

EDITION 271



WWW.SKAL.ORG

# SKÅL

MAGAZINE

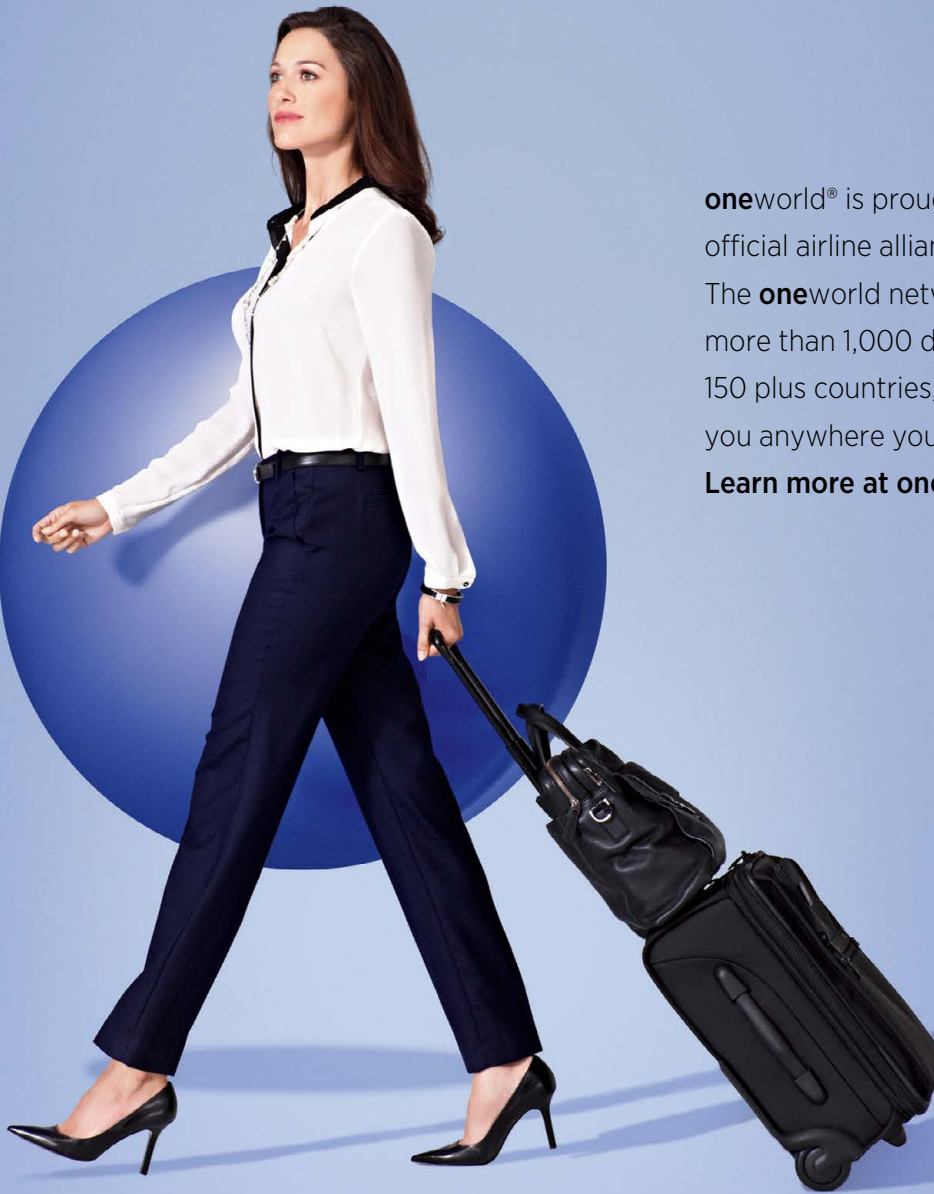
International Association of Travel and Tourism Professionals • A Trusted Voice in Travel and Tourism since 1934

# KENYA AWAITS YOU





be global. **be one.**



**oneworld**® is proud to be your official airline alliance.

The **oneworld** network covers more than 1,000 destinations in 150 plus countries, so we can get you anywhere you need to be.

**Learn more at [oneworld.com](http://oneworld.com)**

**an alliance of the world's leading airlines working as one.**

American Airlines British Airways Cathay Pacific Finnair Iberia Japan Airlines LATAM  
Malaysia Airlines Qantas Qatar Airways Royal Jordanian S7 Airlines SriLankan Airlines



**oneworld** benefits are available only to passengers on scheduled flights that are both marketed and operated by a **oneworld** member airline (marketed means that there must be a **oneworld** member airline's flight number on your ticket). For information on **oneworld**, visit [www.oneworld.com](http://www.oneworld.com). American Airlines, British Airways, Cathay Pacific, Finnair, Iberia, Japan Airlines, LATAM Airlines, Malaysia Airlines, Qantas, Qatar Airways, Royal Jordanian, S7 Airlines, SriLankan Airlines and **oneworld** are trademarks of their respective companies. LATAM Airlines (Paraguay) is currently not a part of **oneworld**.



# CONTENT



**4.- MESSAGE FROM THE PRESIDENT**  
What will happen at Skål International?

**6.- NOTE FROM THE CEO**  
Daniela Otero

**8.- SKÅL WORLD CONGRESS 2018**  
Live the adventure that Mombasa offers

**14.- TOURISM AND INVESTMENT CONFERENCE**  
The first International Tourism and Conference to focus on Africa and Island Economies

**16.- YOUTH CLIMATE LEADERS**  
Uniting Tourism and Climate Action

**18.- SKÅL CLUB OF THE YEAR 2017/2018**

**19.- COUNCILLOR'S CORNER**  
Franz Heffeter (Austria)

**20.- TRIBUTE TO MALCOLM SCOTT**  
By Steve Charles, President,  
Skål International Bali

**22.- TTG TRAVEL EXPERIENCE**

**22.- SKÅL SUSTAINABLE TOURISM AWARDS 2018**

**24.- ITB ASIA 2018**  
AI, biometrics and blockchain set to dominate discussion at itb asia

**26.- IMEX AMERICA 2018**  
Five experiences coming to life at Imex America

**28.- WTM LONDON 2018**  
Register now for an array of ideas

**30.- IBTM WORLD 2018**  
Innovative thinking at the heart of IBTM World

**32.- WTM AFRICA 2019**  
10 Reasons why you need to experience WTM Africa

**33.- TRADE SHOWS & EVENTS**  
Save the dates

**34.- THE SCIENTIFIC HUMAN BEHAVIOUR**  
Young Skål Workshop

**36.- CANDIDATES FOR ELECTION**  
Mombasa 2018

## CONTACT US:

**LAVONNE WITTMANN |**  
Vice President PR & Communications  
[lavonnewittmann@gmail.com](mailto:lavonnewittmann@gmail.com)

**SKÅL INTERNATIONAL**  
Avda. Palma de Mallorca 15 29620 Torremolinos, Spain  
[anamaria.vera@skal.org](mailto:anamaria.vera@skal.org) | [www.skal.org](http://www.skal.org)



If you wish to receive a hardcopy of our latest e-Magazine, send your request to [esther.romero@skal.org](mailto:esther.romero@skal.org)



# Message FROM THE PRESIDENT

SUSANNA SAARI

## "DEVELOPMENT DEVELOPS" WHAT WILL HAPPEN AT SKÅL INTERNATIONAL?

### ABOUT CHANGE

I think at the beginning it was a joke in Finland when we started using word combination "kehitys kehitty" – which literally translates as "development develops". This makes very little sense but the idea is actually very clear. This means that everything in this world evolves – even development is not like development was in the past. We live in a more hectic, dynamic, and instant culture where change is almost a must.

A year ago, I was a Presidential candidate and my ethos was about change. I argued that if Skål does not change, it would become history very soon. I have not changed my mind but I can clearly see that to change is very painful and not always easy to implement. The reason is also understandable.

Our membership is aging fast and looking back (pick your date) senior executives in large companies had a simple goal for themselves and their organizations: stability. However, e.g. market transparency, labor mobility, global capital flows, and instantaneous communications have blown that comfortable scenario to pieces. In most industries — and in almost all companies, from giants on down — heightened global competition has concentrated management's collective mind on something that, in the past, it happily avoided; change.

**Why would an association like Skål International be immune to these global forces?** The answer is that it has not been, as we all know. Yet it surprises me how hard is the opposition to change.

---

**According to Jones, Aguirre and Calderone long-term structural transformation has four characteristics: scale (the change affects all or most of the organization), magnitude (it involves significant alterations of the status quo), duration (it lasts for months, if not years), and strategic importance. It is all very clear however, can you (the member) accept this?**

---

The work of the past Executive Committees is being put into test at the following Annual General Assembly. I used plural as what is happening now is not the effort of the current EC solely. The change started when we decided to hire a Chief Executive Officer (CEO), and set the tasks and duties of this position. We are now in the middle of a long-term structural transformation, which goes forward painfully slow from one AGA to another. I do hope that years from now we can look back and see how good it was to embrace the change. Please have the courage to vote yes at the numerous positive changes this EC and the CEO are proposing in Mombasa. It is now or never!



Pictures by Shoja Lak

## Local activities

Most of our members live their lives happily attending just the local events and networking among the familiar group – for too many Skål actually represents a lunch Club with no deeper meaning. However, I claim being international and stepping out from that local circle is very good for all of us. With this in mind, my own Club, SI Turku, decided it will organize a FAM trip to Tallinn, Estonia. After a couple of months of exchanging emails and promoting the event, we were finally ready to travel.

Fifteen persons attend the two days of activities we had set them. The group consisted of 11 members (including 3 spouses) from Turku, 2 from Helsinki, 1 from Zanzibar (Khamis lives part-time in Helsinki) and 1 from St. Petersburg (Anastasia K. is the first AIM in Russia). We had a superb time in Tallinn and the program, which was put together by the Estonian skålleagues, was extremely interesting. We e.g. visited Kalamaja, an old Soviet industrial area turned into hipster design quarters, and Marjamae Palace, which had a very interesting display explaining the 100 years of Estonian Independence. We overnighted at Solo Hotel Estoria of the Finnish Sokos chain that has some very interesting theme rooms from last year when Finland celebrated its Centennial.

The cherry in the cake was of course a joint dinner with our Estonian skålleagues at Restaurant Sfääri. SI Tallinn is a very energetic Club but has sadly stayed very local. I wanted to address this issue as well as to explain the latest plans Skål as an organization has. It came as a surprise to me to find out that many of the members were not aware of the B2B aspect of Skål. If you ever see a World Congress bid from Tallinn you can also blame me as I urged them to make a move in this front too!



Presidents: PP Helsinki Stefan Ekholm, President Tallinn Sigrid Tammes, President Turku Marja Eela-Kaskinen, President Saari, President Helsinki Kirsti Vaulamo



Handing over a presidential banner to SI Tallinn President



On board Tallink-Silja business lounge at M/S Megastar to Tallinn

## “Kiitos”- Thank you

This was my last address to you as a President of Skål International. It has been an interesting, challenging, mad, sad, hilarious, and most of all an educating year. I want to thank all of the members, the Executive Committee team, the ISC board and councilors, the Secretariat staff and CEO Daniela Otero for all the support but also the opposition I have faced during the year.

**“What does not kill you makes you stronger instead” as they say. I feel I come out much stronger and ready for a change!**

Yours,  
**Susanna**

# NOTE FROM THE CEO

DANIELA OTERO



**The world has changed dramatically in recent years, but one truth has remained: the growth potential of the tourist industry. The forecasts for 2020 are for the number of international tourists to grow to 1.8 billion.**

Specialists say that in spite of this, one of our industry's major challenges continues to be technology, which affects all markets, as it makes new business models possible.

*The new scenarios therefore also make it necessary for our organisation to understand the need to adapt. This new boost will provide the Clubs with tools and will also allow us to offer better and new services to the members worldwide.*

We believe that modernisation of the organisation is a priority and therefore we have continued to work on this during the recent months.

We drafted global tender technical specifications to attract technological companies to submit their bids. 23 companies showed their interest initially with 13 finally submitting their bids.

We have worked in conjunction with specialists in the evaluation and selection of the bids throughout the entire process.

**Please read this [link](#) if you would like to have further details and a summary of the criteria of application to the tendering process.**

In our next World Congress we will present our updated plan for digital transformation and our recommendation for members to decide on how they wish to move forwards with this matter. In the next few days Kenya will receive us to hold the 79th Skål International Congress. Out of the two largest cities in Kenya, Mombasa holds the history.

Mombasa breathes the scent of Arabic influence, the colonies and even India, which can be seen from the variety of its architectural inheritance in the mosques, temples and fortresses. Additionally, not only is it the centre of the coastline tourist industry, but also the main port in Eastern Africa.

---

**This city offers a peculiar ethnic combination living in respect of each other. Muslims, Mijikenda people, Swahilis, Persian immigrants, Somalis and Indians occupy a small territory with Arabic origin but strong English and Portuguese colonial influences.**

---

This fascinating coastline city and spectacular bay will be the epicentre of our meetings, which will be held at the **Pridelnn Paradise Plus Beach** hotel. The local organisation has also prepared events and activities that will allow visitors to become acquainted with the area and enjoy nature in warm and comfortable weather conditions.

In addition to enjoying this peculiar natural place, we will be having important discussions during our time there. I am convinced that through democracy and respect of the views of the majority of the members we will continue to reach agreements to help us keep moving forwards.

We will share our views on relevant matters of the tourist industry for four days; we will have the chance to network and define work methods related to our organisation.

I have no doubt that these are highly convincing reasons for you to decide to join us! You are still on time. Register **here**. It will be my pleasure to see you all in Mombasa to continue to build the future of Skål.





79<sup>th</sup> SKAL INTERNATIONAL  
**CONGRESS**  
 ON THE BEACH  
 17<sup>th</sup> - 21<sup>st</sup> OCTOBER *Mombasa* 2018



# GLOBAL MARKET B2B SESSIONS

18TH OCT. 2018 | 1430HRS - 1730HRS



**REGISTRATION FORM:** PLEASE FILL IN THE FORM BELOW IN ITS ENTIRETY TO ENABLE US TO BOOK A SPOT FOR YOU.

## REGISTRATION DETAILS

Name of member

Name of club

Selected table numbers

Booking name for the table

How many tables do you want to Book?

Confirm charge of EUROS 50 per table

Please send me an invoice

## B2B MEETING ROOM FLOOR PLAN

DOOR 1

DOOR 2

DOOR 3

1	Taken	Taken	4
5	6	7	8
9	10	11	12
13	14	15	16
17	18	19	20

Please send the completed form back to  
**Professional Congress Organizer**  
 on Email: [skalcongress2018@skal.or.ke](mailto:skalcongress2018@skal.or.ke)



# Live the adventure that Mombasa offers

## **MOMBASA THE RIGHT PLACE TO BE THIS OCTOBER**

FEW CITIES IN THE WORLD HAVE CAPTIVATED VISITORS AS HAS MOMBASA.

IT IS ONE OF THE OLDEST SETTLEMENTS ALONG THE EAST AFRICAN COAST. THIS IS THE SPOT WHERE ARABS FROM OMAN CAME AND FELL IN LOVE WITH, BRINGING WITH THEM MUCH OF THE SPICES THAT HAVE TRANSFORMED KENYA'S DIETARY REGIME, CREATING AROMATIC DISHES SUCH AS BIRIANI RICE, PILAU RICE AND THE ARABIC COFFEE, KAHAWA TUNGU (STRONG COFFEE).





BUT AS MOMBASA BECAME AN IMPORTANT TRADE SETTLEMENT FOR THE ARABS, ROMANCE ALSO FLOURISHED. THE VISITORS FELL IN LOVE WITH THE LOCAL COMMUNITIES, INTERMARRIED AND BORE CHILDREN WHO SPOKE A MIXTURE OF ARAB AND THE LOCAL DIALECTS. IT WAS CALLED SWAHILI. A CULTURE WAS BORN. IT IS THIS ENDURING MIX OF SWAHILI CULTURE THAT AWAITS DELEGATES AT THE 79TH SKÅL WORLD CONGRESS TO BE HELD IN MOMBASA THIS OCTOBER.

# Fort Jesus

## Get-together Party

Fort Jesus is a battle-hardened monument built by the Portuguese from 1593-1596 with designs from Giovanni Battista Cairati. This 16th Century structure, built on a coral rock on the southern end of Mombasa was the first attempt by Europeans to control the vast business empire of the East African coast.

**In 2011, Fort Jesus was declared a UNESCO World Heritage Site and is the most visited tourist attraction in Mombasa.**

As a monument that carries the civilizations of different cultures and nationalities, Fort Jesus is the ideal venue for the Skål Congress welcoming party. It will be a moment to retrace the origins of the vast and varied repertoire of Mombasa's renowned hospitality. Like the enduring fortress, the friendships that will be forged between the visiting Skål delegates and their hosts will be unbreakable.

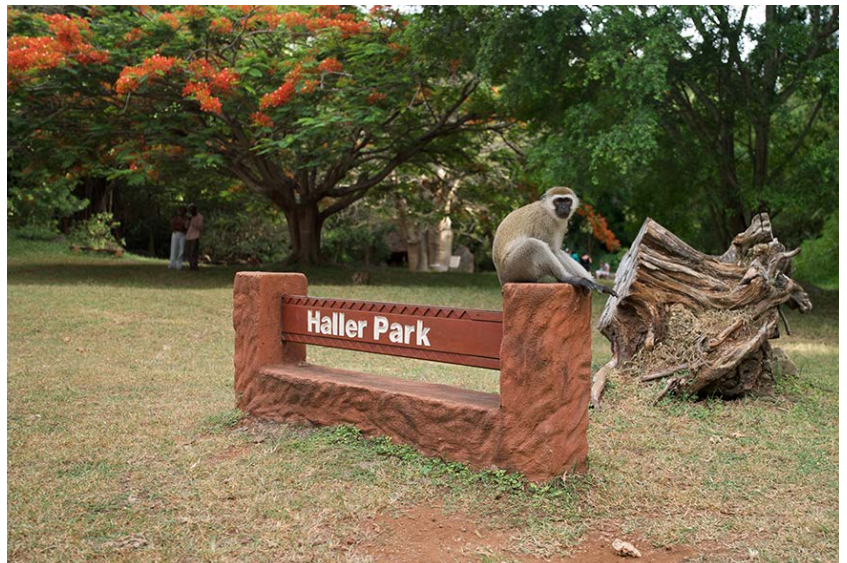


# Forest Trails

## Dine Around

After a full day at the conference on the second day, there will be no better way for delegates to cap the day than to interact with nature at the Bamburi Forest Trails. In 1971, Rene Haller started a rehabilitation program for abandoned cement mining quarries. What started as a "one million tree" project in 1986 has become an internationally acclaimed environmental project in Mombasa with a verdant forest of indigenous trees. Some species of antelopes such as the eland and oryx have also found the forest to be a safe refuge.

*A dining experience surrounded by such forces of restoration creates a spirit of renewal. It will be a reminder that no matter how desolate a place may seem, it can be turned into a tourist attraction by a willing spirit.*

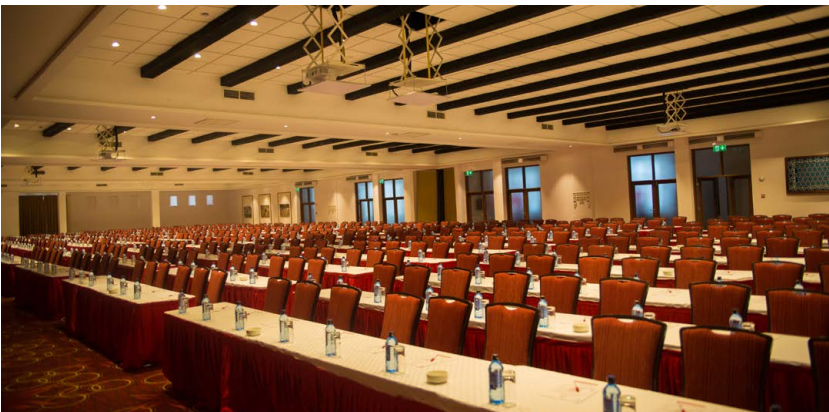


# Sarova Whitesands

## Beach Party

All work but no play...is bad for Skål delegates, and there is no better place to play than on the beaches of perhaps the most decorated hotel in Mombasa. Last year, the hotel received several awards at the World Luxury Hotel Awards in Switzerland. Among them, was Kenya's best luxury spa. This year, the hotel is fighting to bag the Leading Beach Resort at the World Travel Awards ceremony slated for October 6, 2018 in Durban, South Africa.





The hotel's towering status that began as a two-bed roomed house in 1930 is enhanced by its globally-acclaimed amenities such as tastefully refurbished rooms (335 in total including six Executive suites and two Presidential suites, all with a balcony and ocean view). Dining is made possible through three restaurants – Pavilions, the Al Fresco Lido Seafood Grill, and Minazi Café while five outdoor swimming pools compliment the myriad social amenities within the hotel.

**A visit to Sarova Whitesands would not be complete without a visit to the crowd-pulling Cocos Beach Bar with its famed cocktails.**

It is here that every guest loosens up and steps into the dance floor under the guidance of the local DJ. The adage Mombasa Raha, or Mombasa is fun, must have been coined with Cocos Beach Bar in mind.

## Pridelnn Paradise

**the showstopper**

Shanzu, the once sleepy village in Mombasa now has its own slice of paradise. They call it Pridelnn Paradise, the ultra-modern, 300-room resort that is currently all the rave in Mombasa. Next to the main hotel building is the 2,500-seater Convention Centre that Skâl delegates will already have become accustomed to. It is the largest beach convention facility on the East African coast.

**The hotel will close the festivities by holding the President's Gala Dinner. Here is why: Pridelnn takes pride in... (pun intended) in the well manicured lawns, complete with an imposing entryway that glitters all night long.**

The hotel has one of the best aqua parks along the Kenyan coast, complete with an outdoor water play area with a savanna 'Big Five' animal theme. So, alluring is the aqua park that it proved irresistible to Tourism Cabinet Secretary Hon. Najib Balala who, together with the Managing Director Hasnain Noorani splashed endlessly in true boyish fashion during the hotels official opening recently.



From the balcony of your room, you can glance upon the goings on along the coastline below. The reflection filtering through your eyes will be the postcard image of life on Kenya's world renowned beaches; coconut fronds swaying gently in the afternoon breeze as you enjoy a relaxing walk by the sea side, each one of your steps making an eternal footprint on the soft sands. Noorani calls the experience 'bleisure' – a term he coined to denote how one can combine business with leisure.

The reception area makes you take in the full coastal experience with décor borrowed heavily from the indigenous Swahili culture and takes the form of the cultural baraza, or meeting point. The craftsmanship of the furniture at the lobby has the undertones of the ancient Arabian themes. Ornamental doors, chairs and Swahili coffee tables made of durable teak wood, carved and polished to a high shine adorn the entire public area.

This rich culture extends to the eating areas. An example is the Dau Restaurant whose buffet experience is based on the now familiar Swahili culture and ancient trade routes. Here, the old town bistro evokes memories of a bygone era serving wood baked Pizzas, mahamri and the legendary kahawa tungu.

The 236 contemporary en-suite rooms offer varied accommodation styles including 144 double rooms, 20 interconnecting rooms, 15 family rooms, 66 twin rooms, 8 triple rooms, and three accessible rooms. The clean and spacious rooms make it ideal to work and play for business travelers and holiday makers.



## Congress Programme

### WEDNESDAY 17 OCTOBER 2018

All day: Arrival of Congress participants  
19.45-24.00: **Get-together Party at Fort Jesus**  
(dress code: smart casual)

### THURSDAY 18 OCTOBER 2018

07.00: Breakfast  
10.00-13.00: **Opening Ceremony** at Arabuko Ballroom, 1st floor Convention Centre, Pridelnn Paradise Beach  
(dress code: business attire or national dress and Skål regalia)  
13.00: Lunch  
14.30-17.00: **Global Market Place / B2B** at Convention Centre, Pridelnn Paradise Beach (dress code: smart casual)  
20.00: **Dine around** at Forest Trails  
(dress code: long pants and flat shoes with a touch of safari)

### FRIDAY 19 OCTOBER 2018

07.00: breakfast  
09.00-18.00: **Annual General Assembly** for delegates and observers at Arabuko Ballroom, 1st floor Convention Centre, Prindelnn Paradise Beach (dress code: smart casual)  
13.00: Lunch  
09.00: Optional (at own cost) full or half day excursions with lunch for non-delegates

20.00: **Beach Party** at Sarova Whitesands  
(dress code: decent beach wear with a touch of white)

### SATURDAY 20 OCTOBER 2018

07.00: Breakfast  
09.00-11.00: **Membership Forum** (dress code: smart casual)  
11.30-13.30: Travel Forum (dress code: smart casual)  
13.00: Lunch  
14.30-16.00: **Young Skål workshop** at Ground Floor, Convention Centre, Pridelnn Paradise Beach (dress code: smart casual)  
14.30-17.30: Optional (at own cost) half day excursions or at leisure  
19.00-01.00: **President's Gala Dinner** at Pridelnn Paradise  
(dress code: black tie and Skål regalia)

### SUNDAY 21 OCTOBER 2018

All day: Departure of Congress participants  
07.00: Breakfast  
09.00: Optional (at own cost) excursions and post-tours

**Full information on all Congress activities and events and registration available at [www.congress.skalkenya.or.ke](http://www.congress.skalkenya.or.ke)**



# Pre & Post Tours

## The East African vacation of a lifetime!

Kenya has endless savannahs teeming with game, fascinating Masai culture, snow-capped mountains, flamingo-filled lakes and pristine beaches, Kenya is the ultimate 'Out of Africa' experience.



## TSAVO EAST & WEST

The twin National Parks of Tsavo East and West together form one of Africa's largest wilderness reserves. Tsavo as a whole consists of 10 million acres of pure wilderness, incorporating savannah, ranges and hills, acacia and montane forest, and an extensive river system.



## MASAI MARA

Masai Mara Game Reserve is widely considered to be Africa's greatest wildlife reserve. The Mara comprises 200 sq miles of open plains, woodlands and riverine forest.



## AMBOSELI & TSAVO WEST

The park is famous for being the best place in Africa to get close to free-ranging elephants among other wildlife species. Other attractions of the park include opportunities to meet the Maasai and spectacular views of Mount Kilimanjaro.



## DESERT ROSE & GNUS

The road from Nairobi to Nakuru passes down the Kikuyu escarpment with fine views of the Kedong Valley and Mounts Suswa and Longonot. The landscape is picturesque, areas of sedge, marsh and grasslands alternating with rocky cliffs and outcrop.



## RIFT VALLEY & KILIAMBO

Amboseli National Park is renowned for its elephant populations and large herds, including some impressively tusked bulls which are drawn to a series of large, lush swamplands. This area is home to many Maasai communities, centered around the park.



## PHILANTROPIC SAFARI

Enjoy the view of Mount Kilimanjaro and its magnificent elephants – a population of over 1000 elephants reside in the parks eco-system that features some of the largest in Africa.

**[More information](#)**

# Tourism & Investment

**The first International Tourism and Investment Conference to focus on Africa and Island Economies**



**The International Tourism & Investment Conference (ITIC) will be held on the 01 and 02 November 2019 in London at the InterContinental Park Lane before the World Travel Market. ITIC is designed to serve as a global platform that will bring together Policy Makers, Tourism Ministers, Investors and the tourism business community from across the world in order to stir a new thought leadership for travel and tourism in view of new business opportunities and innovation in tourism. ITIC will focus especially on tourism development in Africa and island nations.**

*“The conference will trigger a new thought process in sustainable tourism development driven by new technological innovations such as blockchain, virtual reality and artificial intelligence”, commented Dr. Taleb Rifai, former Secretary-General of UNWTO and Chairman on the ITIC Advisory Board.*

With significant advances in information and communication technology, the prospects for tourism are growing by geometric progression in various parts of the world. Tourism is sourcing from all parts of the globe. Tourism is itself globalising. Moreover, the enormous development potentials lying untapped within Africa and in the newly branded Vanilla Islands represent a grand avenue for new investment opportunities and innovation with travel and tourism acting as prime engine of future economic growth and a model of development that can promote self-employment among the local community in both Africa and Island destinations.

---

**HONOURABLE EDMUND BARTLETT, MINISTER OF TOURISM OF JAMAICA, HAS POINTED OUT IN A MESSAGE TO THE ORGANIZING COMMITTEE OF ITIC THAT “THIS THEME COMES AT A VERY CRITICAL TIME. ISSUES OF SUSTAINABILITY, WHICH HAVE LONG BEEN ON THE AGENDA OF ISLAND DESTINATIONS, NOW NEED OUR IMMEDIATE ATTENTION.”**

---



### TOURISM INVESTMENT PLATFORM.

The Conference will provide a platform to drive international awareness and investment into the tourism sector and it will also act as a catalyst for inclusive growth. ITIC will therefore add value to the efforts of tourist destinations by assisting in translating their vision, objectives and development strategies into bankable project initiatives. It is also meant to enable participants to embark on mutually beneficial investment projects through networking, PR and closer interactions with the international business community. The private sector, for its part, will draw significant benefits from the Conference as a stage to negotiate alliances by means of strategic partnership, new shareholding structures, networking and closer interactions with policy makers, investors, funding agencies (green bonds) tourism stakeholders and business innovators on the lookout for fresh business opportunities, new finance mechanism, technical capacity building and business know-how in the shared sustainable economy.

Honourable Najib Balala, Cabinet Secretary of the Ministry of Tourism and Wildlife and Vice-Chairman of the ITIC Advisory Board, stated that "The International Tourism and Investment Conference is the ideal platform to trigger a new thought process for the advancement of world tourism." ITIC will give visibility to leading industry entities and emerging destinations in their policy orientation by pairing specific tourism strategies with investment solutions, thus acting as a catalyst and an engine for inclusive growth and sustainable economic development.

For his part, Ibrahim Ayoub, Organiser of ITIC and who is also the President of Skål Mauritius, commented that *"We aim at bridging investments and innovation in tourism projects in Africa and Island nations with a view to promoting inclusive growth and sustainable economic development."*

**President of Skål International Susanna Saari is also very excited to be part of the Advisory Board being invited by Ibrahim Ayoub, President of Skål Mauritius: "It is very important for Skål International to be part of significant events like this. We are the largest Travel and Tourism Association in the world and for our members investments in tourism are investments into their future".**

**MORE DETAILS AND PRE-EARLY BIRD REGISTRATION**

AN APPEAL TO

# GO GREEN & SAVE THE ENVIRONMENT



**1**  
Bring your own shopping bag



**2**  
Carry a reusable water bottle



**3**  
Bring your own cup



**4**  
Pack your lunch in reusable containers



**5**  
Say no to disposable straws & cutlery



**6**  
Skip the plastic produce bags



**7**  
Slow down and dine in



**8**  
Store leftovers in glass jars



**9**  
Share these tips with your friends

**REFUSE**  
SINGLE USE PLASTIC

**REUSE**  
CHOOSE REUSABLES

**REDUCE**  
PLASTIC POLLUTION

# Youth Climate Leaders

## Uniting Tourism and Climate Action

Founded in January of 2018, the startup **Youth Climate Leaders** (YCL) has already made impressive advancements: YCL won the **latest MIT Climate CoLab** Contest and their founder, Cassia Moraes, had the honor of presenting the project on a **private meeting with President Obama during his visit to Sao Paulo last year.**

*YCL's goal is to provide a unique experience for its clients: different learning journeys around the world where young people can learn more about climate change in theory, understand it in practice, and work on hands-on projects with other young people to start their careers as climate leaders. In addition to the international training, their main differential is helping participants to find a job in the field afterwards, as well as their offerings of field placements and professional opportunities to members of its network. To offset our carbon emissions after the program, they are partnering with **Plant-for-the-Planet** in Brazil.*



YCL's 2018 pilot program has three main components (you can find more details and partnership opportunities at their institutional presentation [here](#)):

### 40-day Immersion:

In each destination, participants had the chance to meet with key local organizations, universities and community leaders. They will also have free time to experience the country and connect with each other, building lasting relationships and a community of climate champions. During the week, they will work part-time on a common group project and attend lectures about climate science, international cooperation, climate finance and other topics in which YCLs must excel. This year's pilot itinerary was:

- o July 20-30: Paris
- o July 30 - August 28: Kenya

### Optional 3-month Field Placements:

(September-November) After the immersion, participants willing to further their experience have the chance to work on climate change projects worldwide. Projects' thematic areas include sustainable agriculture, entrepreneurship, climate financing and circular economy.

### Optional Delegation to COP 24:

(1-week around 03-14 December) Participants can also join YCL's Delegation to COP 24, the UN annual Conference on climate change.

**YCL received 500 applications from 95 countries for their first cohort**, an amazing turn out that reflect the huge demand young people have for training and professional opportunities in the field of climate change. However, as we were not able to offer many scholarships this year, they select a **final group of 14 people from 4 continents.**





For 2019, they plan to organize 3-4 YCL immersions going to different countries such as Brazil, France, Germany, India, Jordan and the United States. To make it happen, they are currently looking for partners in the tourism industry who could offer scholarships to participants, discounted airplane tickets and accommodation in exchange of being promoted on their network and by their participants. Additionally, they can also pay back with their consultancy services, lectures and special reviews for partner organizations.

**Interested in teaming up with them to make the world more sustainable? You can contact them directly at:**

cassia@youthclimateleaders.org  
 www.youthclimateleaders.org  
 Instagram: @YouthClimateLeaders  
 Facebook: @YouthClimateLeaders

## MEMBERSHIP FORUM ON 20 OCTOBER

After many comments made from members that there was never enough time to discuss important issues between the members attending the congress, the Executive Committee has decided that we will allocate 2 hours for constructive discussions and engagements between all delegates on Saturday 20 October.

**This important discussion will be renamed MEMBERSHIP FORUM and will take place from 09h00 to 11h00 with the subject MEMBERSHIP DEVELOPMENT AND RETENTION. This will replace the PRESIDENTS FORUM and EXECUTIVE COMMITTEE FORUM's.**

To ensure constructive dialogue with positive outcomes I request that each Club and/or National Committee that

would like to share or discuss their initiatives, suggestions or concerns nominate a representative who will be their spokesperson for the forum. Each spokesperson will have 10 minutes to present their ideas and these then would be tabled for open discussions in the last hour of the forum.

Please could you let me know which Club and/or National Committee will be presenting their ideas so we can allocate enough time to all. You can e-mail me on [lavonnewittmann@gmail.com](mailto:lavonnewittmann@gmail.com) with your discussion point as well as the name of your spokesperson before 12 October.

*Look forward to an exciting congress!*  
 Lavonne Wittmann | Vice President, Skål International

# SKÅL CLUB OF THE YEAR

One more year since its insertion in 1981, the Michael O'Flynn Perpetual Trophy will be presented during the Opening Ceremony of the 79th Skål World Congress in Mombasa to the Skål Club getting the highest number of votes.

THIS YEAR, THE PROUD CLUBS THAT HAVE MET THE QUALIFYING CRITERIA ARE:



**BAHIAS DE HUATULCO**  
MEXICO | [VIDEO](#)



**BOSTON**  
USA | [VIDEO](#)



**CIUDAD DE MEXICO**  
MEXICO | [VIDEO](#)



**CANBERRA**  
AUSTRALIA | [VIDEO](#)



**DARWIN**  
AUSTRALIA | [VIDEO](#)



**SUNSHINE COAST**  
AUSTRALIA | [VIDEO](#)



**VICTORIA**  
CANADA | [VIDEO](#)



**WASHINGTON**  
USA | [VIDEO](#)

The online voting period finalized on 30 September and the total votes cast by the Clubs worldwide represent 60% of the total while the remainder of the 40% votes come from the Executive Committee.

A complimentary double registration for the 2019 Skål World Congress will be offered to the winner.



# Franz Heffeter

## Councillor, Skål International Austria

**When I was invited to write an article for the Skål magazine to reflect on the issues and the work of the International Councillors I was somehow sceptic whether I was the right person for it.**

Being a representative of Skål Europe, which asks always to optimize the organizational structure of Skål, it seemed to be difficult to present the need for the International Skål Council.

As a representative of Austria, I attended the Councillors meeting for the first time in Berlin this March. It was a very positive and active circle and a very motivated group united in the idea to move Skål to new horizons. On the other hand, many of us agreed that the National Committees of their countries do not have the financial background (anymore?) to send their Councillors abroad for at least two meetings per year. It is the same with Austria and therefore the number of meetings and the opportunity of participation are major problems we have to face when discussing the role of the International Skål Council.

**Skål was founded in 1934. The organizational structure follows the idea of the big service Clubs like Rotary (founded in 1905) or Lions (founded in 1917). In those times representation was important for the proponents not to enhance a dynamic flexibility as needed in nowadays businesses.**

With the new CEO Daniela Otero and the current President Susanna Saari, Skål International is starting to adopt modern ways of decision-making and strategy planning. In this process, the International Skål Council could indeed play the important role as a preparatory board as defined in the Statutes.

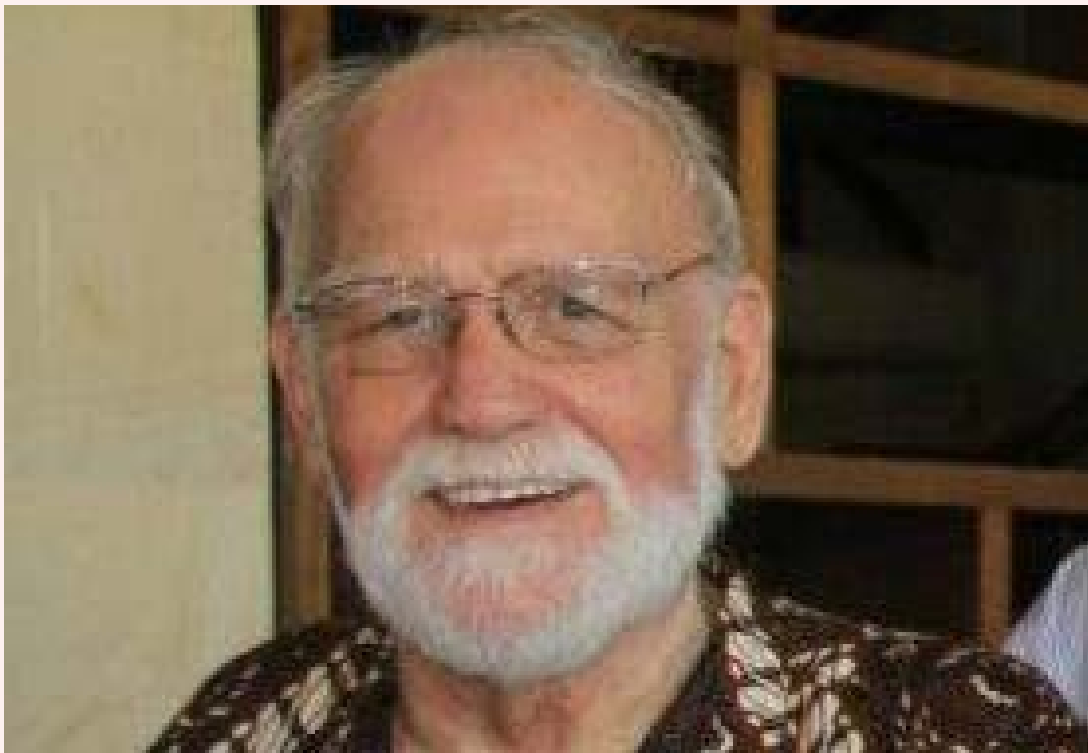


It is important that every National Committee will have the opportunity to send an International Councillor according to the Statutes also in the future, that the Councillors receive information early to comment on the upcoming changes at an early stage. Further, the International Skål Council should really be the body to start and to reflect changes in the organization of Skål International to make Skål a competitive organization in a competitive business world. Let us use the modern means of communication like SKYPE conferences and Office 365 to share documents and notes and the International Skål Council will be the motor of innovation in Skål!

*Dr. Franz Heffeter has been a member of Skål for more than 20 years, President of Skål International Salzburg and Skål International Austria. His professional background is education, science and research. He has been the dean of the Klessheim International Schools for Tourism for 22 years and also works as a consultant for tourism projects and quality assurance for the European Union.*

# Tribute to Malcom Scott

By Steve Charles,  
President, Skål International Bali



**It is with a heavy heart that I have to inform you the sad news of the passing of our beloved Skålleague Malcom Scott, who passed away peacefully in his home in Canada on Friday 14th September. In two weeks' time Malcom would have been 80!**

There is no doubt that being part of Skål was his life, something he believed in and spoke of passionately.

For our Bali Club he was a former Secretary & Treasurer, also the Skål Asia Area Treasurer. In his latter years with the Club he was the Club Ambassador under the official title of "International Liaison Officer".

Malcolm was also held in high esteem with Skålleagues around the world as he regularly attended Asian and World Skål events representing his beloved Skål Bali Club. He often said his proudest moment in Skål was undoubtedly hosting the 43rd Skål Asia Congress in Bali in June 2014, when Malcolm was the

driving force and instrumental in bringing the event to Bali.

Malcolm's commitment, contribution and enthusiasm to our Bali Club was invaluable and he was instrumental into building the Club to what it is today.

Two years ago, due to ill health, Malcolm decided he would return to his beloved native Canada to reunite with his family and settle down and enjoy his retirement there.

**On behalf of all the members of Skål Club Bali I would like to send our sincere condolences on the passing of our beloved Skålleague Malcom.**



90<sup>TH</sup>  
ANNIVERSARY

IBERIA 

# Introducing our brand new Premium Economy class

Introducing our brand new Premium Economy class Iberia, where every day is a brand new beginning. Enjoy the experience of flying in our brand new Premium Economy class, with priority boarding, larger baggage allowance, wider seats, more leg room and a larger individual screen to enjoy brand new releases.

**Iberia, where every day is a brand new beginning.**



# TTG Travel Experience 2018



**From Wednesday, October 10th to Friday October 12th Rimini Fiera will simultaneously host the international salons of TTG Travel Experience, SIA Hospitality Design and SUN Beach & Outdoor Style which together form the largest Italian marketplace dedicated to tourism, the leading salon of the hospitality industry and the one dedicated to outdoor tourism.**

Operators from all over the world are expected to attend (72,000 visitors from 90 countries in 2017), as well as 1,500 buyers selected in the countries where the demand for holiday in Italy is constantly increasing.

The marketplace will host eight arenas with over 140 events and 300 speakers that IEG has organized in a program, named Think Future, all oriented to change and innovation.

**Complete program constantly updated at the link: [www.ttgincontri.it/eventi/programma/think-future](http://www.ttgincontri.it/eventi/programma/think-future)**

**SKÅL STAND | Hall C 3 Stand 016**

---

# Skål International 2018 Sustainable Tourism Awards

**In its 17th edition, the winners of this year's Sustainable Tourism Awards will be announced during the Opening Ceremony of the 79th Skål World Congress in Mombasa on 18 October.**

Three independent judges, who are experts in terms of sustainability, have now finalized the evaluation of the entries received according to leadership criteria in sustainability that encompass tangible, measurable benefits to the environment, enhance business, and the society and communities in which they operate such as carbon offsetting, climate change mitigation, culture preservation, energy and water saving, renewable energy, human rights protection, employee participation and training, etc.

A total of 62 entries from 31 countries from all over the world have this year competed. You can view the full list of participants [here](#)

**Congratulations to the winners and thank you to all the participants for their interest and the time spent in completing their entries!**





# TTG

## TRAVEL EXPERIENCE

### SEE YOU THERE

10-11-12 October 2018

Rimini Expo Center, Italy



The Italian marketplace for travel & hospitality

[www.ttgincontri.it](http://www.ttgincontri.it)

organized by

**ITALIAN EXHIBITION GROUP**  
Providing the future

# ITB ASIA 2018

## AI, biometrics and blockchain set to dominate discussion at ITB Asia 2018

- **Microsoft, Egencia, Travelport, SITA, Fliggy, Tencent and more leading tech companies to discuss digitising the travel industry**

- **C-Suite Executives share insights on artificial intelligence (AI), biometrics, blockchain and latest travel technologies at Travel & Tech Conference Track**

- **New MICE Tech Showcase to unveil innovations to solve complex issues in MICE industry**

- **Key industry partners include Asian Development Bank, Innoval Travel Tech, Skift and Troovo**

ITB Asia, 'Asia's Leading Travel Trade Show', will focus on the interdependence of travel and technology this year, under the overarching conference theme of "Travel Reimagined". Key leaders in travel and tech will provide profound insights on the major trends provoking disruption across the travel industry whilst analysing how companies are innovating to stay ahead. Hosted at the Sands Expo and Convention Centre in Marina Bay Sands, the conference will take place from 17 - 19 October 2018.

Impressive growth in the travel industry has been a result of travel tech start-ups launching and the speed of innovation in travel technology. According to 'The State of Travel Start-ups 2017', there were 1,497 digital startups around the globe which attracted nearly \$62 billion in funding, almost double from the previous year.<sup>1</sup> Technology in travel is thus growing fast and rapidly changing the way in which we travel. Taking 8% of global travel tech share, China has accounted for over a quarter of funding to the travel tech industry since 2013.<sup>2</sup> In light of this, ITB Asia will be hosting a series of talks on travel technologies which will take place at the Travel & Tech Hub, allowing delegates to immerse in the game-changing technology that is progressing travel, meetings and business.

*Speakers from leading tech firms will demonstrate how emerging and innovative tech can offer meaningful connections between travel brands and customers for true ROI. At ITB Asia 2018, delegates will gain insights into what the future holds for the leisure, the MICE and corporate travel sectors and the industry's biggest challenges that can effectively be resolved through new tech.*

Top technology and travel companies across the globe, including Booking.com, Egencia, Fliggy, Hotelbeds Group, KAYAK, Microsoft, Sabre, SITA, Skyscanner, Tencent, Travelport and Tujia will be joining the show with senior representatives, from Vice President to C-Level, on the stage talking about which technologies will truly transform travel. The show's agenda will be dominated by discussions from AI to virtual reality (VR), biometrics, blockchain and robotics utilising case study examples and practical application in travel management, business travel, hotel operations, travel photography, and dining experience etc.

Launching the new MICE Tech Showcase, the conference will feature innovations that will help solve today's complex issues in the MICE industry.

This year, ITB Asia is proud to join hands with Asian Development Bank with the Mekong Innovative Start-up Tourism (MIST), Innoval Travel Tech, Skift and Troovo as the representative. Skift will be hosting a session at the Knowledge Theatre on 'Post Experience

Economy: Innovators At The Edge of Travel'. This new term, the 'Post Experience Economy' will look at the travel economy where everyone is already marketing experiences and smart innovators are thinking about the post-experience economy.

As a partner at the MICE & Corporate Hub, Troovo, a leading Robotic Process Automation solutions provider, will join ITB Asia to tackle the positive impact of virtualisation and robotics for the travel industry. Exploring the endless possibilities of the virtual world and utilising them to expand the possibilities of the actual world, Troovo provides solutions on virtual payments, automating workflow and simplifying data process in corporations. As a strong believer in automation to enable greater productivity and higher profitability, Troovo's Co-Founder and CEO, Kurt Knackstedt, will host a one-hour session on 18 October to discuss how we can take away the laborious task of data entry and grunt work of processing travel and payment transactions. Sharing further insights, he will draw on his experience which spans over 20 years and 4 continents, across technology, travel, procurement, leadership and marketing roles at multinationals, start-ups and his own consulting business.

Kurt Knackstedt, Chief Executive Officer of Troovo commented, *"Troovo is excited to be a part of ITB Asia, as the Asian region is rapidly pushing ahead with new technologies and strategies for travel. As a technology company also driving a new direction for the industry, it's key for us at Troovo to help shape and lead the discussion about why travel needs to continue to embrace disruption and new ideas to keep our industry fresh and forward-thinking. We're looking forward to some amazing conversations in October in Singapore!"*

ITB Asia's strategic partnership with Asian Development Bank and Innoval Travel Tech will reach out to the young, tech-savvy companies around the world that are innovating with breakthrough technologies. Both will be hosting a session on travel start-ups in the dedicated conference track at the Travel and Tech Hub.

Rom Hendler, Founder & CEO, Innoval noted, *"TravelTech is the new black of the tech industry. Travel is one of the biggest industries in the world, and it is ready for innovation and disruption. Innoval bridges between the innovative start-up community and the traditional international travel industry, focusing on one of the hottest tech markets in the world, Israel. There is no better place than ITB Asia to showcase this innovation to the key players of the travel industry in the region."*

Jason Lusk, Project Director of Mekong Innovative Start-ups in Tourism (MIST), Asian Development Bank said, *"The MIST start-up accelerator is thrilled to join this year's ITB Asia programme. Our innovative start-ups are equipping Asia's travel industry to serve travellers better and more sustainably. What better place to show them off than at Asia's largest travel trade show?"*

For more information on ITB Asia 2018, visit [www.itb-asia.com](http://www.itb-asia.com).





# ITB ASIA

## A GLIMPSE OF ITB ASIA 2018'S CONFERENCE SPEAKERS



Nikhilesh Ponde  
Global Head of Travel Strategy  
**Facebook**



Shane O'Flaherty  
Global Director of Travel and  
Transportation  
**Microsoft**



Alessandro Dassi  
CEO & General Manager  
Greater China & Far East  
**Thomas Cook**



Mieke De Schepper  
CCO  
**Egencia**



Changle Yang  
COO  
**Tujia**

**ITB Asia, Asia's Leading Travel Trade Show is held in  
Singapore at Marina Bay Sands on  
17 - 19 October 2018.**

### ITB ASIA 2018'S CONFERENCE PARTNERS



For more information, please visit [www.itb-asia.com](http://www.itb-asia.com)

Tel: +65 6635 1188 | Email: [exhibitor@itb-asia.com](mailto:exhibitor@itb-asia.com)

Supported by:



Held in:



Official Partner Hotel:



Official Partner Airline:



Organised By:



# IMEX AMERICA 2018

Five experiences coming to life at IMEX America



**Here are five experiences to keep an eye out for at the Sands Expo once the 2018 edition of IMEX America opens, starting with Smart Monday, on October 15. The full business bonanza of the trade show runs October 16-18.**

Recent research carried out by MPI Outlook for the IMEX Group showed that more than two thirds (69 per cent) of event planners expect to include experiential elements in their meetings and conventions from now on, while a further 16 per cent plan to add them in a year or two. For the 5 per cent expecting to introduce them in three years or more, IMEX America is likely to prove that's just too late; attendee expectations are higher than ever and growing every day, fueled by exceptional live experiences now available at home and at play.

**1. The MPI Carnival:** New this year as part of Smart Monday powered by Meeting Professionals International (MPI), October 15 is an American style carnival. Experience magicians, jugglers and artists, LEGO furniture, balloon columns and carnival games. This magical Monday sets the tone for an energetic week.

**2. C2 Learning Labs:** IMEX Group's newest partner, C2 International, the ground-breaking leader in business conferences, is tearing down creativity barriers with its Learning Labs. C2 is set to stir the imagination and disrupt conventional thinking. The C2 team will also be presenting a Masterclass – 'Emotions and Technology: An Exploration of Audience Connection' – as part of the MPI Keynote series at 08:30 a.m. on Thursday.

**3. IMEX Live Zone:** Sample a smile-inducing selection of interactive live event experiences. The Live Zone will be home to giant, mobile puppets, a VR zip line, digital caricatures, artists, jugglers, a Kinetic Magic Wall and a living wall. These concepts, some small and some mighty, can easily be planned into traditional event formats.

**4. IMEX Tech Zone:** This is a brand new testing ground for new event technology, where buyers can try out innovative products and ideas brought to the show by new or up and coming tech companies.

**5. The Legacy Wall:** For heart-warming and inspiring stories and case studies from exhibitors, attendees, partners and IMEX staff. This simple, walk-up wall puts this year's IMEX Talking Point – Legacy – at the heart of the show. A good, old-fashioned analogue experience.

See [here](#) for a full list of the creative and experiential opportunities available at IMEX America 2018.

IMEX America takes place October 16 – 18 at the Sands® Expo and Convention Center at The Venetian® | The Palazzo® in Las Vegas, preceded by Smart Monday, powered by MPI, on October 15.

**Registration is free.**





**LAS VEGAS**  
OCTOBER 16-18, 2018

## COUNTDOWN TO OUR BIGGEST SHOW EVER

Just weeks away, but growing by the minute. We're still adding exhibitors—so many, that this IMEX America will expand into yet another hall. Even more space to explore and network. Powerful pre-scheduled appointments. An innovative twist on tech. Exciting launches and research. This is the can't-miss show for discovering new US and international suppliers in the incentive travel, meetings and events industry, and they want to introduce their offerings and trends to you. Read our *Rise of Midsize Cities* industry report? You'll meet them at the show too!

No time to spare—register now  
for FREE at [imexamerica.com](http://imexamerica.com)

**#IMEX18**



# WTM LONDON 2018

Register Now For An Array Of Ideas At WTM London 2018



## WTM London, the leading global event for the travel industry, has opened registration for its 2018 edition.

WTM London 2018, which takes place between Monday 5 – Wednesday 7 November, is poised to be the most successful yet with more Ideas Arriving at WTM London than ever before. Around one million business meetings take place at WTM London 2018 all generating ideas that will fuel the future of the travel and tourism industry. WTM London will adopt a regional focus for 2018 with each geographical region of the event having its own Inspiration Zone. These Zones will be the focal point of each region hosting dedicated regional content and networking to help all participants generate a maximum number of ideas they are able to take back to their business to implement.

Other new initiatives include the co-location of travel and hospitality tech event Travel Forward (T>F). T>F will inspire the travel and hospitality industry with the next generation of technology and will include a paid-for conference packed with technology business leaders. WTM London badges will gain entrance T>F, as T>F badges will be allowed in WTM London. The Tuesday evening of WTM London (Tuesday 6 November) will also host the inaugural Travel & Tourism Awards at the iconic Tobacco Dock. The Awards will recognise, reward and celebrate best practice in the travel industry. Tickets can be purchased at [wtm.awards.com](http://wtm.awards.com).

Furthermore, a dedicated area will be launched for agencies in the marketing, representation, PR and social media space. The WTM Agency Pavilion will be conveniently located at the entrance to the WTM International Media Centre.

WTM London and Travel Forward will host more than 100 sessions across its record eleven stages with more than 500 senior industry leaders sharing their knowledge, wisdom and opinion to help the flow of ideas around the industry.

With all the new initiatives taking pace at WTM London 2018 it is anticipated that the 50,000 delegates from 182 countries and regions will exhibitors will conduct even more business than last year's record £3.1 billion.

Monday 6 November will remain an exhibitor invite-only day, allowing exhibitors to conduct business meetings with key suppliers. The event will kick off with the WTM Speed Networking at 9am – before the exhibition floor opens at 10am. Tuesday 8 November will host the UNWTO & WTM Ministers' Summit with the day also starting with a Speed Networking session with buyers split by the sector they purchase.

Wednesday 9 November will host World Responsible Tourism Day – the largest day of responsible tourism action in the world. WTM London 2018 will start with the WTM Digital Influencers Speed Networking and conclude with the WTM Festivals, which will see a number of exhibitors hosting parties showcasing their culture, music and cuisine.

WTM London, Senior Director, Simon Press said: "WTM London continues to improve every year, with 2018 poised to be the most successful yet. There are so many new initiatives for the 2018 event, all designed to help facilitate ideas creation in the travel and tourism industry.

WTM London is the event where ideas arrive, offering unrivalled opportunities to engage and listen to the greatest minds in the industry, helping delegates to improve their margins and launch new businesses. These ideas will shape the future direction of the industry, demonstrating that Ideas Arrive at WTM London. *"Furthermore, we anticipate more than £3 billion worth of business will be agreed due to this year's event between more than 5,000 exhibitors and more than 10,000 senior industry buyers."*

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



# A world of insights revealed

5,000 exhibitors ready to inspire and help grow your business

**Register now**  
[london.wtm.com](http://london.wtm.com)



**wtm**<sup>®</sup>

LONDON

5-7 November 2018

Follow us  
**#IdeasArriveHere**



# IBTM WORLD 2018

Innovative thinking at the heart of IBTM World 2018



**IBTM today announced Duncan Wardle, one of the primary creative forces behind The Walt Disney Company, as the first of three exciting keynote speakers lined up for IBTM World 2018, taking place in Barcelona from 27-29 November.**

Duncan's session leads the 'innovation, technology and creativity stream' of the Knowledge Programme and will kick-off the schedule on Day 2. Titled 'Think Different', Duncan will draw on his 25-year career with The Walt Disney Company, and his experience leading a team of creative ideation consultants, to show how leveraging creative thinking can generate far reaching and unexpected business results.

Duncan was part of the team that led the delivery of EuroDisney and Disney cruises and held several roles in the company before being appointed Vice President of Innovation and Creativity. Duncan is now an independent Innovation Consultant, working with companies such as Coca Cola, Ford and Johnson & Johnson.

The full programme of 54 sessions that form this year's Knowledge Programme covers eight topical content themes all aimed at inspiring and educating on the latest industry issues and hot topics so that delegates leave motivated to apply learnings to their own exciting events. As well as innovation, technology and creativity, content falls under the following streams; industry trends; engagement and experiences; safety and security; sustainability and CSR; professional development, recruitment and wellbeing; business development and strategy; and marketing and digital.

*Shane Hannam, Portfolio Director, IBTM, comments: "We're delighted to announce our first keynote speaker for IBTM World*

*2018. We look to inspire people with fresh-thinking from outside of the industry, and Duncan really epitomises this. He will give real life examples from his time at Disney, including sharing a toolkit to inspire a different way of thinking to drive change in the culture of a business – something that will be of direct benefit to our customers."*

IBTM World's 2018 edition is set to be another unmissable event, with new exhibitors including Tourism New Zealand; Plus DMC Group, Standard International Management hotel group and creative technology company Codemodeon, which develops fun experiences by utilising breakthrough technology in virtual reality, augmented reality and mixed reality. Returning brands include Hyatt Hotel Group, Hilton, Kempinski Hotels, Germany Convention Bureau, Switzerland Convention & Incentive Bureau, Slovenia Meetings, Malaysia Convention & Exhibition Bureau, VisitScotland and partners, Barcelona Convention Bureau, amongst many others.

Shane continued: "We've got a really exciting programme lined up for IBTM World this year. The event is centred around the theme of technology and how it can enhance every aspect of producing great events – from enabling creativity to analysing and understanding industry trends to helping us to create better, more useful connections. We're looking forward to announcing more updates in due course."

IBTM's flagship show at Fira Gran Via Barcelona, IBTM World 2017 saw almost 3,000 exhibiting companies from over 150 countries joined by 3,463 buyers and thousands of visitors for a packed schedule of meetings, networking and educational sessions. Over 74,000 pre-scheduled meetings were arranged over the three days.



# ibtm<sup>®</sup> WORLD

BARCELONA, SPAIN  
27-29 NOVEMBER 2018

## Inspiring events for better business results

### Find your inspiration here!

Let IBTM World help you find the right people  
to deliver exceptional events.

Register now

[www.ibtmworld.com](http://www.ibtmworld.com)



Connect with us



ibtm<sup>®</sup>

Organised by  Reed Exhibitions<sup>®</sup>

# WTM AFRICA 2019

10 reasons why you need to experience WTM Africa 2019



**WTM Africa is a vibrant, culturally diverse, must attend business-to-business travel and tourism event, with a diverse range of destinations and industry sectors to African and International travel professionals.**

Join travel professionals from over 70 countries over three days in Cape Town, South Africa. WTM Africa is an international event providing a platform to showcase your travel and tourism products to serious buyers.



We know that you don't need too many reasons to spend a week in glorious Cape Town, but just in case, WTM Africa has put together their 10 reasons why you absolutely need to attend this extraordinary three-day show in Cape Town from 10-12 April 2019:

1. Make the right contacts – WTM Africa is the ultimate meeting place for the African travel industry, with US\$365-million worth of business having been written in 2017 alone!

2. WTM Africa 2019 focuses on both inbound and outbound travel within Africa, offering attendees a comprehensive exhibition that brings together both aspects of the travel industry. In 2019, there is the addition of a dedicated Hosted Buyer Programme specifically for our outbound exhibitors.

3. WTM Africa 2019 takes place in Cape Town in April. Through research conducted with stakeholders within the travel sector, this is the best time in the annual buying cycle for both buyers searching for new and exciting products to offer their clients.

4. Through our Buyer Insights Programme, we are able to assist exhibitors in both presenting and positioning their products to international and local buyers.

5. A host of international speakers from across the globe will focus on pertinent topics and travel trends affecting the modern travel industry.

6. WTM Africa Festivals will give everyone the opportunity to socialise after the traditional working hours in a fun and vibrant atmosphere. Those attending will experience the culture, hospitality and cuisine with each hosting exhibitor offering something unique. Relax and experience different food and drink.

7. Attendees can enjoy a world-class diary system with the functionality to request meetings with fellow exhibitors and the ability to block out times in the diary.

8. Trending bolt-on events with international and local speakers:

- ILTM Africa
- Sports and Events Tourism Exchange (SETE)
- Digital Tourism Think Tank
- African Investment Forum

9. Local and international digital influencers will be on hand to help you learn more about how to further your marketing objectives through online platforms and partnerships.

10. Increased focus will be shone on niche tourism sectors at WTM Africa 2019 with dedicated areas on the show floor, including those for spa and wellness tourism, film tourism, a pink travel pavilion by KZNGLTA, and adventure tourism pavilion by Dirty Boots and food and wine tourism.

*Travel Professional in both the outbound and inbound tourism sectors are encouraged to join us at WTM Africa in Cape Town this year. To make sure you don't miss out, register to attend on [africa.wtm.com](http://africa.wtm.com) today!*



# SAVE THE DATES

## TTG Rimini (Italy)

10-12 October 2018

Skål International stand: C3 – 016

[Invitation](#)

## IMEX America, Las Vegas (U.S.A.)

16-18 October 2018

Skål International stand: D852

[Register here to attend Now.](#)

## ITB Asia, Singapore

17-19 October 2018

Skål International stand: R26

Exclusive for Skål members: 10% discount on trade visitor passes [here](#).

## Skål International World Congress, Mombasa | KENYA

17-21 October 2018

[Full information](#)

## WTM London

5-7 November 2018

Skål International stand: EU555

Exclusive Skål 3-Day WTM'18 Exhibition Visitor Pass [here](#).

## Skål International San Francisco (U.S.A.)

70th Anniversary Gala, Le Meridien Hotel, San Francisco

Saturday 10 November 2018

[Information here.](#)

## First EuroSkål Congress, Paris (France)

23-25 November 2018

[Register now!](#)

## IBTM World, Barcelona (Spain)

27-29 November 2018

Skål International stand: L70

# London calling...

## Skål International @ WORLD TRAVEL MARKET 2018

Skål International's attendance at this year's London WTM'18 *"the global meeting place for the travel trade"* – takes place once again at London's premier ExCel exhibition centre in the heart of the City's Docklands zone from Monday 5 to Wednesday 7 November.

**Skål's Stand - Number EU555** – is being organised by Skål International headquarters in conjunction with Skål London and WTM's Reed Travel Exhibitions and gives UK and members from around the world exclusive entrance to all three days of the Show. Including the ability to benefit from a range of exciting opportunities to advertise and promote the unique selling points of your business products and services.

To Register for the exclusive Skål 3-Day WTM'18 Exhibition Visitor Pass please go to: <http://london.wtm.com/SKAL>

A Skål members' on Stand designated 'Rendezvous Meeting Point' will be available. For members requiring a permanent WTM'18 presence and base, on-stand B2B - Business-to-Business - Desks which will be available to rent for all three days of the Show, or, on a day-to-day rental basis for more formal client meetings and business prospects. To apply for a B-2-B Desk contact Paul Hoskins, President, Skål London via email at: [SkalLondon@FulcrumMarketing.uk.com](mailto:SkalLondon@FulcrumMarketing.uk.com)

## Skål-WTM'18 "Get Together" Party – Tuesday 6 November:

Skål International London will also host the now traditional Skål members' and guests early evening *"Skal-WTM Get Together"* Party on the Skål's WTM'18 Stand - EU555 - starting from 16.30hrs. through to 18.00hrs. on Tuesday 6 November. Tickets available here <https://skal-international-wtm-061118.eventbrite.co.uk> via Eventbrite. Skål looks forward to welcoming you to London!

For more information and details on Skål @ World Travel Market 2018, Desk Rental & Sponsorship opportunities please contact: Paul Hoskins by email at: [SkalLondon@FulcrumMarketing.uk.com](mailto:SkalLondon@FulcrumMarketing.uk.com)

## Register for WTM 18



# THE SCIENTIFIC HUMAN BEHAVIOUR

— BY TERESA DÍAZ COMAS —

It is very important that we use this work-shop to get to know each other and improve our leadership skills, and it will provide great added value to all our Skål groups. We must bear in mind that we will work with all the Young Skål colleagues who are attending the congress and the work-shop. I have also opened the sessions to all the professional Skål members to attend.

**Part of my work, as you know, is to develop and improve the skills of people in their companies and I want to contribute my bit to Skål, an association which has helped make me grow as a person and as a professional.**

I detail below the scientific basis of the Workshop which I urge everyone to attend.

## SCOPE

This project is focused on the identification of underlying patterns of behavior among different Skål leaders. For this, two objectives are proposed:

### Define the Leadership Model for Skål

Implementation of this model in a cognitive platform of high technological level and its subsequent application strategically focused on growth based on the choice of good leaders.

## 1. Methodology

To identify key behaviour patterns we will use both two methods; Screening (bottom-up) and Profiling (top-down) simultaneously. Both methodologies have been widely adopted and used in Human Behavioral Sciences.



### 1.1. Screening

Screening analyses the sample group before the results are subsequently used to define the final model. Therefore, no specific type of behavior is imposed or measured, but is limited to identifying the personality of each individual.

Once this step is taken, objective Skål leadership data is needed in be input before the final model is completed. The data that has been

chosen as representative in this project is based on an individual who has opened at least one Skål Club and / or has made 2 new Skålegas in the last 12 months.

Later we will apply statistical studies and predictability tests to the data we have obtained and from this, we will be able to identify which variables of human behavior are most applicable for good leadership in Skål. We will then have a basic model of human behavior to be applied in the project.

This process will be open to all individuals considered by Skål, and may be done before-during-after the Workshop in Mombassa, through a personalized link to allow access the mapping tests.

### 1.2. Profiling

The Profiling method is the inverse of the Screening. In this case, the necessary competencies of any Skål leader (profile benchmark) are defined theoretically, and later compared to the percentages of the profile of each individual in the sample.

From this a ranking, density diagram and other insights will be available based on the first analysis of the sample data obtained. It should be noted that this will not be the final product, but will only be taken into consideration as the final results are worked on.

During the workshop the definition of the profiles will be explained but will be fluid allowing each of the participants to refine them according to their own criteria and values, what types of behavior or behavior they consider are required and necessary for a good Skål leadership.

## 2. Roadmap



## CONCLUSION

Once the two methodologies have been used the sample group, a complete model of the Skål leadership will be created and registered in the high level cognitive platform SEPC (Nyuron Synaptics) which was developed in 2017/18 with public funds by the Center for Industrial Development and private financing.

Using technique will allow the Skål Group to benefit from the most advanced technology for assessing the strategic choice of leaders around the world and this will have major impact in creating and expanding a new international community more focused and strategically directed towards the objectives of Skål. I hope to see you all soon in Mombassa and Doing Business

Among Friends!!!  
SKÁL!!!



## How to navigate the changing distribution landscape



As a close partner of hoteliers, **at OTA Insight we are often asked about what current changes are affecting the way the industry and landscape are viewed**, and what to do in this increasingly complex environment.

In our recent **free on-demand webinar**, we provided a deep-dive into the key talking points for hoteliers. We covered a lot of ground, including:

- Key growth trends across online travel distribution, how online continues to be a driving force in the hospitality industry and where the next opportunity markets are
- The importance of business segmentation, its value when talking to a global audience and how it can affect your bottom line
- A review of: the latest disruptors within online channels; who is making the most waves in the distribution space; what is fact, what is fiction; whether Amazon will make a play; if AirBnB is in the mix; or whether Google might take over the industry.
- A drill-down into one of the current key sectors, metasearch, breaking down why hoteliers should keep an eye on this channel

We also offer tips and tricks to effectively navigate the evolving distribution space to drive revenue, the right type of bookings and manage parity.

[ACCESS THE FULL WEBINAR NOW](#)

# GENERAL ASSEMBLY OF SKÅL CLUB DELEGATES

## CANDIDATES FOR ELECTIONS

### FOR PRESIDENT

#### **RAFAEL JUAN MILLAN PEREZ** SKÅL INTERNATIONAL CIUDAD DE MEXICO MEXICO

#### **GRUPO HOTELERO BRISAS**

www.brisas.com.mx  
rafael.millan@skal.org  
rafaelj.millanp@gmail.com



- Happy father and grand-father of a little girl.
- 45 years dedicated to tourism.
- Skål member for 38 years.
- Founder of 9 Skål Clubs.
- I have been a man of passion and action for Skål. I like working on concrete actions that give results, under the premise of "facts not words".
- Member of the Skål International Executive Committee for the past 4 years.

Rafael Millan Perez, after obtaining his university degree in accounting at the National Autonomous University of Mexico, started his professional carrier in 1972 with Arthur Andersen & Co., a world class accounting, audit and taxes firm, where he worked until 1978.

From 1978 to 1991 he was General Manager and Corporate Director of Internal Audit for Grupo Posadas de Mexico at several hotels located in various Mexican cities (biggest hotel chain in Mexico).

From 1991 to 2000 he was General Manager of Starwood Hotels & Resorts at the Westin Ixtapa hotel. During this time, the following recognitions were awarded:

- Most profitability improved.
- Best RevPAR.
- Best employee satisfaction survey.
- 1999 best hotel Starwood hotels & Resorts in Latin America

From 2000 to 2014 he was General Director and CEO of Grupo Hotelero Brisas in Mexico. In 2015, he attended the UNWTO General Assembly held in Medellin, Colombia in representation of Skål International.

From 2015 to date he is Advisor to the Presidency of Grupo Hotelero Brisas and Advisor of the Mexican Association of Hotels and Motels, A.C.

Member of la Chaîne des Rôtisseurs.

Rafael is also Life Member of the Mexican Institute of Public Accountants, A.C.

President of the Scouts of Mexico Surveillance Committee, A.C.

Awarded Best Hotelier of the Year in Mexico in 2002 by AMAIT (Tourism Provider). He has attended many international trade fairs. 1982 Vice President Hotels and Motels Association A.C., Mazatlan, Sinaloa.

1984 Vice President Hotels and Motels Association A.C., Puerto Vallarta, Jalisco.

1989 Vice President Hotels and Motels Association A.C., Acapulco, Guerrero.

1994 to 1998 President Hotels and Motels Association A.C., Ixtapa Zihuatanejo, Guerrero.

Rafael has founded 9 Skål Clubs and he is currently working on the formation of four other Clubs in America which are expected to be formed before the end of the year.

1980 - 83/1986 - 90 Member, Skål International Mazatlan

1983 - 1986 Member, Skål International Puerto Vallarta

1990 - 1997 Member, Skål International Acapulco

1994 - 2005 Director, Skål International Mexico

1997 - 2000 Member, Skål International Ixtapa

1997 - 2000 President, Skål International Ixtapa

2000 - 2018 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 - 2014 International Skål Councillor, Mexico

2014 - 2015 Director, Membership Development & Young Skål, Skål International

2015 - 2016 Director, Finance & Florimond Volckaert Fund, Skål International

2016 - 2017 Vice President, Finance & Florimond Volckaert Fund, Skål International

2017 - 2018 Vice President, Membership Engagement with special focus on North America, South America, Caribbean and Canada, Skål International



# FOR PRESIDENT

**LAVONNE WITTMANN**  
**SKÅL INTERNATIONAL PRETORIA**  
**SOUTH AFRICA**

**BELSKYE TRAVEL**  
www.belskyetravel.com  
lavonnewittmann@gmail.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 was a board member for the Capital City Business Chamber in Pretoria and served 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. Lavonne is also a qualified life coach.

1991 to 2015 Member, Skål International Pretoria  
2015 to 2016 Member, Skål International Cape Winelands  
2016 to 2018 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  
2015 to 2017 Director, PR & Communications, Skål International  
2017 to 2018 Vice President, PR & Communications and Membership Engagement Africa, Skål International

In 2014 Lavonne received the Skål Ambassador of the Year Award and she is her Club's Skål Greeter. Lavonne was the Executive Committee representative at WTM Africa trade show from 2014 to 2018 and also addressed the audience at ITB in Berlin on Challenges Women Face in the Travel and Tourism Industry. Lavonne was also instrumental in the formation of the Skål Club in Zanzibar.

## ANNUAL GENERAL ASSEMBLY

Skål International invites every Skål Club to have their voting delegate(s) attend the Annual General Assembly and annual election of Officers on Friday 19 October 2018 during the Mombasa World Congress.

**AGENDA AND REPORTS OF THE MEETING HERE.**

# FOR VICE PRESIDENT

**MARIA TERESA DIAZ COMAS**  
**SKÅL INTERNATIONAL GIRONA**  
**SPAIN**

**SGS - KEY ACCOUNT MANAGER**  
**HOSPITALITY AND TRAVEL SPAIN**  
**AROMAR HOTELS & RESTAURANTS**  
**SALES OFFICER**

teresadcomas@gmail.com  
www.aromarhotels.com



María Teresa Díaz Comas is a specialist in Tourism Politics, Tourism Regulations, Management of Excellence Processes in Human Resources, Sustainable and Responsible Tourism, Digitalisation in Tourism and Customer Experience.

She holds an Official Master's Degree in Hospitality Business Management and a University Degree in Economics granted by Universidad Autónoma de Barcelona, having taken optional subjects in Business Management.

- **SGS España.** Director of Tourism. She has implemented the business strategy plan for the commercialisation of certification, statutory regulations and customer experience services. She has certified hundreds of organisations under ISO 9001, 14001 and EMAS standards as well as UNE standards for hotels, apartments, camping sites and beaches granted by the ICTE (the Spanish Institute for Quality in Tourism) (2017 – currently)
- **NYURON SYNAPTICS.** Founder Member. She is developing the DNA of several companies of the tourist industry. She has contributed to obtain the CDTI (Centre for the Industry's Technological Development) certificate to develop all the technology to predict human behaviour (2015 – currently)
- **EUROCERT-SPAIN.** Operations Director in Catalonia and the Balearics. She has certified hundreds of private and public organisations under the ISO 9001, 14001, EMAS and UNE standards. (2015-2017).
- **CETT-UB School of Tourism,** Hospitality and Gastronomy. Sponsor of Fundació Gaspar España – CETT. President at CETT Alumni. Part-time Professor. She has delivered the English for Tourism Degree subject "International Hospitality Management" and the following subjects of the Official Master's Degrees in Tourist Business Strategic Management: "Experience Management", "Financial and Economic Management" as well as "Total Quality Management and Sustainable

Tourism". (2007-currently). She is also leading the development of the new communication and value creation strategy for all the CETT Alumni (over 19,500 worldwide) (2010-currently)

- **LANGLE Coneixement i Qualitat.** Founding Member. She has implemented the management of subsidised training in over 100 companies of the tourist industry. She has designed and implemented the profiles of the job positions for various hotel and restaurant groups. She has led a team of 16 employees where over 2,000 lecturing hours have been delivered every year in courses that were applied to the needs of the companies including: languages, customer service, quality management and process enhancement, graphology and managing skills, amongst others. (1995-2013).
- **Escola Universitaria EUHST.POL BARCELONA.** Part-time Professor. She has delivered the subject "Total Quality Management and Sustainable Tourism" in English (2014-2017).
- **AROMAR Hoteles y Restaurantes.** HH. RR. and Quality Coordinator. She has implemented and certified several quality systems as well as being in charge of training her 250 employees in risk prevention of each of their job positions (1996-2012).

2000 to 2004	Founding Member of Young Skål, Skål International Girona
2004 to 2018	Member, Skål International Girona
2009 to 2014	International Skål Councillor, Spain
2010 to 2013	President, Skål International Girona
2010 to 2013	Vice-President, Skål International Spain
2013 to 2015	President, Skål International Spain
2016 to 2017	Director, Business Development and Trade Fairs, Skål International
2017 a 2018	Director, Young Skål and Membership Engagement for Middle East, North Africa and Mediterranean coast, Skål International

María Teresa was a Founding Member of the Young Skål group of Girona and attended the first seminar of Young Skål held in Frankfurt in 2001.

She has perfect command of the three official languages in Skål.



# FOR VICE PRESIDENT

**PETER MORRISON**  
**SKÅL INTERNATIONAL CHRISTCHURCH**  
**NEW ZEALAND**

## THE CLASSIC VILLA

www.theclassicvilla.co.nz  
peter.morrison@skal.org



After leaving his Secondary Schooling at Wellington College where he was the Head Boy (Head Prefect) in his last year 1975, Peter Morrison started working for Lion Nathan Ltd. He was chosen at 17 years of age to be a Management Cadet in their Hotels Division. Peter completed a Diploma in Hotel Management in his first 2 years with Lion. He worked for Lion for 15 years, managing his own Hotel at the young age of 20. His career with Lion culminated in him being appointed to the position of General Manager of their "Flag-Ship" Hotel – The Hotel Russley in Christchurch. He held this position for 10 years.

When Lion decided to sell all their Hotels in 1991, Peter with a group of local businessmen purchased the Hotel Russley. At this time Peter started his own company – Morrison Hospitality Management Ltd.

A few years later Peter sold his shareholding and opened a number of award winning Restaurant Bars in Christchurch, namely Morrisons on Merrin and Mansfield House.

Since 2006 his company has had the Management Contract of The Classic Villa.

This is a Qualmark 5 Star Boutique Hotel of 12 luxurious rooms and small convention areas. It has won many accolades and is one of the leading sponsors in Christchurch City of the Arts, Culture and Music. (Peter loves playing the Piano).

During his career Peter has been heavily involved in the Hotel Association of New Zealand (now called Hospitality NZ) – 3300 members.

He has been a Director (Board Member) of Hospitality NZ for the past 11 years and was (last 6 years) in charge of Finance as the National Treasurer. He is now the National Vice President.

Peter is also entering his 15th year as President of the local branch of Hospitality NZ – Canterbury- 420 members.

Peter is also the past Treasurer of The Friends of The Arts Centre in Christchurch. He remains on the committee.

This is a huge complex of Heritage buildings across the Boulevard from his hotel. They were badly damaged in the Earthquakes of 2010 and 2011. The repairs are costing NZ\$320 million. Our aim is: "to assist with fundraising, promote and encourage the use and enjoyment of the Arts Centre as an outstanding cultural centre for the benefit of the people of Christchurch, New Zealand and Internationally".

Peter is also involved with a number of other Tourism related associations in Christchurch, such as Christchurch and Canterbury Tourism and Christchurch City Council Events Strategy.

Peter has recently been awarded an Order of Merit in the Queen' Birthday Honours for services to the hospitality and tourism industry.

2004 - 2018	Member, Skål International Christchurch
2006 - 2008	Vice President, Skål International Christchurch
2008 - 2010	President, Skål International Christchurch
2008 - 2010	Vice President, Skål International New Zealand
2011 - 2012	President, Skål International New Zealand
2012	Acting International Skål Councillor, New Zealand
2013 - 2017	International Skål Councillor, New Zealand
2017 - 2018	Director, Finance & Florimond Volckaert and Membership Engagement for Australasia, Asia and Oceania, Skål International.

# FOR DIRECTOR

**FIONA MCFARLANE**  
**SKÅL INTERNATIONAL CAIRNS**  
**AUSTRALIA**  
**ENDORSED BY THE**  
**SUCCESSION COMMITTEE**

## CHERRYGIFT

www.cherrygift.com

fiona@cherrygift.com

VIDEO PRESENTATION



Fiona McFarlane is a professional Managing Director with over 20 years experience in the Travel and Tourism industry, she has successfully held management positions in small and large corporations.

She has been actively involved in all facets of the industry: Airlines, Foreign Exchange, Hotels, Retail, Tourism Media including Print and Television, Product Development, Email Marketing, website design and Social Media.

Her work and experience has encompassed destination management and marketing, product and sales management, product planning and development, contract negotiation, pricing and distribution, business development, strategic planning, marketing, plus budgeting and sales targets.

**March 2015 to date:** Managing Director, cherrygift.

**September 2012 to date:** Managing Director, Gateway Media Group – Queensland.

**January 2010 to August 2012:** General Manager, Domain Serviced Apartments – Brisbane.

**September 2008 to January 2010:** Sales Manager, Gateway Media Group – Cairns.

**January 2008 to August 2008:** Senior Sales Consultant, Complete Business Travel – Brisbane.

**April 2004 to December 2007:** Sales Consultant, Qantas Airways Limited – Brisbane.

**February 2003 to April 2004:** Foreign Exchange Sales Consultant, Travelex Limited – Brisbane.

**April 2000 to January 2003:** Customer Service Agent, Qantas Airways Limited – Cairns.

**January 1999 to April 2000:** Foreign Exchange Sales Consultant, Thomas Cook Limited – Cairns.

2009 - 2010	Member, Skål International Cairns
2010 - 2014	Member, Skål International Brisbane
2011 - 2013	Secretary, Skål International Brisbane
2013 - 2014	Vice President, Skål International Brisbane
2014 - 2018	Member, Skål International Cairns
2014 - 2016	Vice President, Skål International Australia
2015	Chairman, 2020 Project leading Social Media Committee
2016 - 2018	President, Skål International Australia

In 2016 Fiona McFarlane was awarded the Skål International Cairns Skålleague of the Year and the Skål International Skålleague of the Year.

In 2017 Fiona launched the two new Clubs of Skål Alice Springs and Skål Mackay in Australia.

## PERSONAL OBJECTIVES:

If elected as Director, I will use my marketing, digital and communication skills to assist in positioning Skål in the ever growing, fast paced digital world.

I would also like to introduce a more modern look and feel to the Skål brand making it more relevant to who we are today.

We are all aware of the challenges that face Skål today so I hope I am given the chance to be able to bring some youthful fresh ideas to our organisation.

I look forward to working with the Skål International Executive Committee and the staff in Spain to make Skål an enjoyable and attractive organisation.

The candidates for Director and Auditor have kindly agreed to submit a video presentation on their objectives if elected. To view the videos with subtitles in Spanish or English please click on the CC button on the Youtube navigation bar.





# FOR DIRECTOR

**JULIO ISIDRO PÉREZ**  
**SKÅL INTERNATIONAL VIEDMA**  
**PATAGONES | ARGENTINA**

## **FUNDACIÓN FUND ASIS**

www.fundasis.org.ar  
perezjulioisidro@gmail.com

### **VIDEO PRESENTATION**



Julio Isidro Perez is a tourism expert and journalist. He has held executive positions in the tourism industry since 1972, both in the private and public sectors and in civil associations. He has participated in national and international congresses and seminars on the subjects of political sociology, press, human resources, natural marine areas, tourism training, and the economic impact of tourism, strategy and quality in tourism management.

He has attended bi-national meeting of Argentine/Chile tourism on the integration of tourism in the southern lakes. Director of TAM Travel and Tourism.

He was Secretary of State for Tourism, on a ministerial level, in the Province of Rio Negro, Argentina.

He was President of the Patagonia Tourist Authority, made up of the provinces of La Pampa, Neuquen, Rio Negro, Chubut, Santa Cruz and Tierra del Fuego.

He participated in the meetings of the World Tourism Organisation.

Director of Airports in the Province of Rio Negro.

He was the administrator of the airport in Viedma, the capital of the Province of Rio Negro, for 15 years.

He was Director General for Ceremony and Protocol for the Province of Rio Negro.

He was founder and a member of the management committee of the Bahia Blanca Regional Chamber of travel and tourism agencies.

He has written articles in various European countries, including a visit to the Vatican and an audience with Pope Paul VI in his residence in Castel Gandolfo in September 1969.

He is the Director for Institutional Relations with the Consultants, Asis Patagonia.

He is Secretary of the Fund Asis Foundation.

He collaborates in the publication of articles on tourism matters for the "Rio Negro" newspaper and also with other Argentine and international media.

He is a columnist for the "Café Turístico" programmes which are emitted by radio and television.

1981 - 1983	Member, Skål International San Carlos de Bariloche
1984 - 1996	Founding Member, Skål International Bahía Blanca
1984 - 1985	President, Skål International Bahía Blanca
1997 - 2018	Founding Member, Skål International Viedma Patagones
1997 - 1998	President, Skål International Viedma Patagones
2011 - 2014	President, Skål International Viedma Patagones

In 2010, Skål International Argentina named him Skålleague of the Year in recognition of his distinguished performance and participation.

He participates in the annual world and Latin-American Congresses of Skål International.

## **PERSONAL OBJECTIVES:**

Transform the development of Skål by analyzing the annual budgets and adjusting them so that the development of the association has, as a premise, the satisfaction of members who must feel that they are supported by the association.

Try to ensure that members benefit from congresses with reduced registration fees and transportation facilities when travelling to the countries where they are held. The Strategic Plan should be the guide which fixes the responsibilities and actions to be undertaken in the coming years.

Ensure wide-ranging of what Skål is and as our Past-President, David J. Fisher, said "Together we can and will make Skål grow and be relevant".

Work to ensure that Skål is considered as a valid partner in the tourism industry worldwide.

# FOR DIRECTOR

**VIJAY MOHAN RAJ**  
**SKÅL INTERNATIONAL HYDERABAD**  
**INDIA**  
**ENDORSED BY THE**  
**SUCCESSION COMMITTEE**

## **SAMEERA TRAVELS & TOURS**

www.sameeratravel.com  
vraj@sameeratravel.com

### **VIDEO PRESENTATION**



Vijay Mohan Raj is graduated in Economics and Post Graduate in Marketing Management from Bombay University. He has been the Managing Director of Sameera Travel & Tours Pvt Ltd., South-India's fastest growing Leisure and Corporate Travel Management Company in Hyderabad since 1988. Obtain a challenging leadership position applying creative problem solving and lean management skills with a growing company to achieve optimum utilization of its resources and maximum profits.

Vijay is also a member and was the Chairman of the Travel Agents Association of India, AP Chapter and Managing Committee.

From 1975 to 1988 he played First Class Cricket for Mumbai and Hyderabad in the National Tournament (Ranji Trophy). From 2004 to 2018 he has been trainer of trainers and coaches at the faculty of National Cricket Academy.

2002 - 2018	Member, Skål International Hyderabad
2014 - 2018	President, Skål International Hyderabad
2017	Chairman, Skål World Congress Hyderabad 2017

Vijay was awarded the Skål Asia Personality of the Year 2016.

## **PERSONAL OBJECTIVES:**

To project Skål International as the apex body that is capable of promoting travel and tourism across the globe. I would like to change the common perception that the Skål Clubs are only a community of friends who are in the business of travel and tourism to an organization that will play a leading role in promoting the cause of tourism in their respective countries.

I would like to see the Skål President and its members play an important role in the policy making with respect to tourism in their own countries by interacting closely with their governments.

My experience in presiding over the 78th Skål International Congress 2017 shall help me considerably in fulfilling my objectives in the role of Skål International Director for which I have chosen to file nomination.



# FOR DIRECTOR

**BILL RHEAUME**  
**SKÅL INTERNATIONAL CANADIAN**  
**ROCKIES | CANADA**

**INTEGRATED HOSPITALITY  
MANAGEMENT LTD.**

www.inntegratedhospitality.com  
brheaume@inntegratedhospitality.ca

**VIDEO PRESENTATION**



Bill is a Certified Hotel Administrator and an honours graduate from British Columbia Institute of Technology with a diploma in Hospitality Management and Business Administration.

Bill's career in Hospitality Management began in 1975 as the Banquet Manager for an independent hotel in Vancouver, British Columbia, Canada where he learned the value of hard work, guest relations and team collaboration. Bill's career has evolved over the last 40 years of senior management experience in destination hotel & resort operations including positions with Canadian Pacific Hotels (Fairmont), Radisson Hotels and several elegant Boutique Hotels.

In 2007, Bill became an independent Hospitality Management Contractor, joining Inntegrated Hospitality Management Ltd. ("IHM") in 2009, where he is currently Director of Management Services.

His senior management experience includes General Manager positions at the following destination hotel & resort operations:

- Brewster Hospitality Division, Banff;
- Nita Lake Lodge, Whistler;
- Radisson Hotel & Conference Centre, Canmore;
- Mount Royal Hotel, Banff;
- Coast Plaza Hotel, Calgary;
- Banff Rocky Mountain Resort, Banff; and
- Lake Okanagan Resort, Kelowna

Bill is a dedicated industry professional and over the past 25 years has pledged his commitment through the following association executive positions, including: President, Banff Lake Louise Hotel Association; Vice-Chair, Canadian Rockies Tourism Destination Region; Board Member, Tourism Banff / Lake Louise; Board Member, Tourism Canmore; and Board Member, Canmore Economic Development Authority.

1992 - 2018	Member, Skål International Canadian Rockies
1992 - 2000	Board Member, Secretary, Treasurer, Skål International Canadian Rockies
2000 - 2002	President, Skål International Canadian Rockies
2005 - 2007	Vice President, Skål International Canada
2007	President, Skål International Canada
2012 - 2016	International Skål Councillor, Canada
2014 - 2016	Vice President, International Skål Council
2015	Chairman, 2020 Project leading Organization Structure Committee
2016 - 2018	President, International Skål Council

## PERSONAL OBJECTIVES:

Having worked for Skål in several positions, particularly as a Councillor and, for the past two years, as International Skål Council President, I have gained insights into the functioning of the organization which will assist me in serving as your Director and continuing to work on the modernization of Skål.

1. Improving the appeal of Skål by -
  - Re-defining the reasons why we all joined Skål in the first place;
  - Driving change from the grass roots of Skål – the Clubs - not top down from Torremolinos; and
  - Capitalizing on the introduction of the Global Market Place format to bring more relevance in the Programs and Education sessions.
2. Continue to Modernize the Organization –
  - Address the state of our Statutes to affect a more workable solution, avoiding the laborious process associated with constant amendments.
3. Provide consistent and high-level leadership to the Executive Committee, adopting an established and effective Governance Model as well as a Skills-Based Board, ensuring responsiveness to member's needs.
4. Promote Membership Development by focusing on initiatives from the club level.
  - Avoid trying to 'Fix' Skål without appreciating what already works well in many parts of the world; and
  - Exploring and capitalizing on our competitive advantages to secure new members when Skål is evaluated against other local tourism and hospitality organizations seeking new members.

**'You cannot change tomorrow....if you are stuck on how you got here today'**

# FOR DIRECTOR

**BURCIN TURKKAN**  
**SKÅL INTERNATIONAL ATLANTA**  
**U.S.A.**  
**ENDORSED BY THE**  
**SUCCESSION COMMITTEE**

## USEH INTERNATIONAL

www.useh.org  
www.traveltoturkeynow.com  
www.ahaworldcampus.com  
burcinturkkan@useh.org  
**VIDEO PRESENTATION**



Burcin Turkkan holds a BSc in Tourism and Hotel Management/Graduated as Valedictorian by the Bilkent University, Ankara, Turkey, as well as a Certification as Tourism Information Councillor, (English-German) by the Turkish Ministry of Tourism (1995).

**July 2001 to date:** USEH-International Services, Inc., Atlanta, GA, USA. International HR Consulting; Specialized in Tourism & Hospitality Industry Founder / Director of Operations.

**July 2015 to date:** Travel To Turkey Now, Inc, Atlanta, GA, USA. Founder/ Managing Director. Travel To Turkey Now is established to offer exceptional, reliable and professional service for personal travel or group travel and/or professional Meetings, symposiums, Incentives or conventions in Turkey.

**July 2008 to date:** American Hospitality Academy, AHA-IHMS, Hilton Head Island, SC, USA Associate Partner/ Academic Board Member. As a member of the AHA Academic Board; designing/executing the academic programs for the AHA campuses around the globe. Providing consultancy for the Executive Board in investing to new markets around the globe and establishing proper academic calendar based on markets targeted.

**2000 to 2003:** USEH-Uluslararası Staj ve Eğitim Hizmetleri, Istanbul, Turkey. International Staffing & Cultural Exchange Organization. As Founder/Director of Operations, she established offices for full operation in three major cities of Turkey and one in North Cyprus. USEH Turkey has been selected as the best academic and professional consultancy in Turkey and North Cyprus and it is still accepted as #1 ranking company in its field in Turkey.

**1997 to 1999:** El of AH&LA/ Bilsit International, Ankara, Turkey. Academic Instructor; Front Office Operations / Human Resources Management.

**1997 to 1999:** Baskent University, Ankara, Turkey. Academic Instructor; Organizational Behavior/Human Resources Management.

**1996 to 1997:** Setur Travel Agency, Ankara, Turkey. Employed in Ticketing, Tours & Ground Operations, Accounting departments. Burcin is also a member of I-CHRIE and Circle D'Orient.

- |             |  |
|-------------|--|
| 2009 - 2018 | Member, Skål International Atlanta                         |
| 2012        | Secretary, Skål International Atlanta                      |
| 2012        | Treasurer, Skål International Atlanta                      |
| 2013        | Vice President, Skål International Atlanta                 |
| 2014        | President, Skål International Atlanta                      |
| 2014 - 2016 | Chairman, 2020 Project leading Young Skål Committee        |
| 2015 - 2016 | Vice President, Board Region IV, Skål International U.S.A. |
| 2017        | Vice President Administration, Skål International U.S.A.   |
| 2018        | President, Skål International U.S.A.                       |

Burcin was recognised by the Skål International Executive Committee with a Certificate of Appreciation during the 2015 Skål World Congress and she received the Order of Skål Merit in 2016.

## PERSONAL OBJECTIVES:

Representing the largest National Committee within Skål World with 50 Clubs and over 1900 members, I am asking for your support in electing me as Director for the Skål International Executive Committee and allow me to volunteer further for our great organization as a friend, a passionate Skålleague. Being a goal -and -result oriented person I would like to offer you my loyalty, my friendship, my time and my professionalism in serving as Director with integrity and highest moral ethics.

If elected as Director I would like to focus on increasing visibility, adding direct value for membership and regaining our status as 'Trusted Voice' in the industry which will lead us to grow membership worldwide. In Skål USA we have been able to achieve this by adding direct value to membership and increasing relevancy. We have increased our visibility through the PR strategy we developed while going through the structural and technological changes for our organization that was much needed. In 2017, after 16 years Skål USA has started two new Clubs. In 2018, we have two more clubs launched ready to become official as we speak, finalizing formalities.



I would like to bring this high energy, and experience as a successful business owner to the Skål International Executive Committee and spread the momentum worldwide. I have the experience, the desire and the dedication to work as a team within the Skål International Executive Committee as a Director to achieve the goal of growing our membership.

**With Happiness, Good Health, Friendship, Long Life we can and we will achieve more!**

**'Vision with no Execution is a Hallucination' by Thomas Edison**

## FOR AUDITOR

**FRANS STAAL**  
**SKÅL INTERNATIONAL**  
**AMSTERDAM-HAARLEM | NETHERLANDS**

**FS TRAVEL**  
[www.fstravel.nl](http://www.fstravel.nl)  
[fstaal@xs4all.nl](mailto:fstaal@xs4all.nl)  
**VIDEO PRESENTATION**



From 1973 (still at high school) to 1985 Frans Staal was a freelance Tour Guide and Tournament Coordinator at Euro Sport Ring, a tour operator specialised in sport tours.

From 1985 to 1987 he was Junior Financial Employee in the Business Economy Department of NZH, a public transport company.

In 1987 NZH asked him to start a new commercial department and NZH Travel was founded with Frans as CEO. NZH Travel was an outgoing and incoming tour operator and coach company. The company grew rapidly from one assistant and two coach drivers to 160 employees in 1997.

Since 1997 he has been the Director and Owner of Frans Staal Travel Consultancy which offers consultancy to tour operators, travel agencies and coach companies and specialises in travel products and financial support.

Since 2000 he has also been the Director and Owner of FS Travel, a tour operator company focused on special interest travel (sport, wine & dine and music) and bicycle tours all over the world.

- 1997 - 2005 Member, Skål International Kennemerland
- 2003 - 2005 President, Skål International Kennemerland
- 2005 - 2018 Member, Skål International Amsterdam-Haarlem
- 2005 - 2009 President, Skål International Amsterdam-Haarlem
- 2011 - 2015 International Skål Councillor, Netherlands
- 2016 - 2018 Auditor, Skål International



## Today's Best Western. A Hotel for Every Travel Need.

Experience business and leisure travel made easy with exceptional service and comfort at Best Western® Hotels & Resorts. Offering 11 brands to fit your needs, discover amenities for a quick overnight stay or a relaxing vacation that including free Wi-Fi, breakfast\* and access to an award-winning loyalty program, Best Western Rewards®. With more than 4,200\*\* hotels in more than 100 countries and territories worldwide, finding the right hotel has never been easier.

[bestwestern.com](http://bestwestern.com)

\*Amenities and services may vary at individual hotels worldwide. Please check individual hotel listings for a complete list of amenities and services.

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

Each Best Western® branded hotel is independently owned and operated. Best Western and the Best Western marks are service marks or registered service marks of Best Western International, Inc. ©2018 Best Western International, Inc. All rights reserved.