

EDITION 259



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SKÅL

MAGAZINE

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



TORREMOLINOS | MALAGA, SPAIN
28 OCTOBER - 1 NOVEMBER 2015





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MESSAGE

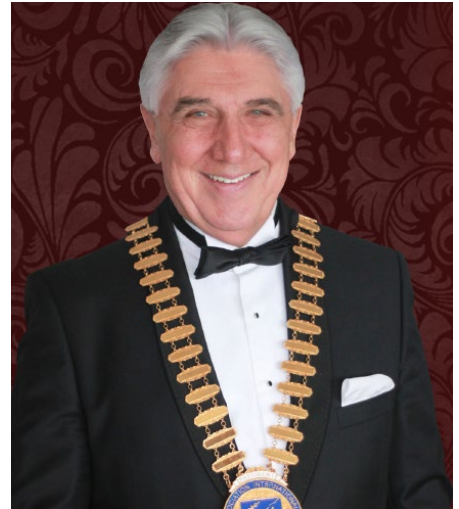
from the

PRESIDENT

DEAR SKÅLLEAGUES, DEAR FRIENDS,

The dates of the 76th Skål World Congress 2015 were announced last week and you will find the table of the Registration fees for the Congress on page 7 of this e-Magazine. The Congress website is now active at www.skalcongress.org.

I look forward to seeing many of you in Torremolinos where you will also be able to visit our offices and meet the staff who are trying their best to serve you. I trust, the positive feedback I received during LATAM, NAASC and Asian Area Congresses, would also reflect positively on the Congress participation and we can all enjoy a great Congress with a very high participation. The compatible Congress rates announced will surely assist the realisation of this expectation.



As I mentioned in the previous e-Skål News LATAM, NAASC and Asian Area Congresses were very productive and successful. All Skålleagues who participated in these congresses have embraced our core values of friendship and peace through tourism and agreed that friendship and amicale are the main benefits of being a Skål member.

Friendship develops mutual understanding, close relations and trust between members, leading not only to solidarity but also to fruitful business relations assisted by a wide range of networking opportunities.

On the other hand, I have strongly emphasised the need for retention and membership growth during my addresses at the Opening Ceremonies of these congresses, setting membership targets for each area.

My special thanks go to the Presidents and Boards of Clubs, National and Area Committees and to individual members who have been working very hard to contribute to this campaign.

NEW CLUBS

So far, Skål International New Brunswick, Canada (720) has been officially formed. Skål International Ljubljana-Slovenia; Skål International Krabi-Thailand are close to being formed and as soon as some formalities are completed they will receive their Charters. Endeavours are ongoing to form Skål Clubs in Bhutan, Seychelles, Solomon Islands, Jaipur-India, Caribbean Region, Colombia, Moldova, Tbilisi-Georgia, Poland, Lithuania, Macedonia, Ukraine, Morocco, Lomé-Togo, Benin, Laos and Vietnam.

REACTIVATIONS

Work is ongoing to reactivate the Skål Clubs of Beirut-Lebanon, St. Louis-USA, Ogbomoso-Nigeria, Dubai-UAE, Belgrade-Serbia, and Yogyakarta-Indonesia.

There are also new developments in China where Skål International Beijing will soon be revitalised and two more Clubs are planned.

Any assistance you can provide to

accelerate the endeavours concerning the formation or reactivation of the Clubs, cities and countries underlined above, will be highly appreciated. In addition, the former Clubs of Phnom Penh; Siem Reap and Sihanoukville in Cambodia are inactive and our attempts to communicate and assist them have failed because of no response. Any assistance you may offer for Cambodia will be very welcome.

WTM Africa has been the most fruitful trade fair ever. For this I sincerely thank International Skål Councillor Lavonne Wittmann, and the Executive team of Skål International Cape Town and Cape Winelands. During the fair nearly 55 new members were signed up and another 21 have signed a letter of intent. Thirty-two of these have completed their documents and payment.

On the other hand, we received great news from Skål International Japan and Skål International San Francisco who have organised events, with 70 and 30 prospective Young Skål members, respectively. Detailed news about these

successful events will be covered in the next e-newsletter. The Skål International Secretariat has established a new website for Young Skål which can be viewed at the following link: www.youngskalnow.org.

As I always underline, the Executive Team and the Committees formed cannot be successful without the commitment, cooperation, and contribution of Clubs and members. The Club Presidents and Board members are the most important officers of our organisation. Their leadership will make the difference. The enthusiasm and ambition they have and their focus on the long-term goals of their Clubs and Skål International, will determine the overall success of our unique organisation, not only this year, but also in the years to come.

The only way to overcome our greatest challenge of membership development is to address it at Club level. Club Presidents and Board Members, are the ones best able to solve this problem by making sure that each member of the Club is involved (member get member) and knows that their contribution makes the difference. Starting from the Club level, we should all plan for the future by reaching out especially to younger members so that our organisation will continue to be strong and viable at all times. We should never forget that our worst enemy is "STAGNATION".

To avoid stagnation, the projects Clubs pursue should be based on long-term, strategic planning and should engage members and especially new, younger ones, thus increasing their commitment and loyalty to their Club and Skål International.

Along the challenging road for progress, if we all work in efficient liaison and harmony, there is nothing we cannot achieve or overcome. To this end, the Executive Committee is and will always be ready to listen, assist, solve and guide.

*In the Executive Committee, every day we ask ourselves;
"What did we do for Skål today?"
Do you???*

On behalf of the Skål International Executive Committee, I wish you and your families; happiness, good health, success, long life and prosperity.

SKÅL INTERNATIONAL
A TRUSTED VOICE IN TRAVEL AND TOURISM

V.SALIH CENE
TOURISM IS FRIENDSHIP AND PEACE

BE A SKÅL AMBASSADOR

Think Global, Act Local

By Nigel Pilkington, Vice President, PR & Communications

The Skål Ambassador Programme was launched more than a year ago and I am pleased to report that the idea of having Skål members representing the Executive Committee for special projects in various countries/regions is working successfully.

We have talented people in our organisation with professional experience and expertise and Skål spirit and it makes sense to use their skills to help the Executive Committee put actions in place in all parts of the world and to accept special missions given to them by the Executive Committee.

It is the role of the Executive Committee to identify Ambassadors and some of the responsibilities of a Skål Ambassador could be to attend functions as a representative of the organisation at international bodies or to be responsible for the Skål presence at international trade shows. Ambassadors are also

appointed for other projects and missions.

The appointment of an Ambassador is not permanent – it only lasts as long as the project. The concept is to match the Skålleagues with the best skills, contacts and local knowledge to achieve the pre agreed outcomes.

Here are some examples:

Lavonne Wittmann, National President Skål South Africa – Ambassador for WTM Africa 2015 with a result of 55 new members signing up during the trade show.

Nik Racic, President Skål International 2010 – Ambassador for IMEX Frankfurt 2015 with a press conference made during a well-attended Skål Breakfast giving a wide exposure to the organisation.

René Welti, Skål International Lugano – Ambassador who represented Skål International at the World Tourism Forum Lucerne 2015.

Dale Lawrence, National President Skål Thailand – Ambassador to assist with the revitalisation of Skål Clubs in Cambodia and investigating the opening of Skål Clubs in Vietnam.

Hulya Aslantas, President Skål International 2009 – Ambassador working on the project Skålité going global.

The Ambassador Programme is not a replacement for the Secretary General position. When a new Secretary General is appointed the Ambassador Programme will continue, under his or her stewardship in conjunction with the Executive Committee.

The programme is extremely important because the Executive Committee and Secretary General cannot be everywhere at once and they do not necessarily have the local knowledge, skill sets or contacts to effectively or efficiently achieve the required mission. The Ambassadors know their market, the people and how to work in their country/region, so the Ambassadors will have more chance to achieve their goals and Skål International will have a better return on investment. The programme is subject to strict audit and any expenditure can only be authorised by the Executive Committee.

The Ambassador Programme is proving to be effective and cost efficient and is helping our Association to adapt to today's world. We are on the right track!



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SKÅL WORLD CONGRESS 2015

COSTA DEL SOL | MALAGA, SPAIN

TORREMOLINOS 28 OCTOBER - 1 NOVEMBER



WELCOME TO THE COSTA DEL SOL

It is unveiling marvellous secrets that will make your stay unforgettable. Come visit it on the occasion of the Skål World Congress 2015!

Washed by the Mediterranean Sea, the Costa del Sol extends along more than 150 kilometres of coastline in the province of Malaga, in the southern Iberian Peninsula. Its name, the “Coast of the Sun”, is not due to mere chance: with over 300 sunny days a year and a benevolent climate, this is a paradisiacal place.

Coming to the Costa del Sol means finding beautiful landscapes, fabulous beaches, delicious food, interesting customs and traditions. It means discovering a rich cultural heritage, amazing coastal areas, and charming white hinterland villages. The Costa del Sol is a dream location for a holiday where the possibilities are endless. There are many tourist services of all types, including berths for sporting boats at 13 marinas and yacht clubs, as well as numerous golf courses, all types of sports facilities, casinos and a myriad of leisure and entertainment options.

The Costa del Sol is synonymous with culture: museums, sights, gastronomy, events...

Malaga is the capital of the province of the same name and the fifth most populated city in Spain, while Torremolinos, site of the Congress, is located 12 kilometres or 7 miles east of Malaga.

Torremolinos is considered today to be an ideal village for relaxation, pleasant strolls along attractive streets and plazas, fun and entertainment, with a myriad of choices for all who choose to visit. It is also a city bathed in blue, washed by the sea, filled with vitality and a keen enjoyment of living, ever watchful of maintaining its personality as an Andalusian Mediterranean village.

HOTELS & PRICING

4-NIGHT CONGRESS PACKAGE per room

HOTELS	REGISTRATION FEE
Melia Costa del Sol 4* (HQ)	EUR 850 EUR 1,500
Sol Don Pablo 4*	EUR 800 EUR 1,400
CONGRESS ONLY per person	EUR 600



THE REGISTRATION FEE INCLUDES:

- Four nights' accommodation with breakfast from 28 October-1 November 2015 (except Congress Only participants)
- Three luncheons
- Three dinners (Get-together Party, casual dinner & President's Gala Dinner)
- Functions and business sessions as detailed in the programme
- Transfers between Congress hotels and functions (Congress Only participants are welcome to use these transfers)

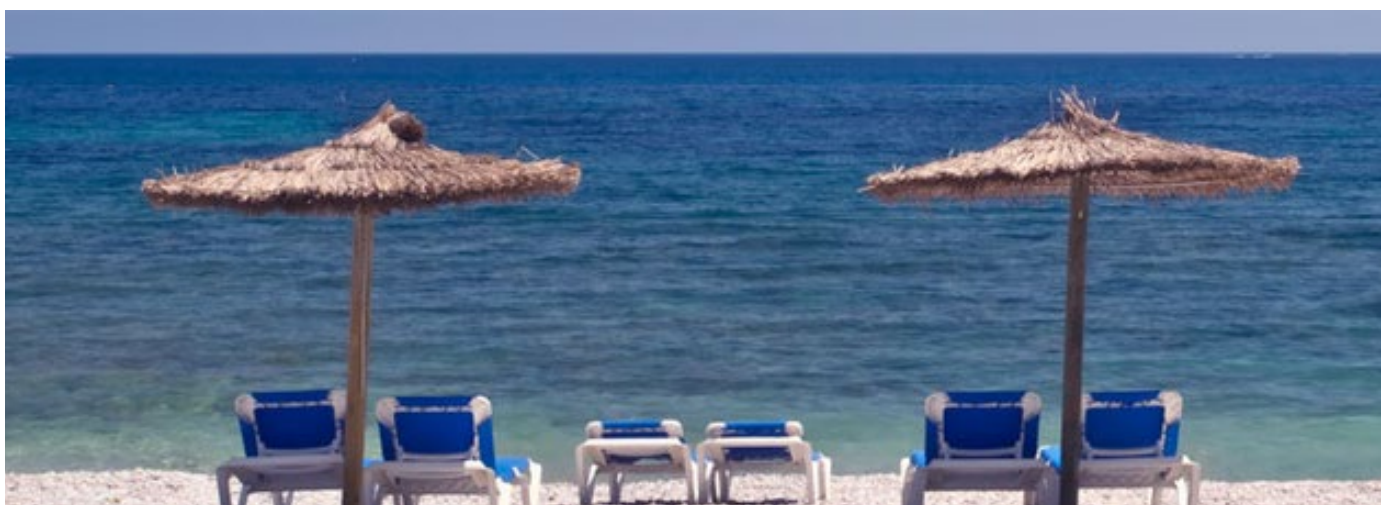
THE REGISTRATION FEE DOES NOT INCLUDE

(these services are offered as optional at an additional charge):

- Airport transfers
- Excursions
- Dine around for the evening at leisure
- Pre & Post Tours

Wi-Fi free of charge at Congress hotels.

[REGISTRATION HERE](#)



PRELIMINARY PROGRAMME*

Wednesday 28 October

Arrival of participants (optional airport transfers available)
19.45 hrs: Get-together Party at Palacio de Congresos de Torremolinos

Thursday 29 October

07.00 hrs: Breakfast at your hotel
10.00 hrs: Opening Ceremony at Palacio de Congresos de Torremolinos
13.00 hrs: Lunch at Palacio de Congresos de Torremolinos
14.30 – 17.00 hrs: Business to Business at Sol Don Pablo hotel
14.30 – 17.00 hrs: Seminars at Sol Don Pablo hotel
20.00 hrs: Dinner at your hotel

Friday 30 October

07.00 hrs: Breakfast at your hotel
09.00 – 18.00 hrs: General Assembly for delegates and observers at Meliá Costa del Sol hotel

Non-delegates at leisure, lunch at your hotel (optional excursions available)
20.00 hrs: Evening at leisure (optional dine around available)

Saturday 31 October

07.00 hrs: Breakfast at your hotel
09.00 – 11.00 hrs: Executive Committee Forum at Meliá Costa del Sol hotel
11.15 – 12.30 hrs: Travel Forum at Meliá Costa del Sol hotel
09.00 – 12.30 hrs: Young Skål Meeting at Sol Don Pablo hotel
13.00 hrs: Lunch at your hotel
14.30 – 17.30 hrs: Afternoon at leisure (optional excursions available)
19.00 hrs: President's Gala Dinner at Palacio de Congresos de Torremolinos

Sunday 1 November

07.00 hrs: Breakfast at your hotel
Departure of participants (optional airport transfers available)

*Negotiations are underway - Programme subject to change

DRESS CODE

Opening Ceremony: business attire or National dress and Skål regalia

President's Gala Dinner: tuxedo and black tie or National dress and Skål regalia

Rest of activities: smart casual



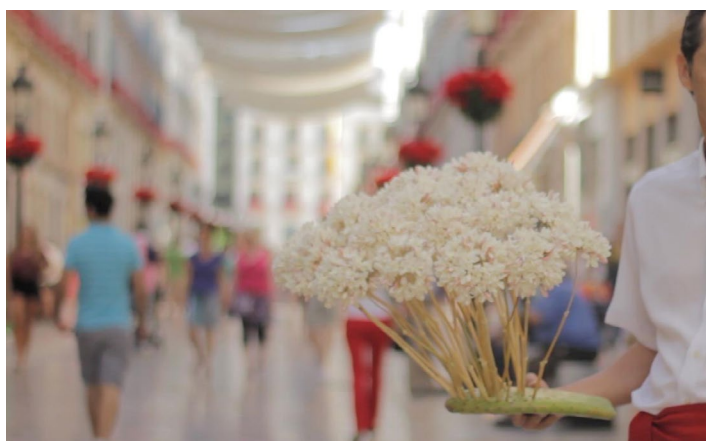
ENTRY REQUIREMENTS

The documentation required to travel to Spain varies according to the country of origin. Given that conditions may vary, we suggest that you contact the Spanish Embassy or Consulate to verify these requirements before you start your trip. You can check the list of the Embassies and Consulates of Spain in the world on the website of the [Government of Spain Ministry of Foreign Affairs and Cooperation](#).

MALAGA-COSTA DEL SOL AIRPORT

The Malaga-Costa del Sol Airport (IATA code: AGP) is located 5 kilometers (3 miles) from Torremolinos. It has flight connections to over 60 countries worldwide and has a daily link with twenty cities in Spain and over 100 cities in Europe. Direct flights also operate to Africa, the Middle East and also to North America in the summer season.

We recommend you to check the Congress website: www.skalcongress.org regularly to see the latest information posted.



MEMBERSHIP DEVELOPMENT CAMPAIGN

Every member who introduces a new member between 1 January and 30 September 2015 is eligible to win Euros 500 towards the cost of registration for the 77th Skål World Congress in Monaco in October 2016.

The name of the prize-winner will be drawn at the International Council meeting during the Torremolinos Skål World Congress and announced at the President's Gala Dinner.

There are no limits on how many times a member can enter.

There are many Skål membership classifications and Skål members are encouraged to consider inviting potential members from all sectors of the travel and tourism industry to join Skål. Young professionals can either join the special "Young Skål" category or, if they hold a managerial post, can enrol in the "Active" membership category.

Please ensure that you put your name in the section "Introduced by" on the application form.

SKÅL MEMBERSHIP DEVELOPMENT AWARD PROGRAMME



Skål Clubs that increase their membership over the previous year by a net 10% or more, or a minimum of net 10 new members for larger Clubs 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 top three Skål Clubs with the highest net membership increase will receive Platinum, Gold and Silver commendation certificates.

Moreover, Skål International will offer a prize of Euros 500 against the cost of registration for the Skål World Congress in Monaco next year to the Skål Club that achieves the highest net increase of new members.

GENERAL ASSEMBLY OF SKÅL CLUB DELEGATES

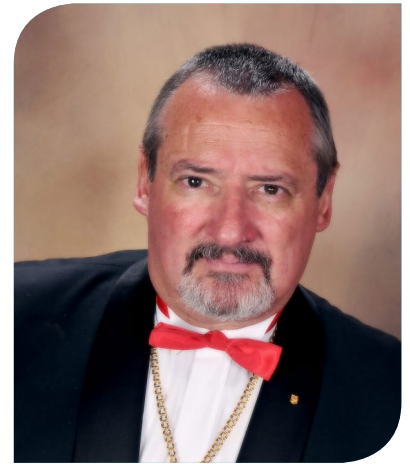
CANDIDATES FOR ELECTIONS

SKÅL INTERNATIONAL WILL HOLD ITS ANNUAL ELECTION OF OFFICERS ON FRIDAY 30 OCTOBER DURING ITS 2015 WORLD CONGRESS WHICH WILL BE HELD IN TORREMOLINOS, SPAIN.

FOR PRESIDENT

NIGEL PILKINGTON | SKÅL INTERNATIONAL AUCKLAND

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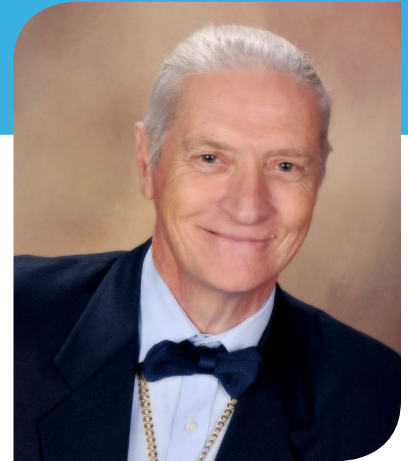


Nigel Pilkington started his working life as a Commissioned Officer with the Royal New Zealand Navy. In 1980 Nigel entered the commercial world and commenced a career in marketing, holding various senior positions in companies as diverse as Seiko Time, New Zealand News, and as a Director of Gurney Nagel Advertising. Nigel founded De La Mer Communications Limited in 1990 as a public relations and marketing communications consultancy specialising in the travel and tourism industry, of which he is still Managing Director today. In the intervening 25 years Nigel has worked in senior marketing, public relations and representation roles for various tourism organisations, as well as representing/advising individual operators in Australia and the South Pacific who are active in the New Zealand market. Nigel has undertaken a number of volunteer service roles over the years including Scout/Group leader and Chairman of Sea Scout troops in Auckland; coaching local sports teams; committee member and treasurer for a local secondary school rowing club, as well as assisting with public relations (pro bono) for a number of local and national, volunteer, non-profit organisations.

2001 to 2015	Member, Skål International Auckland
2005 to 2006	Vice President, Skål International Auckland
2006 to 2007	President, Skål International Auckland
2006 to 2012	Director, Skål International New Zealand
2008 to 2009	Vice President, Skål International New Zealand
2009 to 2012	President, Skål International New Zealand
2012	International Skål Councillor, New Zealand
2012 to 2013	Director, Business Affairs (primary responsibility) & Membership Development (secondary responsibility), Skål International
2013 to 2014	Director, Communications & PR, Skål International
2014 to 2015	Vice President, Skål International

DAVID FISHER | SKÅL INTERNATIONAL NAIROBI

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 djfisher@maniagotravl.com
 www.maniagosafaris.com



David Fisher started work with the Bank of America in the United Kingdom in 1968 as an operations clerk. He was then selected to go on a management trainee programme. Upon its successful completion, he was sent to Birmingham, England as Deputy Operations Officer of that unit. After a 5-year stint there he was sent on short-term assignments as a trouble-shooter to Cairo, Bahrain and Luxembourg after which he was assigned to the Commercial Bank of Africa in Nairobi, Kenya as Special Projects Officer. In 1993 after a 25-year career in banking he moved on and for the next six years did various consultancy work and also co-owned two restaurants. In 1999 he joined Maniago Travel and Cruises as a shareholder and Director, a role he continues in today. He is involved in all aspects of this company. David has attended 10 world congresses and nine International Council Mid-Year meetings.

2003 to 2015	Member, Skål International Nairobi
2004 to 2005	Director, Skål International Nairobi
2005 to 2008	Treasurer, Skål International Nairobi
2007 to 2011	Treasurer, Skål International Kenya
2008 to 2009	Vice President, Skål International Nairobi
2009 to 2011	President, Skål International Nairobi
2009 to 2013	International Skål Councillor, Kenya
2010 to 2011	Secretary, International Skål Council
2011 to 2013	Vice President, International Skål Council
2013 to 2014	Director, Finance & FVF, Skål International
2014 to 2015	Vice President, Skål International

FOR VICE PRESIDENT

LOU CONKLING C.T.C. | SKÅL INTERNATIONAL LOUISVILLE

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www.knightstravel.com



After completing his Bachelor of Arts in Business Administration, Lou Conkling worked for South Central Bell and AT&T from 1976 to 1985. In 1985 he formed Knights Travel, serving as Vice President. In 1994 Lou obtained the title of ICTA Certified Travel Counselor (C.T.C.), a title he continues to hold today. In 2005 he set up his own travel consulting business, TravelbyLou LLC, a job he is still doing today as an integral part of the international travel agency, Altour Travel.

Lou has attended 11 world congresses and 16 NAASC Congresses.

1994 to 2015	Member, Skål International Louisville
1997 to 1998	Secretary, Skål International Louisville
1998 to 1999	Treasurer, Skål International Louisville
1999 to 2000	Vice President, Skål International Louisville
2000 to 2001	President, Skål International Louisville
2004	Chairman, NAASC Congress Louisville
2005 to 2008	Regional Vice President, Skål International U.S.A.
2008 to 2009	President, Skål International Louisville
2008 to 2009	Treasurer, Skål International U.S.A.
2009 to 2010	Secretary, Skål International U.S.A.
2010 to 2011	President, Skål International U.S.A.
2012 to 2013	International Skål Councillor, U.S.A.
2013 to 2014	Director, Business Affairs, Skål International
2014 to 2015	Director, Statutes & Manuals, Skål International

RAFAEL JUAN MILLAN PEREZ | SKÅL INTERNATIONAL CIUDAD DE MEXICO

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Cuernavaca# 15-201
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52-155.1048.6443
rafaelj.millanp@gmail.com
www.brisascollection.com



Rafael Millan Perez started his professional carrier with Arthur Andersen & Co., a world class accounting, audit and taxes firm in 1972. From 1978 to 1991 he was General Manager and Corporate Director of Internal Audit for Grupo Posadas de Mexico at several properties located in

various Mexican cities. From 1991 to 2000 he was General Manager of Starwood Hotels & Resorts at the Westin Ixtapa and Hacienda Jurica, Querétaro. From 2000 to 2014 he was General Director and CEO of Grupo Hotelero Brisas in Mexico. From January 2015 he is Advisor to the Presidency of Grupo Hotelero Brisas.

1980 to 1983 / 1986 to 1990	Member, Skål International Mazatlan
1983 to 1986	Member, Skål International Puerto Vallarta
1990 to 1997	Member, Skål International Acapulco
1994 to 2005	Director, Skål International Mexico
1997 to 2000	Member, Skål International Ixtapa
1997 to 2000	President, Skål International Ixtapa
2000 to 2015	Member, Skål International Ciudad de Mexico
2005	Treasurer, Skål International Mexico
2006	President, Skål International Mexico
2006	Order of Skål Merit
2010	Membre d'Honneur, Skål International
2011 to 2014	International Skål Councillor, Mexico
2014 to 2015	Director, Membership Development & Young Skål (Americas)/ Assistant to VP Finances

SUSANNA SAARI | SKÅL INTERNATIONAL TURKU

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Susanna Saari has worked for Turku University of Applied Sciences, since 1998 and is currently a Senior Lecturer in the Faculty of Business, ICT and Chemical Technologies. Her main tasks include participating in the work of the "Future Learning Design team" which develops e.g. innovation pedagogy solutions and virtual learning for the whole university, lecturing on hospitality and tourism for the Degree Programmes in Hospitality Management and Business Administration. Susanna also tutors student R&D projects for the tourism and hospitality industry in South West Finland and supervises these works. She has been a project manager for two major research projects funded by the European Commission. Susanna holds a Master in Social Sciences majoring in Leisure and Recreation Studies and Tourism. She has made specialisation studies in eBusiness in Tourism and Fair & Congress Management. Her hospitality industry experience is mainly in the field of hotels and she worked for Hyatt Regency Hotels in Dubai in the mid-90's and Sokos Hotels in Finland. Susanna is a representative of TUAS at the Turku Tourism Academy, a network of universities teaching hospitality and tourism in Finland and a board member of The Finnish Society of Tourism Research.

2004 to 2015	Member, Skål International Turku
2005 to 2009	Secretary, Skål International Finland
2007 to 2012	President, Skål International Turku

2008 to 2009	Treasurer, Skål International Finland
2010 to 2011	President, Skål International Finland
2011	Organising Committee, Turku 2011 Skål World Congress
2011 to 2012	Deputy International Skål Councillor, Finland
2012 to 2013	Treasurer, Skål International Finland
2012 to 2014	International Skål Councillor, Finland
2012 to 2014	Secretary, International Skål Council
2014 to 2015	Director, Membership Development & Young Skål (Europe, Asia, Oceania, Middle East, Africa)

FOR DIRECTOR

ALL CANDIDATES HAVE BEEN PROPOSED BY THE SUCCESSION COMMITTEE

PRESENTED BY THE INTERNATIONAL SKÅL COUNCIL:

JASON SAMUEL | SKÅL INTERNATIONAL BOMBAY

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India
91-22.2415.7097
jadozes@gmail.com



Jason Samuel started his career in 1981 with Eskay Travels. He was Assistant Manager with Diners World Travel from 1984 to 1988. Later Manager - Sales & Operations Mercury Travels Ltd. (Oberoi Group) from 1988 to 1992. Sales Manager for East West Airlines from 1992 to 1994. Sales Manager - GSA Tower Air from 1994 to 1995. General Manager - Forvol (Forbes Group) from 1996 to 2003. Head-Futura Travels (Essar Group) from 2003 to 2013. Currently partner in Jadozes International handling F.I.T., inbound and outbound and exclusive marketing of select new hotel properties.

Jason has attended nine world congresses, six International Council meetings and seven Asia Area Congresses.

2000 to 2015	Founding Member, Skål International Bombay
2000 to 2005	Director, Skål International Bombay
2003 to 2005	Treasurer, Skål International India
2005 to 2009	President, Skål International Bombay
2007 to 2010	Vice President, Skål International India
2010 to 2011	President, Skål International India
2011 to 2013	Director, Skål International Asia
2012 to 2015	International Skål Councillor, India
2013 to 2015	Vice President (West), Skål International Asia

PERSONAL OBJECTIVES:

Focus on membership increase.

LAVONNE WITTMANN | SKÅL INTERNATIONAL PRETORIA

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www.belskyetravel.com



Lavonne Wittmann started her retail travel career working for Travel and Tourism International in Pretoria where she started as a Junior Travel Consultant in 1983 until she left in 1991 in the position of Branch Manager for one of their seven branches in South Africa. She then established her own travel agency Travel Fair in December 1991 which she managed until March 2013. She now consults with different organisations on all matters relating to Travel and Tourism through her consulting company Lavonne Wittmann Consulting which she established in April 2013, while also working as a Sales and Marketing Director for Belskye Travel in Pretoria and Cape Town.

She served on the board of ASATA (Association of South African Travel Agents) for region One and was one of the Founder members of ITAC (Independent Travel Agents Consortium) in South Africa which later formed part of the South African Travel Centre Consortium, owned by South African Airways. She served on the Partners Advisory Council for this consortium for seven years and represented the franchisees in the provinces of Gauteng, Limpopo and Mpumalanga.

Lavonne is a board member for the Capital City Business Chamber in Pretoria and serves as a Director for their Tourism Portfolio. She obtained a Postgraduate Diploma in Tourism Development and Management from the Buckinghamshire Chilterns University and is a qualified Facilitator, Assessor and Moderator for CATHSSETA (Culture, Arts, Tourism, Hospitality, Sports sector) in South Africa.

1991 to 2015	Member, Skål International Pretoria
1993 to 2004	Board Member, Skål International Pretoria
2004 to 2007	Vice President, Skål International Pretoria
2008 to 2011	President, Skål International Pretoria
2011 to 2013	Vice President, Skål International South Africa
2013 to 2015	President/International Councillor, Skål International South Africa
2014 to 2015	Secretary, International Skål Council

In 2014 Lavonne received the Skål Ambassador of the Year Award and she is her Club's Skål Greeter.

PERSONAL OBJECTIVES:

My objective in becoming a Director for Skål International is to have the opportunity to enthuse, enlighten and educate existing members as well as prospective members to the many benefits of belonging to this wonderful organization and to encourage members to "live the Skål brand" with passion and excitement.

By having passionate members it would mean a natural growth in membership as passion is always followed with success.

I would also like to increase the basket of travel benefits for Skål members by negotiating effective

and notable discounts on airlines, hotel groups and tour operators. Not only would this increase attendance figures at the World Congresses but also in membership. I believe that the more effective membership benefits Skål International offers, the more quality members we will attract and the more excitement and enthusiasm is felt in all Clubs and Committees, the more passionate and involved the members will become in our organization.

I would also research and implement new membership classifications for Skål International from the exponentially growing special interest tourism sectors like Medical, Sports and Adventure Tourism as this would not only mean membership growth, but also the opportunity to align with other tourism organizations globally as well as the organizations that specialize in these markets.

MARIA TERESA DIAZ COMAS | SKÅL INTERNATIONAL GIRONA

PRESENTED BY HER CLUB:

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María Teresa Díaz Comas is Business Development Director for Responsible and Sustainable Tourism for Tüv Rhineland in Spain and Commercial Director for Aromar Hotels and Restaurants in Gerona, Spain.

Since February 2008 she is Chief Auditor for Systems Certifications in for ISO 9001:2008, ISO 14000:2004 and EMAS in the hotel sector and UNE 182001:2008 Q for tourism quality. She also works as an external auditor for Tüv Rhineland.

Since October 2007 she has been part of the human resources team at Grupo CETT as a professor and President of CETT Alumni. Since November 2014 she has been part of the human resources team at EUHSt.Pol Barcelona where she gives classes in Total Quality Management and Sustainable Development. From 1996 to 2014 she was founder and manager of de Langle Conocimiento y Calidad Turística in Playa de Aro with 16 employees under her control.

From 2000 to 2014 she was Human Resources Director and Quality Coordinator for Aromar Hotels, Playa de Aro, Gerona, Spain.

She is an active member of the Chamber of Commerce and Industry in St Feliu de Guíxols and Vice President of the Formation Commission. She was a founder member of the Young Rotary Club between 1990 and 1993. She is a member of the "The Networking Group" in Emporda and Gerona.

She has a degree in Economics from the Autonomous University of Barcelona and a Masters Degree in Management of Tourism and Hotel Company from CETT&UB. She has a perfect command of the three official Skål languages.

2000-2004 Founder member, Young Skål Group Girona
2004-2015 Member, Skål International Girona
2009-2013 International Skål Councillor, Spain
2010-2013 President, Skål International Girona
2010-2013 Vice President, Skål International Spain
2013-2015 President, Skål International Spain

PERSONAL OBJECTIVES:

Develop a programme for the retention of leaders in the tourism sector in hotel and tourism schools and universities in the framework of the agreement signed between Skål International and the UNWTO, in Spain and other countries that Skål International selects.

Increase the visibility of the Skål International database to increase the synergies between companies once we have created the friendship link.

Increase the number of Active and Young Skål members in Spain, Europe and Latin-America and create Clubs in Russia, Uzbekistan and Kazakhstan.

Increase internal and external communications as we are doing via the Skål International Spain website - www.skalspain.org.es which can be extended to those countries which so desire.

FOR AUDITOR AND DEPUTY AUDITOR

FRANK KLARE | SKÅL INTERNATIONAL PHILADELPHIA

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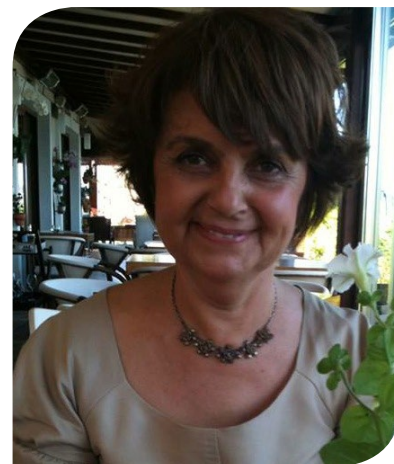
After education in Germany and Switzerland, Frank Klare started his professional career with the Hilton Hotels Corporation in 1965. In 1976 he moved to the Radisson Hotel Corporation and in 1978 to Omni International Hotels. From 1982 to 1988 he worked for InterContinental Hotels Group where he rose to the position of Vice President Food and Beverage. He then spent a year as General Manager of the Adam's Mark Hotel in Charlotte, North Carolina before re-joining Carlson Companies/Radisson Hotels in 1989. After a short stint at the Xanadu Beach and Marina Resort in Freeport, Grand Bahamas and Radisson Plaza & Suites in Indianapolis, Indiana he became Regional V.P. Operations for Europe and General Manager of the Radisson Slavjanskaya Hotel in Moscow. In this position he also supervised the opening of hotels in Austria, Poland, Spain, Italy and Sochi, Russia. From 1993 to 1994 he was Vice President for Radisson Hotels Worldwide, based in Minneapolis, Minnesota. From 1995 to 2001 he was Vice President/General Manager of Radisson Hotel Narita Airport, Tokyo, Japan. From 2001 to 2002 he held the same position with the

Radisson Plaza Warwick Hotel, Philadelphia, Pennsylvania. From 2002 to 2014 he was President/ Owner of his own hotel management consultancy company, Hotel Interim Management LLC. Since December 2014 he works as a Hospitality Consultant.

1997 to 2001	Member, Skål International Tokyo
2001 to 2015	Member, Skål International Philadelphia
2004 to 2005	Treasurer, Skål International Philadelphia
2005 to 2006	Secretary, Skål International Philadelphia
2007 to 2008	President, Skål International Philadelphia
2010 to 2012	Vice President, Region I Skål International U.S.A.
2013 to 2014	Vice President, Skål International Philadelphia
2013 to 2015	Auditor, Skål International
2014 to 2015	President, Skål International Philadelphia
2015	Secretary/Treasurer, Skål International Philadelphia

ASUMAN TARIMAN | SKÅL INTERNATIONAL ANTALYA

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www.asutatourism.com



After completing her Bachelor of Education degree Asuman Tariman opened her own travel agency, Asuta Tourism, in 1985 which she still owns and manages today. Asuta has been operating on various fields of tourism. The main interest area was "incoming" together with Meeting and Congress organizations. Asuta Tourism Travel Agency has also carried out 'Erickson Coaching Training Programs' with a great success and each time gained "Gratitude Letters". Asuta is also well known for its boutique cultural tours in Antalya. The agency has been able to stand alive and active today although there had been lived many times crises in tourism business.

Asuman has attended 16 world congresses and several International Skål Council and regional meetings.

1989 to 2015	Member, Skål International Antalya
1989 to 1993	Secretary, Skål International Antalya
1993 to 1995	P.R. Director, Skål International Antalya
1995 to 1998	Secretary, Skål International Antalya
1998 to 2000	Vice President, Skål International Antalya
1998 to 2001	P.R. Director, Skål International Turkey
2000 to 2003	Secretary, Skål International Antalya
2003 to 2005	President, Skål International Antalya
2003 to 2007	Chairman, Organising Committee, Antalya 2007 Skål World Congress
2013 to 2015	Deputy Auditor, Skål International

IBTM BARCELONA

LEADING ASSOCIATION MEETINGS DESTINATIONS (CONFIRMED BY LATEST ICCA RANKINGS) INCLUDING PARIS, VIENNA, MADRID, BERLIN AND BARCELONA ARE ALL CONFIRMED TO ATTEND IBTM WORLD (WWW.IBTMWORLD.COM) 2015 (FORMERLY EIBTM), WHICH WILL PLAY A VITAL ROLE IN THEIR BUSINESS DEVELOPMENT AND MARKETING STRATEGIES.



The event, which is set to take place in the Fira Gran Via, Barcelona from 17th – 19th November, will provide an international platform from which over 15,500 MICE professionals will come together to conduct their annual business meetings.

This year's show is set to bring together over 4,000 top level Hosted Buyers who will be able to schedule face-to-face meetings with suppliers of their choice, thanks to the mutual match appointment system. Many exhibitors who attended last year's show are also set to return this year to take advantage of the targeted business opportunities.

Research and analysis following EIBTM 2014 has confirmed that 97% of exhibitors who participated last year agree that the event is important for their business. Analysis also confirmed that over 9,750 visitors and Hosted Buyers, of which 4,650 were CEOs, MDs and Heads of Department, attended from 72 countries including UK, Germany, Russia, Benelux, France, Italy, U.S and China with 66% of them confirming an annual budget for meetings, events and business travel of over \$500,000.

In addition, last year's Hosted Buyer programme received remarkable feedback, with 100% of Hosted Buyers attending, confirming that they were satisfied with the programme and the same number confirming that they were satisfied with the quality of exhibitors present at the show.

This year, ibtm world will also once again provide opportunities for not only some downtime and social activity, but to also develop more business

contacts in a more leisurely atmosphere and will feature specific sessions in its Knowledge Programme that relate to: Connections Mean Everything, Putting Meeting Design into Practice, Tools for Planner Productivity, Industry Engagement, Inspiration from Outside, Innovative Events and Leading Lights for Leading Events.

If you are operating in the meetings, events and business travel industry, as a buyer or supplier, ibtm world provides the best platform to meet face-to-face with the professionals that matter, build strong and crucial relationships that could change the shape of your business and build powerful relationships. To find out more about what you could achieve at ibtm world, visit www.ibtmworld.com/destinations.



DISCOVERING THAILAND'S TREASURES

Many of us go to Thailand for its sunshine and spas, but this vibrant country has plenty more to offer. From arts to ancient wisdom, there's an array of experiences to discover on your next journey to Thailand. To truly immerse yourself in the essence of Thai culture, consider indulging in one or several of seven essential assets of this land of wonder

THE FLAVOURS OF A NATION

Food is one of the easiest ways to get to know a culture. With its bold flavours and distinctive spices, Thai cuisine represents a traditional way of life that is still very much a part of modern Thailand today. But your next culinary journey does not have to start and end with diving into your favourite dishes; consider taking a cooking class where you can hone your Tom Yam Kung recipe with help from expert chefs. There's no better way to bring a bit of Thailand home with you than sharing your favourite dishes with friends back home. Indulge the foodie in you and make your way to the Thai International Food Festival taking place in Bangkok from September 18 to 20.





THIS PAGE: Learn the traditional craft of silk making or Khon dance. PREVIOUS PAGE: Thai spa treatments and massages are especially popular among tourists; experience Thailand the authentic way by living with locals and visiting rice paddies

THE ART OF THAI LIVING

With its rich heritage and strong religious background, Thai art often reflects their culture as well as their legacy as a people. From Khon masked dance shows to the incredible architecture and murals found in temples throughout the country, artistic expression of the nation can be found in abundance everywhere. Even at rambunctious events like Thai boxing matches, the sense of artistic tradition can be found everywhere, from the uniforms to the boxing rituals themselves.

A THAI HOLIDAY HOME

Living like a local has very different meaning, depending on which part of the country you explore. Be it the rainforests or the rice paddies, experience the way locals live with a homestay experience. While you're living in a hut or a beachside villa, you can also take the opportunity to work like a local – become an elephant mahout or participate in agricultural initiatives like the Royal Projects, which aims to feed the locals.

THAI WELL-BEING

Spa treatments and massages are popular amongst tourists who make their way to Thailand. But more than ever, travellers are also beginning to understand the wisdom behind ancient herbal and medical know-how that are unique to the country. The wellness journey for many now includes holistic healing that combines massage and herbal foods and drinks.

CELEBRATION OF A CULTURE

A nation not afraid to show their pride through celebrations and festivals, there are plenty of events you can take part in during your time in Thailand. From a celebration of its sacred religious figures to traditional crafts, such as silk making, there's plenty to do that will not only bring you a good time, but also offer an insight into Thailand's culture. One of the most exciting and popular festivals is the full moon festival of Loi Krathong. Another event to experience,

which takes place in Bangkok between August 14 and 16, is the Queen of Silk Festival.

THE POWER OF THAI WISDOM

Folk wisdom, religious teachings and ancient philosophies are the backbones of Thai culture. To this day, the Thai people are known for their respect for ancient know-how and the religious teachings. This becomes evident for travellers when they visit temples and places of worship, where often, they double as educational centres and hubs for religious teaching. The power of ancient knowledge extends to practices, such as meditation, which travellers can learn about through courses that are founded on the principals of traditional Thai wisdom.

LAUGH AND LIVE THE THAI WAY

Bright smiles and carefree laughter has become signature of sorts for the Thai people. Dubbed the 'Land of Smiles', Thailand's friendly atmosphere draws tourists from around the world. The Thai people's approach to having a good time takes on many forms, from island hopping to getting lost in one of the country's many markets. Always ready to share a laugh, there's time in the day of even the busiest Thai local for a bit of fun and relaxation. If song and dance is your thing, join the locals in Chiang Mai from July 17 to 18 at the ASEAN Music and Arts Festival. 🌿



COUNCILLOR'S CORNER

BY BERNARD WHEWELL, INTERNATIONAL SKÅL COUNCIL PRESIDENT

Your International Council

*Skålleagues
I write to
you as your
International
Council
President to
provide you
with an update
as to what
your Council
is doing for the
betterment of
Skål.*

Firstly I thought it best to clarify what the Council actually is and why it is important to you as members.

The Council is made up of 45 representatives from countries and areas around the world that you have elected to this body. The main aim of the Council is to provide an advisory role to the Executive Committee as to how we make Skål a stronger, valuable organisation to you the members.

The Council meets twice per year to deliberate, suggest and drive the organisation forward, this workload ideally comes from suggestions the Clubs have pushed up. Your elected Councillor then details to your Clubs and individuals, via the National and Area Committees, what the Council is achieving.

So the role of the Councillor is critical to the workings of Skål and it is with this in mind that we have made some changes to the way we meet.

Our mid-year meeting, which was recently held in Haarlem, was the first under the new meeting structure

that allowed for a "Councillors Only" Plenary Session. The aim (which was achieved) is to fully deliberate some of the initiatives raised and to flesh out new and ground breaking ideas.

My view of the Council is that nothing is off the agenda, if there is progress we can make by changing how we operate then this needs to be aired and debated and not seen as off limits due to historical reasons.

It is our role at Council to drive the change and for the Executive Committee as our board to implement these changes.

It is along these lines that I see the International Council working very closely with the Skål 2020 group to ensure that Skål is stronger into the future than it is now.

I think it is fair to say that our organisation has gone backwards over the past 10 years due to a number of factors but let us not dwell on why, let us work towards a new and brighter future.

The Council urges you as a member to make your views known to your Councillor and seek from them the flow of information back to you.

We are currently doing some great work at Council level, the changes we have made to the structure and meetings have helped in this regard and we look forward to an exciting future with the involvement of all Skålleagues.

SPECIAL INCENTIVE FOR NEW SKÅL CLUBS



Any Skål Club formed between 1 June 2015 and 31 May 2016 is eligible to win €500 against the Monaco Skål World Congress 2016 registration fee.

The draw will be held at the Skål headquarters on 1 June 2016 and

the winning Club announced in the e-Skål News.

If you believe there is potential to establish a Skål Club in your region/country or you have a contact in a country where Skål is not yet represented, you are welcome to contact sandra.vera@skal.org who will be pleased to send you the requirements.

SIERS

SKÅL INTERNATIONAL'S GLOBAL EVENT REGISTRATION SYSTEM IS LIVE!



TO REGISTER ATTENDANCE TO AN EVENT AT ANY CLUB WORLDWIDE.

SIERS
 ALLOWS YOU TO DISCOVER
 DETAILED INFORMATION



FOR ALL SKAL EVENTS

Skål International is pleased to announce that for the first time in the history of Skål, there is now a one stop site to locate and register for Skål events locally, nationally and worldwide, enabling a simple and effective means for nationally and internationally mobile members to enhance networking opportunities with other members at countries and clubs you might be traveling to. This effectively removes the current and complicated situation of locating events at clubs other than your own!

THE SYSTEM IS KNOWN AS SIERS, SHORT FOR SKÅL INTERNATIONAL EVENTS REGISTRATION SYSTEM.

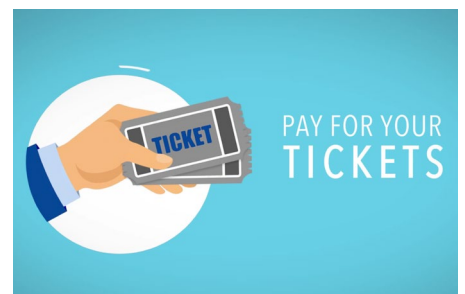
Following a short trial in the Asia, Pacific, Oceania and Canadian Regions, it is expected that SIERS will be rolled out to all clubs worldwide. As SIERS is now live in these regions, if you are planning travels to any of the initial participating countries in the Asia, Pacific, Oceania and Canadian Regions, and are interested to expand your network of Skålleagues in the spirit of amicale and friends Doing Business Amongst Friends, simply go to siers.skal.org with any smart phone, PC or Apple browser, locate the countries and cities you are planning travels to, and check for event

dates. Login using your membership number and last name, and then simply register your attendance.

View a short video introduction of SIERS [here](#). A step by step user guide is available [here](#) for all members to download. It is recommended that you print and read it before getting started.

SIERS is easy to setup on your smartphone, tablet, PC or desktop and you do not need any special software or skills to register for Skål Events anywhere in the world. All that is required to access SIERS, is a connection to the internet via LAN cable, wifi or a mobile 3G or 4G network. SIERS has been designed

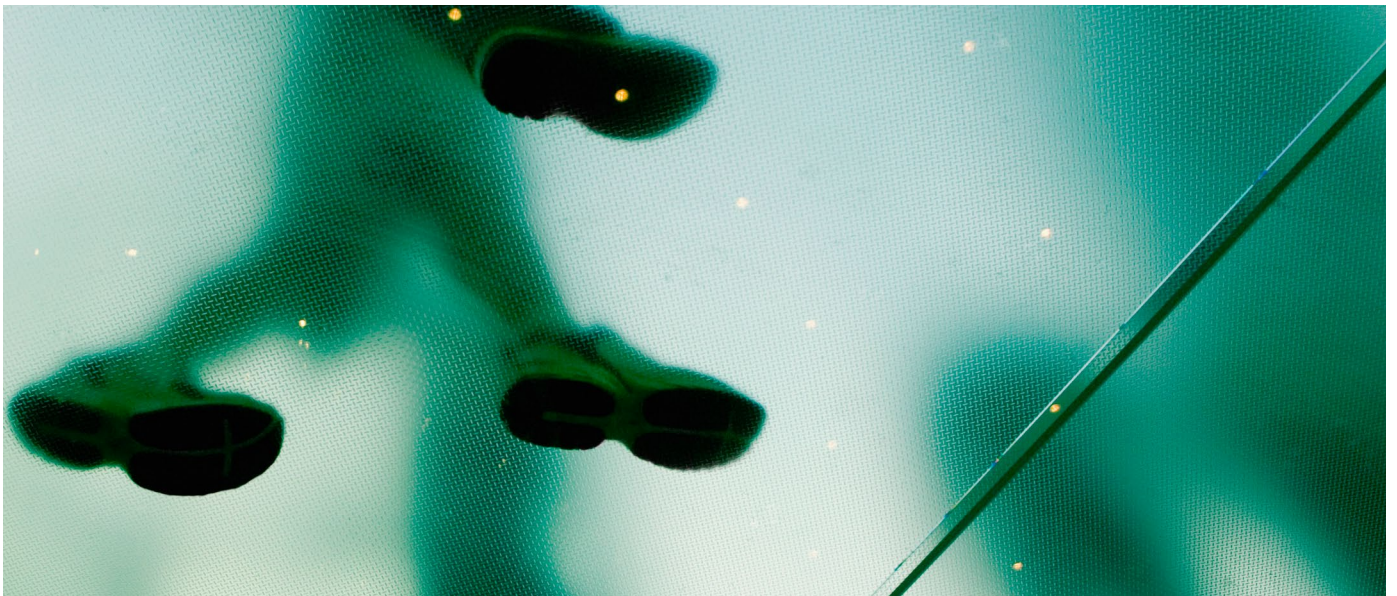
so that Skålleagues can easily find Skål Events, register and confirm your attendance for any Skål Meeting at any Club worldwide, which brings the world of Skål closer than ever. The benefit for all members can only be realized when all clubs add their future events to SIERS. Members are encouraged to check with their club to ensure future events are showing.



MERS:

WHAT IT IS, HOW IT IS SPREAD AND WHAT YOUR FACILITY CAN DO TO PREVENT IT.

THE OUTBREAK OF MIDDLE EAST RESPIRATORY DISEASE (MERS) WAS FIRST IDENTIFIED IN 2012, AND AT THE TIME OF WRITING THE ILLNESS HAS SINCE SPREAD TO MORE THAN 24 COUNTRIES IN THE MIDDLE EAST AND ASIA, WITH UPWARDS OF 1,200 CASES AND 440 DEATHS REPORTED. BUT WHAT EXACTLY CAUSES THIS DEADLY ILLNESS, AND HOW CAN IT BE PREVENTED?



*The origins of MERS
MERS is caused by a specific virus – namely a coronavirus. Coronaviruses (CoV) are a broad family of viruses, which are named for the crown-like spikes present on their surface. However, whilst one of the illnesses caused by coronaviruses is the common cold, not all are so mild. In 2012, a novel coronavirus was identified in patients in Saudi Arabia, thought to have originally come from camels. This virus causes a new illness – MERS, a respiratory illness with an approximate 30% mortality rate.*

Between people, the person to person transmission of the virus appears to be inefficient. Therefore, very close personal contact is believed to be necessary for the transmission of MERS, such as a family member of a healthcare worker tending to an ill person.

PREVENTION PRACTICES FOR YOUR HOSPITALITY AND TOURISM FACILITIES

There are also numerous precautions that non-healthcare facilities, such as hotels and others from within the tourism industry, can take in order to mitigate the risks associated with the spread of MERS.

Whether and how a hotel or tourism facility establishes Standard Infection Prevention Practices (what is used in day to day facility hygiene) and Enhanced Infection Prevention Practices (what is used in times of outbreaks) depends largely based on how they assess their level of risk, and their understanding of infection prevention practices.

As these decisions are not data driven, nor is there generally any regulatory guidance to establish a recommended practice, there is no one correct way to implement standard or enhanced practices. However, to start, you should consider the relevant standard precautions, including:

- Hand hygiene – when should staff perform hand hygiene?

The single best way to prevent the transmission of any disease-causing pathogen, including the coronavirus causing MERS, is frequent, effective hand hygiene. Hand washing should be undertaken frequently, including after visiting the washroom, and before and after eating or preparing food. Where hand washing facilities are unavailable, or if hands are not visibly soiled, alcohol hand rubs can and should be used.

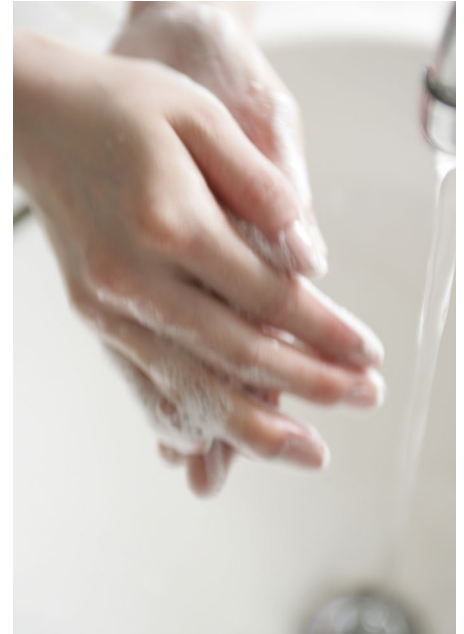
- Personal protective (PPE) equipment/barriers – when should staff wear gloves or other PPE?

When it comes to environmental surface cleaning and disinfection, tourism facilities should review what disinfectants and cleaning chemicals should be used, and how. Surfaces must be thoroughly and effectively cleaned and disinfected, and with increasing regularity if there is or has been a sick person in the facility.

- Respiratory hygiene – do staff understand appropriate respiratory etiquette?
Staff – and indeed all people – must practice basic respiratory hygiene etiquette, which means covering your mouth and nose with your elbow or a tissue when coughing or sneezing, and practicing hand hygiene afterwards. People should also be aware of basic ways to stay healthy and boost their immune systems, such as getting plenty of sleep, being physically active, managing stress levels and drinking lots of fluids. Another simple (yet no less vital) preventative measure includes staying at home when you are sick, and seeking medical treatment.

- Fabric handling – do staff handle soiled fabrics appropriately?

Please see below examples of potential standard and enhanced practice recommendations for a hotels or tourism related facilities.



EFFECTIVE PREPARATION IS KEY – SOME IDEAS FOR YOU AND YOUR BUSINESS
POTENTIAL HYGIENE STANDARD CHANGES BASED ON PATHOGEN CONCERNS

Recommendations for Hospitality and Tourism Facilities

Department/Persons	Standard Practice	Enhanced Practice (contact transmission concerns)
Front desk	Staff perform hand hygiene as needed	Staff perform hand hygiene every 60 min or after assisting a sick guest
Front desk	Front desk disinfected daily	Front desk disinfected every 4 hours
Front desk	No hand hygiene dispenser for visitors	Alcohol hand gel dispensers placed near front desk
Lobby	Tables and chairs cleaned daily	Tables and chairs disinfected hourly for certain times of day
Lobby	Front door hand contact surfaces cleaning daily	Front door hand contact surfaces disinfected hourly for certain times of day
Guest room cleaning	Staff wear reusable gloves	Staff wear disposable gloves that are changed each room
Public Restrooms	Restroom disinfected every 4 hours	Restroom disinfected hourly for certain times of the day
Laundry	Laundry collected and put in open carts	Laundry bagged in room and bags laundered or disposable

Laundry	Blanket and comforter laundered quarterly	Blanket and comforter laundered between guests
Staff arrival	Staff body temp not checked during day	Staff checked at shift start and if visibly sick or temps over 38.3C/101F are sent home
Facility Area/Activity	Standard Practice	Enhanced Practice (droplet transmission concerns)
Front desk	Staff do not wear masks when dealing with the public	Staff wear masks during shift or put on masks if guest appears to be sick
Front desk	Masks not available for guests	PPE station placed near desk for guests to get disposable masks and/or gloves
Front desk	Tissues not readily available	Tissues available within 2 steps, trash cans have liners and emptied every 4 hours
Staff areas	Staff do not wear masks when working in groups	Staff wear masks when less than 1M apart for more than 15 min
Staff arrival	Staff body temp not checked during day	Staff checked at shift start and if visibly sick or temps over 38.3C/101F are sent home
Facility Area/Activity	Standard Practice	Enhanced Practice (airborne transmission concerns)
Facility-wide	Air exchanges kept at standard limit	Air exchanges significantly increased to reduce risk of airborne contamination
Front desk	Staff do not publicly address guest health	Staff notify management of a sick guest and management engages guest
Front desk	Staff do not wear masks or offer masks to guests	Staff wear masks during shift and offer masks to guests

As the number of cases of MERS continues to rise across the world, tourism related facilities must be adequately prepared. Employees should be made aware not only of the risks that MERS poses, but also how they can help prevent its spread. Facilities should also ensure that they have additional supplies of personal protective (PPE) equipment, hand hygiene products, refuse bags, disinfectants and other cleaning chemicals. Cleaning procedures may need to be reviewed to make sure that techniques are up to date, in line with international best practice, and that ‘high risk areas’ receive extra care.

In addition, clearly visible reminder signs and other useful communications can be placed around facilities for both staff and guests, especially in ‘flash points’ such as washrooms, kitchen and dining areas and around high traffic areas such as check-in desks and lobbies.

Should you like to know more, download Diversey Care’s MERS Prevention Toolkit: A Guide to Pathogen Transmission Prevention and Outbreak Response, by clicking [here](#).

In summary, MERS – like all cross-border outbreaks that carry high fatality risks – is an insidious, deadly disease. However, the implementation of effective infection prevention principles by hotels and other tourism and hospitality related facilities can help prevent its spread even further, and save many lives along the way.

*Skål International***SUSTAINABLE TOURISM****CALL FOR ENTRIES CLOSED!****Awards 2015**

The submission period for submitting entries for the 14th edition of the Skål International Sustainable Tourism Awards, supported by Sealed Air/Diversey Care has now officially ended (30 June).

We have broken the record this year with a total of 67 entries being submitted in the eight different categories:

TOUR OPERATORS-TRAVEL AGENTS	7
URBAN ACCOMMODATION	12
RURAL ACCOMMODATION	10
TRANSPORTATION	2
COUNTRYSIDE	9
MARINE	10
COMMUNITY AND GOVERNMENT PROJECTS	9
MAJOR TOURIST ATTRACTIONS	8

See the full list of finalists for the 2015 Sustainable Tourism Awards [HERE](#)

All submissions have now been sent to the three international judges, who will go through each one to evaluate them according to the following criteria:

- Contribution to the conservation of nature, environmental considerations
- Cultural heritage conservation
- Community involvement and benefits
- Educational features and benefits
- Business viability and economic growth
- Innovation and creativity
- Marketing Value generation (Brand enhancement)
- Health, Safety and wellbeing of employees and guests
- Any other highlights



The General Secretariat will contact all the participants once the judges have finalized their evaluation by the beginning of September 2015. Winners will be invited to personally collect the awards during the Opening Ceremony of the 76th Skål World Congress to be held in Torremolinos, Malaga, Spain from 28 October to 1 November 2015.

Our main partner, Sealed Air/Diversey Care, will also present a Skål Special Recognition Award. The winner will be identified from amongst all entries received and will be the outstanding entry that meets the Diversey Care pillars of sustainability, particularly in the travel and tourism industry, will be presented by a senior Diversey Care executive.

The awards were launched to highlight best practices in tourism around the world and also serve the purpose of acquainting the world with this new concept that puts emphasis on the importance of the interaction of the physical, cultural and social environment the traveller's responsibility and the need for active community participation for Sustainability.

Thank you to all who have submitted entries for the time you dedicated to complete your submissions!

SKÅL GOOD NEWS *Story*

SKÅL INTERNATIONAL ORLANDO HONORS ART MOREAU FOR 50 YEARS OF SKÅL SERVICE



From left: Richard Scinta, Skål International Orlando President 2014-2015; Art Moreau, Skål Life Member; Tom White, Skål International Orlando Executive Secretary/Treasurer.

“HOLE IN ONE” CAREER INCLUDES STINTS AS SKÅL CLUB PRESIDENT AND SKÅL USA PRESIDENT

As the second largest Skål Club in the United States and ranked among the top 15 in the world, Skål International Orlando honored Club Member Art Moreau, during its annual Officers' installation dinner, for his 50 years of Skål service and membership.

With a twinkle in his eye and excitement in his voice, Art Moreau recalls joining Skål in 1965 as a professional networking tool to complement his sales agent job with Chicago & Southern Airline, which was later acquired by Delta Airlines. As he rose to the ranks in his airline career he also “moved up the chairs” in Skål.

Moreau has been active in three Skål Clubs in Tampa, Detroit and now Orlando, where he moved to in 2001 after retirement. He served as Skål Club President in Detroit, as well as NSCUSA President from 1987-1988 and President of NAASC in 1989. In his 50 years of Skål service and membership, he has attended 19 international congresses and 13 North America congresses.

“It has been a wonderful experience meeting Skål members from all over the world,” Moreau exclaimed. “I have been to Zimbabwe, Johannesburg, Sao Paulo, Vienna, Helsinki, Rome, Florence, Alaska, Winnipeg, and all over Mexico and the Caribbean. At every congress, every Club visit, I always felt automatically accepted and embraced. It is the Skål way.”

At age 87, Moreau still plays 18 holes of golf three days a week and 9 holes two days a week. He has played with the likes of Sam Sneed and Gary Player, a far cry from his days of being a caddy, at age 12, getting 85 cents for 18 holes.

As Moreau was honored by his Skål Orlando Club for his remarkable 50 years of service, he said, “You all made me feel like a star and it has brought a tear to my eye. Never forget how many doors Skål will open up for you locally, nationally and internationally, and without a desk between you.”

Skål International

JOINS THE 10 MILLION BETTER CAMPAIGN

Improving lives and protecting places through travel and tourism

GIVEN OUR VISION OF BEING A “TRUSTED VOICE IN TRAVEL AND TOURISM,” AND OUR MISSION OF DEVELOPING A RESPONSIBLE TOURISM INDUSTRY, SKÅL INTERNATIONAL WORKS TO AFFORD OUR MEMBERS ACCESS TO THE LATEST ADVANCES IN SUSTAINABILITY AND BEST PRACTICES. TO THAT END, WE’VE ENDORSED 10 MILLION BETTER, A NEW INDUSTRY-WIDE CAMPAIGN TO IMPROVE LIVES AND PROTECT THE RESOURCES ON WHICH TRAVEL AND TOURISM DEPENDS.



We are undertaking this commitment to improving lives and protecting places, both because it’s the right thing to do, and because it will allow tourism businesses and destinations to remain relevant, competitive and attractive to the large and growing segment of consumers who value transparency and accountability. It’s a great way for tourism businesses to join forces with industry leaders, and help equip people living in the world’s most vulnerable destinations to enhance their livelihoods and economic opportunity, protect their cultural and natural heritage and pave the way toward their own sustainable future.

The Memorandum of Understanding we have signed with our new partner, Sustainable Travel International, commits our two organizations to improving the lives of 10 million people over the next 10 years. In signing onto the campaign’s goals, Skål International is joining other industry leaders including Carlson, Delaware North, Intrepid Travel, and Starwood, as well as industry groups Sustainable Travel Leadership Network and Sustainable Destination Leadership Network, whose members include A&K, Globus, Finnair, Innovation Norway, Royal Caribbean Cruise Lines and United Airlines among others.

To enable travel and tourism destinations and businesses to track and share their progress on campaign goals and demonstrate their collective impact, Sustainable Travel International is developing an open-source [impact calculator](#). It’s designed to make it easy for any business to monitor and aggregate the extent of their organization’s reach and their potential for improving lives. The impact monitoring system helps businesses track and report on commonly agreed sustainability indicators.

As the largest multi-discipline travel and tourism organization in the world, Skål International is in a unique position to help achieve the 10 MILLION BETTER campaign’s goals. Our members are drawn from across the industry and around the world. With clubs in 85 countries and our member’s contacts in their local and national governments, Skål International has one of the world’s biggest reservoirs of local knowledge.

But our strongest claim to being a trusted voice in travel and tourism, and our best asset for unleashing positive, global scale change, is all of you, our members and colleagues. We urge you to [join us](#) in committing to and supporting 10 MILLION BETTER. Sustainable Travel International is now recruiting corporate partners and donors to build and scale up this important global campaign.

We invite you to learn more about 10 MILLION BETTER [here](#) and watch this two-minute campaign [video](#). For inquiries about joining the campaign and various possible levels of partnership, contact Jeremy Sampson, Vice President, Partnerships and Operations, jeremys@sustainabletravel.org.



SUSTAINABLE TRAVEL
INTERNATIONAL™

WHAT'S NEW ON FVF?

"NO ONE HAS EVER BECOME POOR BY GIVING." FROM THE DIARY OF ANNE FRANK

WE HAVE ALL WITNESSED, ONE DAY OR ANOTHER IN OUR DAILY ROUTINE, COLLEAGUES EXPERIENCING DIFFICULTIES, BE IT IN THEIR PROFESSIONAL OR PERSONAL LIVES. WE MAY PERSONALLY HAVE GONE THROUGH HARSH DAYS AS WELL. IN OUR MODERN TIMES, TO "RISE TO THE SURFACE" ALONE IS NOT ALWAYS EASY.



Thanks to the clairvoyance of some Skålleagues, back in the early years of our cherished organisation, discussions on setting up a benevolent fund started in 1949 and took five years to come into being. The General Assembly during the World Congress held in Mallorca, Spain in October 1954 unanimously approved the creation of a fund and baptised it "Florimond Volckaert Fund" after the name of one of its "Founding Fathers".

Since then, the FVF has provided assistance to countless Skålleagues and their immediate families in serious need. Further information about the fund, such as "How to Apply?", can be found on the Skål official website and you can get in touch with your Club President or International Councillor (where applicable) to start an application process.

If the Florimond Volckaert Fund can help Skålleagues in distress, this is thanks to the contributions of us all. Individuals and Clubs can make donations any time of the year and one should not forget that the future may not always be as bright as we all wish it to be.

Another important resource for the Fund is the organisation of a "Raffle" that takes place annually during the World Congress with the prizes donated by Skålleagues from all over the World. The raffle in Mexico City last year was a great success both in the number of prizes offered and in the funds raised that were double compared with the sum raised in 2013.

2014 also saw the first online Silent Auction which was warmly welcomed by the Skål community since it was easy to bid through skal.org for glamorous prizes offered by Skålleagues from different regions of the planet.

The International Council Board, having noted that there was no official document regulating the organisation of these two important events, decided to prepare guidelines to help those who will be in charge of running the raffle and the silent auction in the future. A draft document titled "FVF Raffle and Silent Auction Rules and Regulations" prepared by the ISC Board was first discussed during the ISC Committee B Meeting in Haarlem, Netherlands in April and the document now includes the valuable contributions of the committee members. The ISC Plenary Session was the second arena where these rules and regulations were reviewed, followed by a favorable vote of the Councillors. The document will be effective after consultation with the FVF Trustees and the deliberation of the Executive Committee.

By Kamer Rodoplu, Senior Vice President, International Skål Council

TOURISM INDUSTRY UPDATE

ADVENTURE TOURISM

THE ADVENTURE TRAVEL TRADE ASSOCIATION (ATTA) DEFINES ADVENTURE TOURISM AS A TRIP THAT INCLUDES AT LEAST TWO OF THE FOLLOWING THREE ELEMENTS: PHYSICAL ACTIVITY, NATURAL ENVIRONMENT, AND CULTURAL IMMERSION. While the definition of adventure tourism only requires two of these components, trips incorporating all three tend to afford tourists the fullest adventure travel experience – for example, a trip to Peru that involves trekking (physical activity) through the Machu Picchu trail (natural environment) and genuine interaction with local residents and/or indigenous peoples (cultural immersion).



There are two main categories of adventure activities, hard adventure or soft adventure. Both hard and soft adventures are highly lucrative segments of the adventure tourism sector. The cost of just the permit to summit Mt. Everest, a hard adventure activity, is estimated to be USD 11,000 per person for 2015. When all of the other factors are added in, such as training, gear, airfare, tour guides, etc., the average total cost to summit Mt. Everest will be about USD 48,000 per person.

Adventure tourism relies on a destination's combination of top-level natural and cultural assets that attract adventure tourists. While adventure tourism may require less capital investment for infrastructure, investment in elements that compliment the natural, cultural and adventure assets are necessary for adventure tourism to flourish. These elements require extensive stakeholder consultation and responsible policy development. The requirements for well-managed natural assets, as well as healthy, educated, and receptive rural populations remain complex and important considerations for the creation of a thriving adventure tourism market.

While governments can work to ensure that attitudes, policies, and practices are in place to create fertile ground for adventure tourism, the success of the sector relies on the creation of innovative, compelling products by the private sector too.

Adventure travel can be of enormous benefit to tourist destinations, creating employment and income and providing a strong incentive for conservation. It can also raise public awareness of the many goods and services provided by biological diversity and of the needs to respect traditional knowledge and practices.

In the adventure tourism sector, the trend has been towards disintermediation, meaning the removal of the tour operator or travel agent who has traditionally connected the consumer in the source market to the provider or ground handler in the destination market. As the traveler can access information and trusted consumer reviews online, he is more likely to go straight to the provider.

Adventure tourism is one of the fastest growing sectors of the tourism industry, attracting high value customers, supporting local economies, and encouraging sustainable practices. Thus, the continued growth of this sector creates net positive impacts not only for tourism, but also for destination economies, their people, and their environment.

YOUNGSKÅLNOW.ORG *launched*

FINALLY IT IS HERE! THE NEW WEBSITE DEDICATED TO YOUNG SKÅL MEMBERS GLOBALLY. IF YOU HAVE NOT ALREADY VISITED WWW.YOUNGSKALNOW.ORG NOW IS THE TIME.



The development of the Young Skål Internet site has been ongoing for some time along with the development of other social media tools like Young Skål Facebook, Twitter and LinkedIn groups. They are all up and running now. The Internet site has been divided into areas that indicate what Young Skål is about and how to join, events, Clubs (that have Young Skål members), news, social media, and a link to the Members Only area. We are also working to link SIERS (Skål International Events Registration System) to all Young Skål events in the future.

NOW WE NEED YOUR HELP

The content and ideas for further development should come from the young members themselves. Earlier this spring we also sent out a survey to all clubs who have Young Skål members and asked for their contribution. First of all we want to link all Clubs and Young Skål sites to the main website. So far

we only have eight Clubs or countries listed there – but we know for sure there are more! We would also like to get names of those Young (or older) members who would like to be added as a link and content provider for the site. So if you are a President and have not yet answered the survey, please do so immediately, by clicking [here](#)

If you are an interested member and see your Club or country is not yet listed, please do send us an email with the URL of your club website (it does not have to be a dedicated Young Skål site as we want to list all clubs that have members at this time) and any other social media sites your Club may run. We are also eager to get news, events, pictures, videos, and interesting stories about Young Skål to share with other members. Esther Romero in Torremolinos is the person to contact with all website related issues and you can reach her at esther.romero@skal.org.

HOW TO PROMOTE YOUNG SKÅL?

We encourage all Clubs to promote their Young Skål involvement with a proper Skål look and feel, to also click [here](#) when you plan and update your materials and social media sites.

Esther can also provide all Clubs with e.g. an Indesign kit to produce proper Young Skål business cards. This is of course also the case with the “Blue” Skål materials too. She can also help with the creation of proper letter headings for the Club and e.g. presidential banners, Facebook and many more.

As the Director responsible for Young Skål, I am also at your disposal if you have any questions, suggestions or feedback.

With greetings from Finland and SKÅL.

By Susanna Saari, Director, Skål International

YOUNG SKÅL SYMPOSIUM

YOUNG SKÅL MEMBERS ENCOURAGED TO ATTEND 2ND ANNUAL NORTH AMERICAN SYMPOSIUM IN LAS VEGAS, 28-30 AUGUST 2015



I would like to reflect on my involvement with Skål International as a Young Skålleague and encourage Young Skål members to become engaged with Skål International and realise the potential impact that it can have on your professional development, local communities, peers and colleagues.

Since I joined Skål International as a Young Skålleague, I have had the opportunity and pleasure to attend two International Conferences - the First North American Young Skål Symposium in Tucson, Arizona in 2014 and the Third International Young Skål Symposium in Rome, Italy in 2015. Both conferences provided a number of professional and personal development opportunities; opportunities such as networking, mentorship, education and friendship. Ralph Waldo Emerson once said "The mind, once stretched by a new idea (experience), never returns to its original dimensions". This quote comes to mind when I think, of the experiences I shared at the Young Skål

conferences. I have experienced the welcoming and hospitable leaders and individuals who make up this global organization and I can confidently suggest they are motivated to mentor the next generation.

The leaders across all levels of Skål International have identified that Young Skål is a priority to sustain the development and growth of Skål. As Skål International President, V. Salih Cene stated in Rome; "Young Skål needs to focus on their [own] leadership plan and this plan will be created by Young Skål". The continuation and longevity of Young Skål falls in our hands and we are empowered to collectively utilise the resources which are available and in turn shape the Young Skål community.

I encourage you to bring the same level of involvement and dedication to the association as I did. This can be done by attending the 2nd North American Young Skål Symposium being held in Las Vegas on 28-30 August 2015, as

well as responding to our emails and surveys asking for your input. At the upcoming conference, you can expect to learn, grow, build relationships and collaborate. You will also have the opportunity to share your ideas and impact the Young Skål vision and a growth plan for North America. Please go to www.lasvegasskal.com and look for future emails with additional information on the Symposium registration and Young Skål opportunities that will be just for us in Las Vegas.

If I can answer any questions or you have great ideas, please do not hesitate to contact me at :

audriusvaliulis@gmail.com.

I look forward to seeing you in Las Vegas in August.

Yours in Skål.

By Audrius Valiulis, Toronto Young Skål member

IMEX FRANKFURT 2015

SUCCESSFUL PARTICIPATION BY SKÅL INTERNATIONAL AT IMEX 2015 IN FRANKFURT

SKÅL INTERNATIONAL WAS SUCCESSFULLY REPRESENTED AT THE IMEX 2015 TRADE SHOW WHICH TOOK PLACE FROM 19 TO 21 MAY IN FRANKFURT.

At IMEX this year there were 3,500 exhibitors from 150 countries represented in around 18,000 m2. During three days 15,480 hosted buyers and trade visitors from 97 countries held 65,000 appointments. An exceptional education programme was organised during IMEX as well as Politicians Forum, Future Leaders Forum and Association Day.

Skål had a stand at IMEX which was organised in cooperation between Skål International and Skål International Frankfurt am Main.

The Skål stand which was maintained by Nik Racic, Hans-Jurgen Thien, Claus Glinicke and Manfred Traiser and was well supplied with promotional materials and souvenirs. The Skål promotional DVD which was presented during the whole time contributed to an overall positive atmosphere.

The Trade Show lasted for three days during which it was visited by numerous Skålleagues from Germany and around the world, as well as by travel and tourist managers showing interest in Skål activities and potential membership.

The highlight of Skål presentation on IMEX was the Skål Breakfast which was organised on 21 May from 8.30 to 10.00 a.m. at the Frankfurt Exhibition Centre.

Skål presentation was prepared by Nik Racic, Skål Ambassador and Former Skål World President, and Hans-Jurgen Thien, Former President of Skål International Frankfurt am Main in collaboration with the Skål General Secretariat in Torremolinos.

Invitation cards which were printed and distributed according to the instructions from Nik Racic and Hans-Jurgen Thien were sent in advance and distributed during IMEX.

Over 50 participants - Skålleagues joined Skål Breakfast including Ray Bloom, Chairman of IMEX, Former Skål World President Karine Coulanges, representatives of the German and international press and potential Skål members.

The presentation was moderated by Hans-Jurgen Thien who gave the floor to Nik Racic. He introduced Skål International as the only international organisation which brings together all sectors of the travel and tourism industry.

He added that Skål stand at IMEX is a free service to members, who are encouraged to visit IMEX in line with the Skål policy of "DOING BUSINESS AMONG FRIENDS".

At the end he extended his gratitude to Mr. Ray Bloom for a long-term successful partnership between Skål International and IMEX and to Skål International Frankfurt. He also thanked Mrs. Claudia Ehry who was representing Skål International Germany for the great support to the project and to Iris and Gert Schmidt for the nice photos from IMEX.



Ray Bloom then said that “IMEX 2015 is the largest in our history, with growth being shown across all economic sectors and continents. It is a testament to the strength and importance of the industry. I am very pleased with successful partnership between Skål and IMEX two very important organisations in the world travel and tourism industry which started nine years ago thanks to Nik’s and my idea, and I am looking forward to our new challenges in the future.”

Ray Bloom’s speech was followed by words from the President of Skål International Frankfurt am Main Heribert Becker who expressed his appreciation of the fact that Skål International Frankfurt was actively participating in the IMEX project. He also presented the activities of Skål International Frankfurt am Main with a special accent on the celebration of World Tourism Day.

On behalf of the Skål International Germany, Mrs. Claudia Ehry expressed their gratitude to Nik Racic, Ray Bloom and Skål International Frankfurt am Main for a well organised participation at IMEX, also giving support for future projects.

The presentation was completed by the showing the Skål promotional DVD which was well received by the audience.

Photo 1: Skål Breakfast, from left to right: Nik Racic, Skål Ambassador and Former Skål World President; Claudia Ehry, German Skål National Committee; Ray Bloom, Chairman of IMEX; Heribert Becker, President Skål International Frankfurt am Main.

Photo 2: Visitors at the Skål Breakfast

Photo 3: Hans-Jurgen Thien, former President Skål International Frankfurt am Main, with Skålleagues at the Skål Breakfast.

Photo 4: Opening Ceremony IMEX 2015

Photo 5: Skål Stand: visitor with Claus Glinicke and Manfred Traiser from Skål International Frankfurt am Main.

Photo 6: George Paldi, Skål International Budapest, Manfred Traiser and Miha Kovacic, Director of Slovenian Convention Bureau.



WTM LONDON 2015

REGISTER NOW FOR WTM 2015

WORLD TRAVEL MARKET, THE LEADING GLOBAL EVENT FOR THE TRAVEL INDUSTRY, HAS OPENED REGISTRATION FOR WTM 2015.

WTM 2015, which takes place between Monday 2 – Thursday 5 November, is poised to be the biggest and best yet. WTM 2014 saw a record 51,500 participants, including 9,100 buyers conducting business worth more than £2.5 billion with almost 5,000 exhibitors from 186 countries and regions.

Mexico is the Premier Partner for WTM 2015 as the country looks to promote its 'duel year' with the UK. 2015 has been designated as The Year of Mexico in the UK and the UK in Mexico and will see an exchange of art, culture, science, academia, business and tourism of which the WTM Premier Partnership is a key part.

WTM 2015 will host more than 100 conference sessions with total delegate numbers of around 17,000, comprising of more than 8,000 unique senior industry executives.

New for this year is the WTM Wellness Lounge, which will take place on Wednesday 4 and Thursday 5 November. This dedicated exhibition space for the wellness industry will help fuel the growth of the sector now worth \$3.4 trillion a year.

The first day of WTM (Monday 2 November) remains exhibitor invitation-only for visitors, and will host the hugely popular WTM Speed Networking. Tuesday 3 November sees the event open to everybody from the industry and will host the UNWTO & WTM Ministers' Summit.

The third day of WTM (Wednesday 4 November) sees the largest day of responsible tourism action in the world – World Responsible Tourism Day, while following a success debut last year the WTM Festivals will return on the Wednesday evening. While the final day of WTM (Thursday 5 November) will host two speed networking sessions – one for buyers and one for bloggers – as well as the Family Holiday Association's annual conference Holidays Matter.

World Travel Market, Senior Director, Simon Press said: "World Travel Market continues to improve every year, with 2015 poised to be the biggest and best yet. WTM 2014 saw a record attendance of 51,500 industry executives including 9,100 buyers agreeing a massive £2.5 billion in industry deals with almost 5,000 exhibitors."

To pre-register visit: <http://www.wtmlondon.com/register/>



2 - 5 November 2015 • London
The Leading Global Event for the Travel Industry

About World Travel Market

World Travel Market, the leading global event for the travel industry, is the must-attend four-day business-to-business exhibition for the worldwide travel and tourism industry.

Almost 52,000 senior travel industry professionals, government ministers and international press, embark on ExCeL - London every November to network, negotiate and discover the latest industry opinion and trends at WTM.

WTM, now in its 36th year, is the event where the travel industry conducts and concludes its deals. WTM 2014 will generate around £2.5 billion of travel industry contracts.

World Travel Market is part of Reed Travel Exhibition's WTM portfolio, which also includes Arabian Travel Market, World Travel Market Latin America and World Travel Market Africa. www.wtmworld.com

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* Source: Independent research by Fusion Communications,
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