on the volunteer’s abilities.

Price: \$99 per person

*Includes:*

- Round trip deluxe motor coach transportation from Boston to Plymouth and return.
- Water, snacks and box lunch.
- Tools and supplies appropriate to the assigned work project.
- Tourism Cares for Plimoth Plantation T-shirt.
- Tourism Cares for Plimoth Plantation hat
- Guided tour of Plymouth

*B2B Workshop*

The B2B Workshop will be held along the Kaleidoscope Boulevard onboard the ship on Friday 4 October. One table per country is free of charge (booking required) and additional tables are available for Skål members at \$50 each. The B2B Registration Form is available online.

Check the website regularly and go to the FAQ section which is being constantly updated!

More information and all relevant links available on the Congress website: [www.skål2013worldcongress.com](http://www.skål2013worldcongress.com)



New York, USA



Boston, USA



Portland, USA



Halifax, CANADA



Saint John, CANADA



New England, USA





## *Anniversary Milestone*

## *Grand celebrations New York*

**MEMBERS FROM AROUND THE WORLD ARE INVITED TO JOIN FELLOW SKÅLLEAGUES AND TRAVEL EXECUTIVES FOR THE CELEBRATIONS TO MARK THE 75TH ANNIVERSARY OF SKÅL INTERNATIONAL NEW YORK AND SKÅL INTERNATIONAL USA (SIUSA).**

To be held in the New Yorker Hotel's Crystal Ballroom and Mezzanine on Friday 27 September (6-8pm), the event will be a final opportunity to say "Bon Voyage" before Skålleagues sail away for the 74th World Congress. Tickets cost \$42 (plus \$2.04 service fee), and this includes two hours of wine, beer and soft-drinks, with a cash bar for spirits and liqueurs also available.

Many of the most influential people in history have slept at the New Yorker Hotel, from Muhammad Ali to Nikola Tesla, and the late President John F. Kennedy to Jennifer Hudson.

The property's chief engineer is the unofficial archivist, and his collection of old brochures and photos dating back to 1929 tells a fantastic story of a major piece of New York City history.

The hotel is located on 8th Avenue in Midtown, Manhattan.

For more information, email: [president@nyskal.com](mailto:president@nyskal.com).

Tickets can be purchased online at: [www.nyskal.eventbrite.com](http://www.nyskal.eventbrite.com).

## **MEMBERSHIP DEVELOPMENT SPECIAL INCENTIVE FOR NEW CLUBS**

### **HURRY! TO FORM YOUR NEW CLUB**



**THE SAME AS LAST YEAR:**

**ONE FREE FULL CONGRESS REGISTRATION WILL BE GRANTED TO A NEW CLUB**

**A DRAW WILL BE HELD AMONG CLUBS FORMED BETWEEN 1 OCTOBER 2012 AND 31 AUGUST 2013**

# MEMBERSHIP DEVELOPMENT CAMPAIGN

HELP YOUR CLUB TO INCREASE ITS MEMBERSHIP – AND WIN A SPECIAL CONGRESS PRIZE!



EVERY MEMBER WHO INTRODUCES A NEW MEMBER BETWEEN 1 MARCH AND 30 AUGUST 2013 IS ELIGIBLE TO WIN A CONGRESS ONLY REGISTRATION (NOT INCLUDING ACCOMMODATION) FOR THE 75TH SKÅL WORLD CONGRESS IN MEXICO CITY IN OCTOBER 2014.

The name of the prize-winner will be drawn at the International Council meeting to be held during the Mexico City Skål World Congress and announced at the President's Gala Dinner. Members do not have to be there to be eligible – though this would be preferable if possible!

There are no limits on how many times a member can enter, so everyone is encouraged to ask colleagues in the industry to join. Young professionals can either join the special "Young Skål" category or, if they hold a managerial post, can enrol in the "Active" membership category.

Application forms can be downloaded from the Skål website: [www.skål.travel](http://www.skål.travel). Please ensure that you put your name on the form in the section "Introduced by".

## Skål Membership Development Award Programme

The Skål Membership Development Award Programme has proven to be very popular with Skål Clubs throughout the world. Skål Clubs that increase their membership over the previous year by a net 10 per cent or more, or that introduce 10 new members or more after allowing for members who leave, qualify for a commendation certificate which is presented at the President's Gala Dinner during the Skål World Congress each year. The programme was enhanced with the awarding of special framed commendations to the top three Skål Clubs: Platinum Award, Gold Award and Silver Award. Yet again Skål International will provide a prize of a Congress Only registration to the Skål Congress in Mexico City next year for the

Skål Club that achieves the highest net increase of new members. These awards will be calculated on membership growth on the previous year as at 1 September 2013. There are many Skål membership classifications and Skål members are encouraged to consider inviting potential members from all sections of the travel and tourism industry to join Skål.

The Executive Committee of Skål International looks forward to another record year for this Skål Membership Development Award Programme.

### WHAT IS IT?

A certificate of commendation for Clubs that boost their membership. The three Skål Clubs with the highest net membership increase receive Platinum, Gold and Silver framed commendation certificates.

### WHAT IS MEANT BY NET GROWTH?

Net growth means an increase in new members minus members who leave for any reason.

### WHAT IS THE CRITERIA TO WIN THIS AWARD?

Any Club that increases its membership by a net 10 per cent or more, or gains a net 10 or more new members, qualifies for this Award.

### WHAT IS THE DATE THAT MEMBERSHIP NUMBERS ARE CALCULATED FOR THIS AWARD?

The date chosen this year is 1 September year as this is deemed to be the least volatile period for Club membership changes.

### WHEN IS THIS AWARD PRESENTED?

The Membership Development Award is presented to a representative of a qualifying Club by the President of Skål International during the President's Gala Dinner at the Skål World Congress.

# INDUSTRY POSITIONING

## SUCCESSFUL TOP-LEVEL SKÅL INTERNATIONAL MEETING IN BALI

*The Executive Committee of Skål International, together with the Skål International Council, met in Bali (Indonesia) in May to discuss both internal and external matters pertaining to the organisation.*



*Reports International President Mok Singh, “It is vital the leaders in our organisation meet at least twice a year to discuss matters affecting our organisation.*

**T**hese include internal issues such as membership and the rules governing our organisation, as well as external issues that affect the whole industry. As the largest organisation in the world covering all sectors of the travel and tourism industry it is vital we understand what is happening in our industry and, more importantly, take a position on many of the issues.”

The meeting in Bali was extremely successful, with a brainstorming seminar on membership development and the Executive Committee finalising positioning papers on aviation and hospitality that will be circulated internally before being published to the wider industry in June.

Both the Executive Committee and the International Council will meet again in New York in September as part of the Skål International World Congress being held for the first time on a cruise ship – the Carnival Glory.

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持續可能性。  
Sustentabilidade.**

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01

# SKÅL TOURISM QUALITY AWARD

## *And the winner is... Vienna Life Ball stalwart Gery Keszler* **2013**

**FOR THE 10TH CONSECUTIVE YEAR, THE SKÅL TOURISM QUALITY AWARD WAS PRESENTED BY SKÅL INTERNATIONAL AUSTRIA TO AN IMPORTANT AUSTRIAN PERSONALITY FOR THEIR EXTRAORDINARY CONTRIBUTION TO TOURISM IN THIS COUNTRY.**

On 13 April 2013 the founder and CEO of the Life Ball in Vienna, Gery Keszler, received the award for his great humanitarian efforts in the fight against HIV and AIDS. By organising this unique event every year, Gery Keszler is to a great extent responsible for the perception of Vienna as an open-minded and attractive cosmopolitan city. In addition, he provides community involvement,

an environmentally friendly and conscious management, sustainable tourism development and the creation of a significant image factor with high added value for Vienna.

Since 1993, the Life Ball has been supporting organisations and projects in the most affected regions around the world, and makes a contribution to removing the taboos of AIDS in our society. The Life Ball sends out a strong statement in the fight against HIV and AIDS through celebrating life and the diversity of cultures – resounding far across the borders of Austria every year.

Thousands of volunteers, sponsors and international personalities such as Bill Clinton, Sharon Stone, Janet Jackson,

Whoopi Goldberg, Eva Longoria, Antonio Banderas, Katy Perry, Kylie Minogue, Liza Minnelli, Sir Elton John, Naomi Campbell, Milla Jovovich, Brooke Shields – just to name a few – support the Life Ball, all free of charge.

Each year, the Opening Ceremony attracts thousands of visitors, and 500 national and international media representatives (including 60 TV teams) to Vienna City Hall square. This year's Life Ball will take place on 25 May.

The bestowal of the Skål Tourism Quality Award 2013 on Gery Keszler took place in the elegant ballroom of the Grand Hotel Wien on the Ring Strasse. Over 55 Skålleagues, Austrian Club Presidents and honourable



guests from the tourist industry in Croatia, Czech Republic, Germany, Greece and Italy were present. Heartily acclaimed by the illustrious audience, the musical entertainment was provided by ALFLASVEGAS – duo Alf Junghans and Nina Soukop. G.E.U.S. TV, the famous Austrian film production company, has produced a film about this great event.

(Photos by Katharina Schiffel)

01: Left to right: Sylvia Liebisch, International Councillor Austria and Secretary Skål International Wien; Gery Keszler receiving the award; Heinz G. Risska, President Skål International Wien & Austria; and Vice President Marianne Krohn, who represented Skål International President Mok Singh.



02: Left to right: Nik Racic, Skål President 2010; Michael Coveos, President Skål International Greece; Peter Nedomansky, Membre d'Honneur (Skål International Wien), and his wife Karin; Alma Racic.

03: Left to right: Klaus Ledwinka, Past President Skål International Tyrol; guest Gisela Kopetzky; Hubert Neubacher, President Skål International Hamburg.

04: Left to right: guest Andreas Karsten, CEO Vienna International Hotels; Sylvia Liebisch; Heinz G. Risska; Marianne Krohn; Norbert Kettner, Director Vienna Tourist Board; and Mario Re hulka, Honorary President Skål International Wien & Austria.



*The Inaugural Assembly of Skål Club of Antwerp was held on 6 June, and the Skål Club of Liege was founded on 10 June. Its Founder President was J. Minsart from W.L.C.*

*The first Skål Club monthly bulletin, published in Paris, is dated 1 June 1933, even though it came out on the 10th. The officially-listed journalist and administrator was Florimond Volckaert, and the address, 3 rue Alfred-de-Vigny, Courbevoie (Seine). The cover featured a photo of the Skål Club of Paris founding committee and nine ideas for the emblem.*

1. A globe of the earth with two wings, crowned by a star and the word “Skål” below.
  2. Almost the same (as 1.) but within a circle.
  3. A circle with an “S” and a “C”.
  4. A world map with “Skål Club” framed.
  5. A car wheel, aircraft propeller and anchor within a frame and the words “Skål Club” crossing over in the upper left hand part.
  6. Almost the same (as 5.) within a car wheel.
  7. Four boxes, alternatively two white and two black, with the black ones including the words “Skål Club” in white, and one of the white ones featuring a car wheel and the other an anchor, and an aircraft propeller crossing over both.
  8. The current emblem, with just one difference: “S.C.” in the centre, not “Skål Club”.
- (Apparently, this latter option was from the still-to-be-formed Skål Club of Côte d’Azur and was chosen with “S.C.” changed for “Skål Club”. It remains the same today, with no changes at all since.)
9. A car wheel with an anchor and the propeller, and a flag with four boxes, black and white, with the letters “S.C.”.

On 12 June, under the auspices of the House of Denmark, “Historic Denmark”

# SKÅL

## MEMORIES

### PARIS CLUB BULLETIN

*In this seventh part of a nostalgic journey back through the years, Past President (1985–1986) and Honorary President Antonio García del Valle recalls the first bulletins of Skål Club of Paris.... and key events around that time.*

was presented by Danish parliamentarian Mr. Ulrichsen, followed by a celebratory drink in Viking in Montparnasse. A second dinner was held on 23 June at the Lena Circle, under the honorary presidency of Mr. Alwyn Manton, manager of the Cook Agency.

#### **THE SKÅL CLUB OF CÔTE D’AZUR WAS FORMED IN NICE ON 10 AUGUST. ITS FOUNDER PRESIDENT WAS C. MATHEZ FROM LES BEAUX VOYAGES.**

In the third issue of the bulletin, Florimond Volckaert mentioned a three-month period during which it seems there was an interruption to the club’s activities, but he qualified this by adding, “Many visitors from foreign companies visited the Skål Club of Paris venue and became honorary Skålleagues, returning to their respective countries with our Skål seed and enthusiasm.” There was significant interest in this new movement that had just been born.

#### **THE FOURTH BULLETIN (AUTUMN) INCLUDED CONTRIBUTIONS FROM**

A. Colson, A. Bonnet, Maurice Monteux, P. Soulié, Ake Setterlund, Gustava Lacomme, Masson, R. Genestie, Rudolf Rudén, F. Volckaert, Dacoglou and P.





*Pierre Thaon died a few days later and it was via the pages of the Skål publication that Volckaert passed on his condolences to Thaon's family, Skål Club of Côte d'Azur friends and the Nordisk Voyages company where he worked.*

Parlatore commented in the "Boite aux Idées" section: "Why do business cards include the member's position and company but not the Skål emblem?" This became more of a pressing issue with the obligation for members to always have it visible on their lapel. Skål also decided to offer a special distinction to travel agents with more than 25 years in the profession. In mid-October a third conference was held by the Skål Club in the Savantes business meeting room, with the theme "The Corsican Tourist".

On 4 November, a "Skål Night" gala dinner was held at the Lido on Champs-Élysées, under the honorary presidency of Mr. H.W. Theobald, from Nord-Deutscher Lloyd, promoted to a Knight of the Legion of Honour by the ministry for foreign affairs and an honorary member of Skål.

*Tickets cost 60 francs and Pierre Soulié and the Cintra Bar were in charge of their sale*

Forunel, writing about the "first study trip by train". German Railways were the hosts and joining the trip, among others, were Guillaume, Thaon, Rousseau, Charlot, Lemonnier, Azambre, Pontevin, Volckaert and Mathez. Also invited was Skål Club of Paris President R. Genestie, who later wrote a report about the journey. In the same issue, entries were called for bridge and jacquet tournaments.

This dinner marked a year of Skål, and the triumph of a Skål Club that highlighted its necessity and importance within the bosom of the expanded tourism family. The French press recognised its success with these words: "Skål has achieved what no other association has been able to. We are filled with admiration for the confidence shown by this group of young people, with their new ideas and boundless activity." The 400 people who attended included Tarleton Washington, Hugh Robinson, Patry and Klein from United States Lines, Commander Levaïque from Cunard Line, Major Bustard and E.J. Smythe from White Star Line, Charles Lacomme from Cie. Générale Transatlantique, S.A. Garcey, A. Manton and Sayves from Wagons Lit Cook, A Dobson from American Express, G. Savary from Hamburg Amerika Line, Reurs from Holland Amerika Line, Rosasco and Raekkebo from Bennett, Winter and F.W. Stribel from German Railways and H. Villeneuve from Air France.

## THE SKÅL CLUB OF BRUSSELS WAS FOUNDED ON 21 NOVEMBER, SKÅL CLUB OF LUCERNE ON 23 NOVEMBER AND SKÅL CLUB OF STOCKHOLM ON 29 NOVEMBER.

As I have in my possession a copy of the minutes of the Brussels meeting, I

would like to include a brief summary. Fifty professionals representing the main companies in the industry were present, including Air France, Sabena, American Express, the French Maritime Agency, Wagons Lits Cook, Viator, Vincent, etc.

Schoevaerts, the Secretary, read various messages and outlined the Skål history and the reasons why it had been set

up. E. Godtschalck, Sabena's operations manager, was elected Honorary President and Mr. Cauchie, from Viator, President.



# FINESSING TARIFFS



*Never buy your train or airline ticket between 10 am and midday!*

**W**e know almost everything about yield management and the management finesse of airlines and train companies in the real-time evolution of their tariffs. However, with the increase in IP tracking it is now known how many times you have visited a site... enough to increase the price in line with the interest the user has for a particular flight or train journey.

Let us be honest: IP tracking is not an exact science and we often give it virtues that even the champions of revenue management do not know themselves. Let us explain this yield trick.

**E**VERY COMPUTER HAS AN IP ADDRESS, ITS SIGNATURE. THIS ALLOWS THE IDENTIFICATION OF A REQUEST AND THE TRACING OF ITS ORIGIN, SOMEWHAT SIMILAR TO A CAR'S REGISTRATION NUMBER. WHEN CONNECTING TO A COMPANY'S WEBSITE, EVERY SURFER GIVES THIS ADDRESS TO THE SERVER, WHICH RECORDS AND ASSOCIATES IT WITH THE REQUEST MADE.

Let us take a ticket Paris to Peking as an example. The first time the visitor is just looking for a price. He will continue his search until he finds an offer which he considers correct. As a result of this price comparison, he is giving himself time for thought, but when he returns to buy the ticket the price has changed; more often than not it is more expensive – a few extra euros to encourage him to purchase it quickly.

And generally, to top it all off, the site shows “there are only X number of tickets or rooms left at this price”. Of course, you understand that X is a ridiculously low figure solely designed to encourage the surfer to make a purchase immediately.

As the company's marketing people are far from being idiots, they also analyse the visits to consolidate purchasing processes. The result is that they know that in companies (another revelation from IP addresses) assistants and those people responsible for travel make their purchases in the morning, between 10 am and midday, after morning meetings. There is no need to paint a picture.

Apart from SBT (and that is not proven), the IP tracking theory becomes a reservation time strategy. This is the reason why the price of a ticket is at a maximum during the hours indicated. Sceptical? You should not be any longer. Two students have just completed a test on a ticket for a flight from Paris to New York, with requests made on the same computer – eight times in one day. They repeated the operation using software which changed the IP address on each visit. For additional effect they connected at abnormal hours (early in the morning or late at night). The result speaks for itself: a difference of €106 on the same flight purchased at different times! QED.



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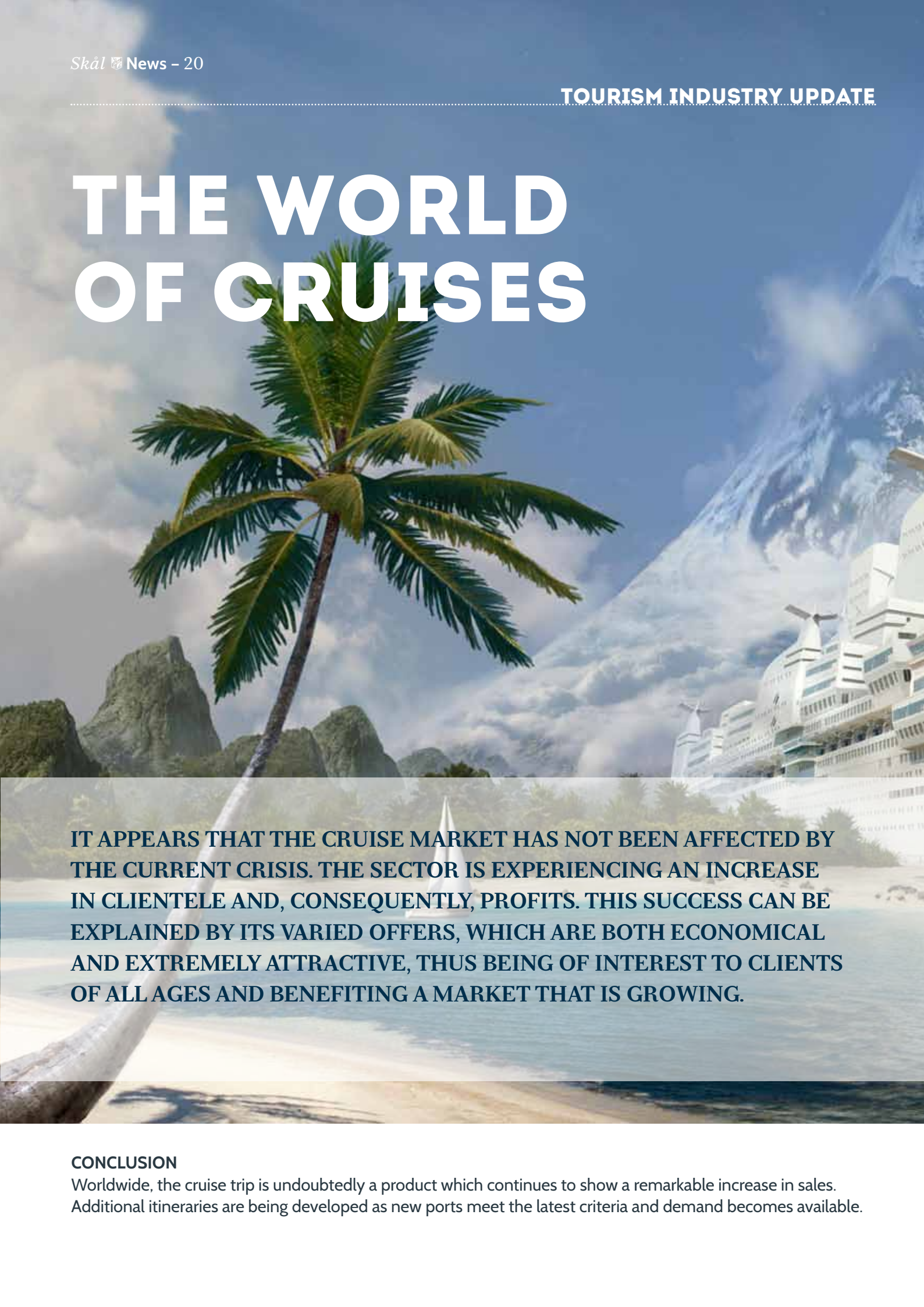
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# THE WORLD OF CRUISES



**IT APPEARS THAT THE CRUISE MARKET HAS NOT BEEN AFFECTED BY THE CURRENT CRISIS. THE SECTOR IS EXPERIENCING AN INCREASE IN CLIENTELE AND, CONSEQUENTLY, PROFITS. THIS SUCCESS CAN BE EXPLAINED BY ITS VARIED OFFERS, WHICH ARE BOTH ECONOMICAL AND EXTREMELY ATTRACTIVE, THUS BEING OF INTEREST TO CLIENTS OF ALL AGES AND BENEFITING A MARKET THAT IS GROWING.**

## CONCLUSION

Worldwide, the cruise trip is undoubtedly a product which continues to show a remarkable increase in sales. Additional itineraries are being developed as new ports meet the latest criteria and demand becomes available.



For many years the preserve of a travelling elite, cruises are now opening up to mass tourism thanks to offers designed for middle and higher-income travellers from wealthy and emerging countries.

Cruises have adapted well to changes in demand and are attracting a large clientele thanks to, notably, offers which have become even more thematic. According to the criteria, age of the passengers and their interests, themes

for cruises can be just as diverse: deluxe adventure, cultural, fun or relaxing. The ship's size and equipment can also be adapted to clients' needs and preferences. Cruise liners can vary significantly from a sailboat or yacht for small groups to an ocean-going vessel with thousands of passengers. The cruise liner of today is truly a "floating resort", designed and decorated for the pleasure of its passengers and offering multiple activities: swimming

pool, spa, fitness room, restaurants, shows, etc. Holiday-makers choose the liner as much as they choose the destination. The first destination of the cruise is the liner itself.

While the actual ship has changed, the profile of passengers has also been transformed, with the average age decreasing from 55 in 1990 to 45 today. The formula is, therefore, no longer reserved for senior citizens. The "deluxe" image now seems to have been confined to the past: cruises have become relatively cheap (between €100 and €150 per person, per day) and with fairly young passengers.

Cruises make various stops, some of them in the most spectacular destinations in the world. In just a few days you can visit several countries while benefiting from the many commodities on board. From the Mediterranean to the Caribbean or Antilles, the Scandinavian coastline or fjords to South Africa, the mythical Nile cruise or the Greek islands... you are spoiled for choice.

#### **INTERNET USE LIMITED**

The traditional distribution network is still playing an important role in the sale of cruises to consumers. In contrast to other tourism sectors, cruising is one of the last to resist the onset of the internet as a booking tool, with people reserving cruises still preferring to speak directly to a travel agent. More than 84 per cent of customers choose this option, while 10 per cent contact the cruise line directly and six per cent reserve via the internet. Those who take cruises tend to remain faithful to their travel agent.

# IMEX2013

## KEY GLOBAL INSIGHT INTO BUSINESS, NETWORKING... AND EDUCATION

IMEX in Frankfurt is well-known for the scope and diversity of its education programme. This is one of three core activities that drive the show's value every year – the other two being business appointments and networking opportunities. All IMEX education is provided free of charge as part of the organisers' commitment to helping the international meetings, events and incentive travel industry develop and grow. Many of the industry's leading trade associations also use IMEX to share latest insight with their members, as well as providing informed education for all visitors.

Says Carina Bauer, CEO of the IMEX Group, "The quality and variety of our education programme has become more and more important to the wider business value provided by IMEX and, for that reason, each year we devote a lot of resources to getting the mix and the content right. With the help and contribution of many excellent industry partners and experts we are proud to present a well-structured, appealing and comprehensive programme which covers those subject areas that matter most for business success in 2013 and beyond."

To be held from 21 to 23 May at Messe Frankfurt, the 2013 IMEX show will be highlighted by eight education tracks including "industry trends", "personal development" and "sustainability". Over 100 one-hour seminars, interactive workshops and informal "campfires" (small group learnings held "in the round" on the show floor) are scheduled for the award-winning trade show.

### BASED ON CURRENT HOT TOPICS, SOME OF THE MOST POPULAR SESSIONS ARE SET TO

**INCLUDE:** "How to keep the lawyers out – contract management", by IAPCO and PCMA; a Strategic Meetings Management co-creation workshop led by Peggy Hemphill of Your Corporate Source and Betsy Bondurant of Bondurant Consulting; "How bar camps and hybrid events can enrich meetings", by

Brita Moosmann of Yieldforprofit and Wolf-Thomas Karl, Partner, Karl & Karl; "How to create a social media strategy", by Christine Fuchs and Gerrit Heijkoop of Casehunters; and "You're hired!: powerful interview techniques to get the job", by Avinash Chandarana, Global Learning and Development Director, MCI.

Shorter education sessions and campfires at IMEX take place in the Inspiration Centre, Sustainability Hub, Tech Tap or new Networking Hub (which includes wellbeing advice) on the show floor. Longer seminars are held outside core business hours and occur in dedicated rooms in Halls 8 or 9 of Messe Frankfurt.

## GERMAN EDUCATION PARTNERSHIPS

In a new shape to the German-language education programme, delivered by founding partners the German Convention Bureau (GCB), the Speakers Excellence bureau provides the majority of German presenters. The German education content will be based on a different theme each day: "compliance" (Tuesday), "social media" (Wednesday) and "personal development" (Thursday). As part of the new programme, a German keynote session will take place each morning at 9 am on the topic of the day. In addition, with the issue of compliance currently dominating the German meetings and events industry, IMEX will also be running a new Compliance Clinic in cooperation with [Veranstaltungsplaner.de](http://Veranstaltungsplaner.de)

Two important and targeted education and networking events take place the day before IMEX opens (Monday 20 May). The show's hallmark Association Day, which provides tailored education and networking for association executives, runs concurrently with the new Exclusively Corporate @IMEX, a two-track private event for corporate executives and corporate meeting planners.

## NEW EDUCATION INITIATIVES

This year IMEX devotes an area of its show floor Inspiration Centre to a new Research Pod where in-depth discussions about industry research will take place twice daily.

A series of 45-minute education "bites" aimed specifically at exhibitors – called "Lightening Learning Labs" – will include "Compliance and security for the hospitality industry" and, due to its relevance and popularity, a session carried over from IMEX America, "A view from meeting planners: winning strategies", presented by Karyl Leigh Barnes, Senior VP/ Partner, and Daniella Middleton, Director, at Development Counsellors International.

Responding to a desire from buyers for enhanced networking opportunities, a new Networking Hub will offer a selection of networking and wellbeing events, such as "Qi Gong Energizers" at 10 am; a networking "Healthy Breakfast Blitz" at 10.45 am; 30-minute daily "Grab and Go" networking sessions at 2.30 pm; and, rounding off each day, "The Power of Meditation" campfires at 4pm.

Using the IMEX App allows visitors to save and view their personal list of events and seminars while also being able to check what's coming up in the next hour. A "notes" facility also gives app users the chance to take notes during seminars and then email them back to themselves or share them with absent colleagues.

For more detailed information and registration:  
[www.imex-frankfurt.com/register.php](http://www.imex-frankfurt.com/register.php)

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# BUSINESS



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# GERMAN SKÅL DAY



## *Initiative launched to enhance membership recognition*

A marketing competition titled “Tell the world that you are a Skål member” is designed to cope with a decline in the number of Skål members in Germany. The executive committee of Skål International Germany announced the award during the annual general assembly in April in Erfurt (Thuringia).

Those attending were told that Skålleagues should make it clear how they personally communicate their Skål membership and which tools – such as the Skål logo, business cards, Skål pin, etc. – they use.

About 100 Skålleagues and guests from the 31 German Skål Clubs took part in the three-day event, which coincided with the national German Skål Day. A hearty welcome was given to Skål International General Secretary Bernhard Wegscheider, Skål International Vice President Marianne Krohn and Bent Hadler who used the opportunity to spend most of the convention time with the German Skålleagues.

Host Club Erfurt-Weimar and President Lothar Schmelz organised the convention perfectly. Apart from the convention Hotel Radisson Blue, the world-famous Augustiner Kloster was a wonderful meeting point for the get-together, with leading representatives from the local and regional tourist industry attending as guests.

Reformer Martin Luther, who spent some years as a monk in the Augustiner cloister, was also an interesting discussion point in relation to the subject of whether or not the reformation jubilee in 2017 could be an opportunity for German tourism.

Guided tours in the wonderful historical part of the Thuringia capital Erfurt and in the nearby Goethe-town Weimar, as well as the 20th anniversary party of Skål International Erfurt-Weimar at the five-star Pullmann hotel, rounded off the convention and made it an unforgettable German Skål event.





*“Thank you for your hospitality,” said Skål Germany president Thomas Aurich at the conclusion, noting that the next Skål Germany conventions would be held in Leipzig (autumn) and Berlin (spring 2014).*





The friendliness and warm hospitality from all the members of the Hyderabad Club was unbelievable, and the evening will be remembered forever.

In addition to the wonderful welcome and event in Hyderabad, Skål members from Delhi and Bangalore also made a special effort to visit Joan Shaw at the workshops in those cities.

**THIS WAS THE BEST EXAMPLE OF THE AMICALE OF SKÅL INTERNATIONAL WORLDWIDE.**

Other delegates on the road show showed an immense interest in Skål and we are sure we will get quite a few new members from the South African delegation due to the warm welcome Joan has received everywhere.

Skål India is a true example to Skålleagues all over the world. We wish to thank all the Skålleagues involved, and a very special word of thanks to Ashok Kumar Harkara for hosting the delegation at the fabulous dinner – and for waiting a long time for them to arrive!

*PICTURED FRONT ROW: (left and right) Annemarie Ferns and Marinda Holtzhausen (SI Cape Winelands) and (centre) Joan Shaw (SI Garden Route).*

*BACK ROW: Ashok Kumar Haraka (Chairman SI Hyderabad) and other members of his committee.*

# SKÅL GOOD NEWS

## *South African delegation visits India*

### **INDIA**

In February 2013 Joan Shaw, Secretary of Skål International Garden Route (South Africa), was visiting India as part of the South African Tourism road show.

Niel Els, Chairman of the Garden Route Club, took the initiative to contact Sabrina Nayudu, Chairperson of Skål India, and informed her that Joan would be visiting several cities in India, and to enquire

if there would be any Skål events that she could attend during her visit.

Skål Hyderabad immediately made arrangements for their “Sit-In” dinner to be held to coincide with Joan’s visit, and the dinner was arranged with entertainment from a local “Gazal” band.

While attending the road show, Joan discovered that some of the other delegates were Skål members, and Anne-Marie Ferns and Marinda Holtzhausen, from Skål Winelands (South Africa),

joined her for the dinner. Although the group arrived very late, due to transport complications, they were welcomed with great enthusiasm and a special printed banner.

*The networking opportunities were excellent, not to mention the delicious Indian food and music. Although none of the South African delegates could understand the Urdu being sung, they all felt that the music “spoke” to them – what a treat!*

## Reunited with old friends in Macau

Graham R. Blakey | Skål International Macau

### MACAU

On Sunday 14 April 2013 I was invited to a luncheon in Macau with members of Skål International Taipei. Past President Daver Lau introduced me to the current President David Shen, and we had an exchange of gifts.

The lunch commenced with the Toast to Skål. The membership then sang a reasonably good version of the Skål Hymn led by Pauline Leung, a member and the Macau representative in Taipei. I met a long-time friend, Past President Earl Weiman, who was in fine form with his usual jokes. A courtesy call was made to the Macau Government

Tourist Office and the group met the new Director, Ms. Helenna Senna Fernandes. The group members spent three days touring Macau, familiarising themselves with all the incredible new attractions Macau has for international visitors. Our weather was at its best, and a great time was had by all.



# MEMBERSHIP DEVELOPMENT

*Clubs encouraged to attract corporate affiliations*

**IN HIS FIRST “MESSAGE FROM THE PRESIDENT”** following the World Congress in Korea, Mok Singh reaffirmed membership development as one of the key objectives for Skål International in 2013.

To that end, he reported that the Congress had passed two Statutes amendment proposals which – it was hoped – would have a direct impact on membership, ensuring net growth this year.

The first was authorisation to induct “Active Individual Members” in areas where Skål does not have clubs, and the second was approval to accept companies as affiliates. Skål Clubs are now encouraged to recruit “Travel

Supplier Corporations” to associate with Skål International and help boost their membership.

Secretary General Bernhard Wegscheider and Executive Committee Directors Salih Cene and Nigel Pilkington (whose primary and secondary responsibility, respectively, is membership development) are available to help members with any queries, ideas or requests for assistance.



*The Skål spirit continues to grow and spread all over the country since the establishment of the first club in Istanbul in 1956.*

# STRONG ENDURING SKÅL SPIRIT IN TURKEY

**A DECADE LATER, IN 1965, ANKARA BECAME THE SECOND CLUB TO JOIN THE FAMILY, FOLLOWED BY ZMIR ONLY THREE YEARS LATER. TODAY, SKÅL TURKEY COMPRISES 16 CLUBS AND HAS JUST OVER ONE THOUSAND MEMBERS. AS SUCH, IT IS ONE OF THE LARGEST GROUPS WITHIN SKÅL INTERNATIONAL, AND WILL BE ENLARGED FURTHER WITH THE ADDITION OF A NEW CLUB TO COVER THE NORTH AEGEAN REGION OF TURKEY.**

This is not to say that Skål Turkey's activity has been limited to a national dimension. Having

hosted three Skål World Congresses in the past – twice in Istanbul (1970 and 1993) and once in Antalya (2007) – and two IS Council Meetings, Skål Turkey's international involvement is without question. Izmir's keenness to become the third Turkish club to host a Skål World Congress is further evidence of this, with the club having renewed its candidacy for the 2015 Congress.

Furthermore, Turkish members have always maintained their presence on the international Skål scene. They have attended World Congresses with large delegations and accepted positions on various Skål International bodies. After Somer Özkök and the late Ömür Çağlar, who served as Directors, and George Kudyan as Auditor,



Hülya Aslantas was elected World President for 2009 and V. Salih Çene a Director in 2011.

Skål Turkey's role in shaping Turkey's tourism industry since the creation of the National Committee in 1968 should not go unmentioned. In 2009, the National Committee decided to unite all the clubs under the umbrella of a federation that would make it an official protagonist on the national scene. The aim was to increase its influence in Turkey.

The preparations took two years and the Turkish Federation of Skål Clubs was officially founded on 26 January 2011. The first General Assembly of the Federation was held in March of the same year. As its Founding President, I handed over Skål International Turkey's presidential chain to Ms. Deniz Anapa and moved to the position of IS Councillor for Skål International Turkey.

As I write this, the Federation has just held its third Assembly General and elected officers for the 2013-

2015 term. The two-day event started on Friday by the 2nd Skål Tourism Arena, a platform where tourism professionals, tourism officials and students had the opportunity to express and share their ideas and experiences. "Creativity in Tourism" was this year's thematic topic for the Arena.

The Assembly General had the great privilege and pleasure of World President Mok Singh's attendance with his lovely spouse Renu. President Singh addressed the Turkish Skålleagues and other tourism professionals on two different occasions. A special session was organised on the first day, giving those attending the opportunity to hear Mok Singh and Hülya Aslantas share their views and present Skål International in general. Mok also had the floor on the second day during the opening session of the General Assembly and addressed Skål members, making a special point about the major objectives of his presidential term. Representing the Executive Board, Director V. Salih Çene followed to present significant information concerning latest developments. To complement the busy and beneficial working days, a variety of social events gave members the opportunity to strengthen not only existing professional connections but also our precious "amicale" ties.



# CLUBS NEWS

## *Skål International Split-Dalmatia*

ENJOYABLE AND PRODUCTIVE INAUGURAL CEREMONY



**THE CONSTITUENT ASSEMBLY OF SKÅL INTERNATIONAL SPLIT-DALMATIA** was held on 28 September 2012 and, half year later, on 5 April 2013, after successfully completing the registration process and associated procedures, members were given their membership cards and badges at the inaugural ceremony.

Various members, who on this occasion gathered at the Radisson Blu Hotel in Split, spent the morning in pleasant company, talking about projects and plans for the upcoming season. Representatives of the Tourist Board of Split and Tourist Board of Dalmatia took the opportunity of informing members about the city-break programme that is starting after this season.

They kindly asked all club members to be actively involved in the programme and to continue the successful cooperation shown in several pilot projects in which they had participated as a club.

After socialising in The Door Bar with drinks and cakes, members moved to the terrace of The Mistral Restaurant & Bar for a photographic session.



# Skål International Villa La Angostura

A HAVEN OF TRANQUILLITY AND LUXURIOUS CHARM



City authorities, Skålleagues from other Argentine Clubs and special guests celebrated the birth of Skål International Villa La Angostura during the foundation dinner in April.

Claudio Fernández, President of the National Committee, places the chains of office around the neck of the new Skål International Villa La Angostura President, Carlos Barberis.



Villa La Angostura is now officially part of the Skål International movement, following the Club's foundation ceremony in the attractive Argentine city.

Villa La Angostura is located in the southern part of the Patagonia province of Neuquén, just a few kilometres from the Chile border, and its inhabitants are dedicated almost exclusively to the high-end tourism industry.

The city is a paradise of peace and natural beauty, on the shore of Nahuel Huapi

lake and crowned by a snow-capped mountain range, with highly varied vegetation. Today, Villa La Angostura represents a top-level tourist destination for Argentina: those who visit the area generally do so to ease the stress of their everyday lives and work, while also enjoying skiing, adventure tourism and relaxing in the midst of its magnificent surroundings.

Several inns and small boutique hotels offer a high level of services, and many of their managers are members of the new Skål Club.

The foundation ceremony was held on 29 April, and was attended by the President of the Argentine National Committee, Claudio Fernández, as well as National Secretary Norberto Verde, the new members and Skålleagues from other Argentine Clubs: Skål International Alto Valle, Skål International Viedma Patagones, Skål International Buenos Aires, etc. Also attending the ceremony and dinner were various local authorities, including the City Manager and Secretary of Tourism.

# YOUNGSKÅL

## ENTHUSIASM AND FRIENDSHIP IN BUCHAREST



*Skål International Bucharest now has the first official category of Young Skål members in Romania.*

The members are young people (a good mix of professionals and promising students) with ambitions and enthusiasm for the future of the Romanian tourism industry, looking forward to establishing new relationships and networks with Young Skål at an international level.

They started having meetings at the end of October, every first and third Tuesday of the month, and since then have grown from seven to 55 members. It was a major challenge, they report, but “good ideas, friendship and enthusiasm” enabled them to become involved in numerous projects.

The growth and development of Young Skål in Bucharest is the result of the willpower and determination of Antoni Kuhnen, their mentor and the founder and Honorary President of Skål International Bucharest.

They have already worked on various projects – and completed them with success. These include a charity raffle at Christmas for orphan children, the promotion of Bucharest, collaborations with travel magazines in Romania, and Young Skål presentations at Romanian universities with tourism students – and there are many more projects to come.

Four months after setting up the Young Skål category in Bucharest, they held official board elections and, with the help of (Senior) Skål President Razvan Pirjol and Secretary Calin Ile, organised a three-day professional team building exercise up-country, 180 kilometres from Bucharest in the beautiful mountains of Bran, with its historical Dracula Castle. Forty members attended this first event.

The new board of Young Skål in Bucharest is composed of:

- President, Andrei Mihailescu
- Vice President, Lavinia Cristescu
- Secretary, Iulia Comanescu
- PR, Events & Communication, Madalina Nicolescu
- Special Mission, Florentina Nita

Their mission statement is: “Our Attitude(s), Define(s) our altitude. The Sky is the Limit!”

As they like to say, “We are Young (Skål) people with ambition and enthusiasm for the future of our tourism industry, improving skills, looking forward to continuing personal and professional growth by networking efficiently and creating challenges within the group.”

They welcome other Skål and Young Skål members to their meetings and gatherings.

Contact information: [contact@youngskal.ro](mailto:contact@youngskal.ro)

[www.youngskal.ro](http://www.youngskal.ro) | Facebook: [facebook.com/YoungSkalBucharest](https://facebook.com/YoungSkalBucharest)



# YOUNGSKÅL

STRIVING FOR EXCELLENCE



*Skål International Koh Samui hosts strategic workshop for future leaders.*

Skål International Koh Samui welcomed International Councillor for Thailand Scott Michael Smith to the island. Scott, Assumption University's Course Coordinator in the Department of Hospitality and Tourism and a popular industry trainer, organised a very special training seminar for future leaders. The Ladders for Leaders workshop included attendance at the Skål International Koh Samui dinner held beachside and expertly hosted by Doeke Bonga, General Manager of the Imperial Boathouse- Koh Samui.

The afternoon began with a Guanxi Networking activity followed by The Spirit of Hospitality programme, offering the latest training strategies to deliver exceptional service. Doeke welcomed participants and, while multi-tasking, continued to contribute during the workshop, offering advice

and insights and sharing experiences with participants.

"Having seen Scott in action, I found he made a clear connection with future leaders, quickly identifying their needs, broadening mindsets and providing great tools to develop themselves and their teams," said Doeke. The "out of the box" coffee break organised by Imperial Boathouse Food & Beverage Manager Praiboon Kunthawee ensured that participants were treated like the VIPs they are.

The day continued with an energetic workshop focused on improving management, leadership and coaching skills. Future Leaders from the IBIS Samui led their teams while demonstrating the different skill set needed of managers and leaders. "It's always great to be reminded of the importance of quality service, which can be forgotten during

busy operation time," said Robert Grundmann, IBIS Management Trainee. Kirill Mokronosov, IBIS Front Office Manager, agreed. "This training helped me to get a better perspective of my own management style. I am now more aware of the difference between managing and leading."

As Scott explains, "The Ladders for Leaders workshop was designed specifically for future leaders of Skål International Thailand members' organisations. These wonderful, young and talented leaders are clearly destined for great things." This programme was created to encourage future leaders to inspire all team members to strive for service excellence and create memorable guest experiences.

Participants received a Spirit of Hospitality Certificate and the tools needed to bring the Spirit of Hospitality

back to their property to be included in the important New Staff Orientation seminar for their property or as part of an ongoing training strategy.

The one-day programme included several short videos, many energising activities, thoughtful discussions, a few lectures and numerous surprises. The workshop was presented in English with Thai translations.

Skål International Koh Samui sponsored this Skål Ladders for Leaders programme.

“It was great to have Scott down here on our beautiful island and share his extensive knowledge with our future leaders,” said Club President Michael Biedermann. “I can highly recommend the Ladders for Leaders programme to anyone wanting to develop managers into leaders. Also, the combination with the Skål dinner, giving participants the chance to mingle with senior Skål members and leaders, was very much appreciated by all.”

Future workshops are scheduled to be held later this year for all six Skål clubs in Thailand, also including: Bangkok, Pattaya, Hua Hin, Phuket and Chiang Mai. Having experienced the Ladders for Leaders workshop first-hand, Imperial Boathouse GM Doeke advises,

“Skål hotels could really benefit from Scott’s training programmes tailored to their property. Benefits include energised team leaders with a renewed commitment to management and leadership, eager to identify and exceed guest expectations and deliver exceptional service every time.”

The beachside set-up for the Skål dinner following the workshop was impressive. “My first impression when seeing the spectacular beachside set-up complete with full bar and bountiful buffet was, who’s getting married?” Scott joked. “I was ensured by Skål Koh Samui members that this was the norm!”

Scott then reminded members that their vibrant club is an important part of the Skål International organisation. “Of the 6,000 plus Skål events held worldwide, Skål Koh Samui’s events are truly inspiring, offering incredible value, an exceptional opportunity for networking and a great chance to live the Skål motto, Doing Business with Friends.”

Scott also shared his experiences at the recent International Councillors meeting before leading members in the traditional Skål toast, “Wishing members happiness, good health, friendship and long life.”

For more information and to reserve space for the next Ladders for Leaders seminar, members are advised to contact their Skål Club.

# JULES HOROWITZ

AN UNFORGETTABLE FRIEND

Jules Horowitz was born in Antwerp on 6 April 1924. Vicissitudes of life prompted him to move to Cuba before he finally arrived in Tel Aviv (Israel), where he lived with his charming wife Frida and their children. A member of Skål International Tel Aviv since 1954, he was Club President in 1960-70, President of the Israel National Committee in 1971, President of the Organising Committee of the 1972 World Congress, International Councillor for Israel from 1977 to 1980, Finance Director of Skål International from 1980-1982, International Vice President from 1982 to 1984 and

International President in 1984-85, and was named an International Membre d’Honneur in 1986 and Honorary President in 1993. He was Honorary President of various Skål Clubs, including Jerusalem, Galilee and Tel Aviv, and an Adopted Son of Skål Málaga-Costa del Sol.

“Julio”, as he was fondly known to Spanish speakers, was a true friend and behaved as one in everything he did. We spoke on the phone frequently, to talk about Skål’s progress, and he was always attentive and interested.



# JULES HOROWITZ

## AN UNFORGETTABLE FRIEND

He lived an intensive life Skål... I remember the times we looked after the credential desks together with Tschann, Lara and Smyrk. As a member of the International Skål Council, he was always willing to cooperate, and was meticulous, attentive and deliberative when addressing meetings. He spoke various languages in addition to the three official Skål ones, just one reason why he was so close to all the friends who approached him.

In 1979, Jules and I were elected Vice Presidents of the ISC. That year we, together with other Israeli Skålleagues, welcomed International President Michael Jacquemain to Tiberias, and visited the Florimond Volckaert Forest on the hills of Jerusalem. One year later, he stood as a candidate for election to the Executive Committee, and was elected as Finance Director, a responsibility he was perfectly suited to as he combined a knowledge of cold numbers with the warmth of his way of doing things. That was the year of Kaj Lindblad's Presidency.

In 1981, Jules presented the "Open Forum" during a meeting on the Costa Brava (Gerona). In 1982, we were received by the State President of Israel, Isaac Navon. Very special moments... Julio presented us in English and, when it came my turn to speak, President Navon, in perfect Spanish, asked me about the main street in my city (Málaga), Calle Larios.

Jules and I stood against each other again in the elections for Vice President of the Executive Committee, in Manila, and he won. Jules deserved it all, and our friendship grew.

The World Congress in Manila was sensational... Pepe Colomar was elected

President... there were days of friendship and so many moments together... the souvenirs and photos I still have encourage me to continue dreaming about and fighting for our Skål. Jules took on the position of Vice President for Administration and the other Vice President was Jerry Martin, with responsibility for Public Relations. In Las Vegas, Gerald J. Martin was elected President, and Jules and I once again found ourselves as Vice Presidents, he with responsibility for External Relations and me, Administration; while the other Executive Committee members were Jimmy James, Manolo Sousa, Piero Gherardi, George Webber, Paul Armstrong and Jean Boeri as President of the ISC.

In 1984 in Paris, Jules was elected International President, and the Executive Committee comprised J. Martin, J. James, M. Sousa, P. Gherardi, G. Webber, P. Armstrong, B. Backman, N. Keglevich – and yours truly. He ran the team masterfully, with affection and friendship.

It was Jules who inaugurated Skål's new offices in the Palacio de Congresos in Torremolinos. In February 1985, we met in Brussels... together we attended the Latin American Congress in Asunción... unforgettable days, full of friendship and comradeship, Paraguayan music and boundless joy. Jules told me, to the gentle sounds of a harp, that the Congress had opened his eyes to Skål's future in Latin America. In May, the Executive Committee met in Torremolinos, and Uzi Yalon reported on the Congress in Jerusalem, Jules' Congress.

On 15 and 16 November, the Executive Committee met in the Hilton Hotel in

Jerusalem. The following day was the Opening Ceremony in the Convention Centre. Dignified and moving. The Israeli Police Orchestra livened up the event. Israel State President Haim Herzog was present. After the Skål Hymn was played, there was an audio-visual presentation on Israel, with many of those present surprised to see themselves shown arriving at the airport and attending the Get Together Party.

The General Assembly at the Jerusalem Hilton... presided over by Jules Horowitz, with the participating countries' flags displayed. Tributes were paid to those who had passed on, especially Jean Robert and Louis Barrere. Skål International became an Affiliate Member of the World Tourism Organisation. The General Secretariat had moved to Málaga. I won election as President. Pierre Delbove, Juan Carlos Fonseca and Juan Luis Muñoz were named as Membres d'Honneur. Everything was perfect. The atmosphere that reigned following an extremely pleasant Congress will always retain a wonderful place in the memories of my years in Skål. There were 1,557 Congress delegates, as well as members of the Israeli Clubs.

Jules' death has led to my renewing contact with many friends in Israel – thanks to the photos published on Facebook as "A Tribute to Jules Horowitz" – friends whom I had not been in contact with for many years. "Something dies in your soul when a friend departs."

Rest in peace... you will always be among us.

*Tribute by Antonio García del Valle  
(Honorary President)*



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