

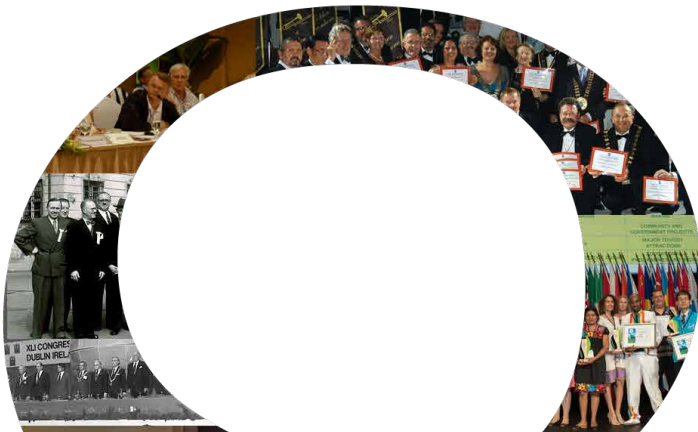


SKÅL

INTERNATIONAL

Connecting Tourism Globally

SKÅL MAGAZINE 273



STATUTS
DE
SOCIATION INTERNATIONALE
DES SKÅL CLUBS
ALE INTERNATIONALE DU TOURISME





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MESSAGE FROM THE PRESIDENT

Hello Everyone,
 It has been a busy but exciting three months since we last spoke.

After our successful Executive Committee board meeting in Turku (Finland), processes, ideas and tasks that were discussed are all been implemented and regular updates will be sent to members.

VISITING SKÅL CLUBS

As my visit to the 80th anniversary of the Boston Club did not materialise due to visa problems, I flew straight back home but have already confirmed that I will be visiting the USA Clubs the week before the NASC congress in Hawaii in April.

The next stop in my travels was attending the Skål Ball in February hosted by the Delhi Club in India. This is one of the most important functions and highlight of Skål India's calendar year and it really did not disappoint! With over 400 guests who were all travel and tourism industry players as well as Ambassadors of various countries, the evening was a chance for effective networking and doing business among friends. The event was showcased very well and published in all travel magazines as well as seen on National Television.

My visit to Delhi also allowed me to meet with the National President Ranjini Nambiar and some of her committee members to discuss the

way forward for the fast growing membership in India and as always the hosts were fantastic.

OUR NEWEST CLUB: ST. PETERSBURG

I was honored to be part of the official launch of the newest Club in Skål and the first Club in St Petersburg, Russia on 28th February. Not only were we hosted by the most dynamic and hardworking Club President Anastasiia Terentyeva and her team in the most beautiful city in the world, but to me this is the best example of how Skål International can grow their membership as well as lower the average age of our members globally.

It all started at the Monaco Congress in 2016 where we were all blown away by a dynamic young girl who shared a presentation on Millennials in the travel and tourism industry. At that stage she was part of the Monaco Club but as she moved back to Russia and there was no Skål Club in her city, she decided to become an active individual member (AIM). It was not long before another AIM in Russia, Anastasia Kosovskaia, saw the potential of starting a Skål Club in their city and that is where their dream started. With the guidance, assistance and mentoring of an older, experienced Skål Member, Constantine Panoussi, the circle was complete.

With the aid of Sandra Vera at Head Office, the passion and excitement of Club President Anastasiia Terentyeva

Follow Us



"LIVE THE SKÅL BRAND CONSTANTLY AND CONSISTENTLY."

and her Vice President Anastasia Kosovskaia and the guidance of Constantine Panoussi the Club was formed.

VISITING THE HEAD OFFICE

I then travelled to Torremolinos and had the pleasure of spending time with the staff at our Head Office as well as touch base with our lawyers, marketing and communications company and discuss the progress of our digital transformation project. We are very fortunate to have the staff members we do at our Head office as they are all dedicated, focused and very hardworking. Even though their workload has increased due to the digital transformation project, they are always courteous and willing to assist any member. Thank you to our CEO Daniela Otero for her leadership and to each and every staff member of Skål International.

ITB BERLIN 2019

Daniela and I then flew to Berlin to attend ITB, visit the Skål International stand and meet with different role players in the industry regarding sponsorships and new innovations. I was extremely proud to be a Skål member when I saw the larger and new improved stand that Skål had in Hall 18 of ITB. It was the first time that Skål International and Skål Berlin shared the stand with co-exhibitors which meant a larger stand, as well as more traffic to our stand. Daniela and I addressed the Skål Berlin Get together on 8th March after a very fruitful meeting with the Skål Europe group earlier in the day.

OTHER APPOINTMENTS

After my arrival in Johannesburg on the morning of 9th March I drove straight to Leriba Lodge in Pretoria where I attended the Skål International South Africa AGM and National meeting that was held that weekend. It was such a pleasure to be able to share my views, ideas and knowledge with my fellow South Africans.

I was very excited to attend the Skål Australia AGM and 99th National Assembly at The Gold Coast from 20-24 March and look forward to be attending then the Latin American Congress in Villa La Angostura, Argentina, and the North American Skål Congress in Hawaii in April.

WORKING HARD TO ACHIEVE THE GOALS

I am pleased to tell you all that the objectives and plans stated in my first Presidential Message are on track and the Executive Committee and International Skål Council are working hard to achieve all these tasks before the deadline date stated. A more comprehensive report will be shared with the members after our Mid-Year meeting in Malaga in the first week of May.

There is a revival of passion for Skål in established Clubs, new formations of Clubs and a positive energy among members wherever I have travelled to in the past five months. Visiting the clubs and representing Skål International at these various events gives me the opportunity to be at "the coal face" where I can chat to the members face to face and find out

what their expectations of Skål are, challenges they face or just talk and share suggestions and ideas.

It never fails to surprise me to see the immense talent we have in our membership base and the amount of experience, knowledge and advice these Captains of Industry can provide to our organization.

Have you had time to exchange ideas, assist members and Clubs with success stories or just act in a mentorship role lately?

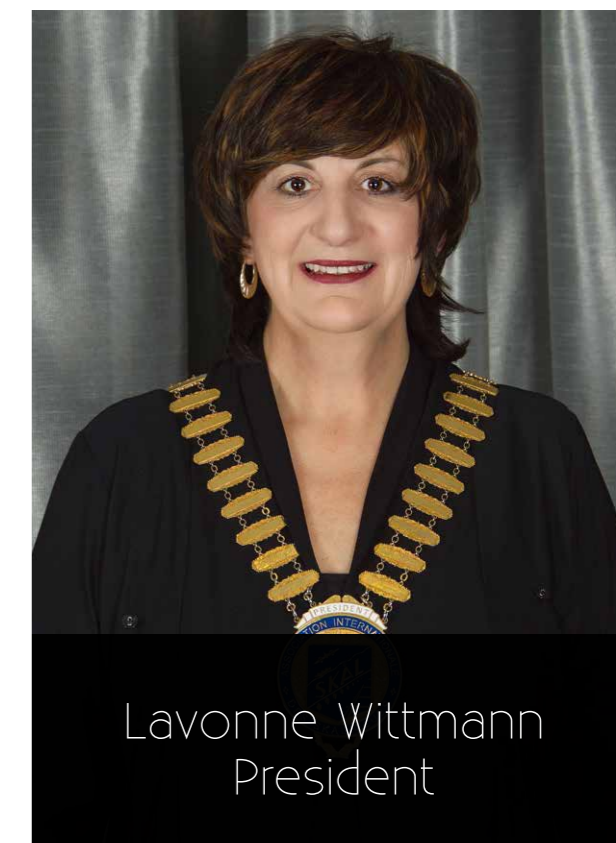
You as the member and/or Club committee member and especially the Club President knows the local culture, expectations and trends in your area, country or city and you will know what is best for your members, what to offer, where and how and what would interest your members. The gain and retain of members starts with you. Good Energy, passion and belief in a product is always infectious, so go out and "infect" potential members and ACT LOCAL THINK GLOBAL.

REMEMBER THAT AS A SKÅL MEMBER:

- You are never alone when you travel.
- You have access to different talents and ideas globally.
- Financial security in times of need.
- Visibility at important Trade shows without cost.
- Be part of a global family.
- Your small investment will reap large returns.

LIVE THE SKÅL BRAND CONSTANTLY AND CONSISTENTLY

Skål
Onwards
and
Upwards



NOTE FROM THE CEO



Digital competences are of vital importance for the competitiveness of a sector such as ours, which is characterised by technological change and the constant creation of new business models.

The need for rapid adaptation to this new era is so evident that during the last edition of the ITB in Berlin, the World Tourism Organization presented its digital transformation plan and marked as a priority for 2019 the incorporation into the organisation of the necessary technological tools.

Coinciding with Skål's plan, both organizations are going through this process so that for 2020 they are modernised and ready to support the tourism sector.

In our meetings we also discussed the interesting agreement between Google and the World Tourism Organization that aims to promote knowledge, training and growth in the tourism sector. Google will support UNWTO members in facing the new digital trends and the transformation process that tourism is undergoing and that the sector needs to undertake in order to make the most of its development potential and its contribution to sustainability.

Google is, like Skål International, an Affiliate Member of UNWTO and this association shows that public-private collaboration is essential for tourism to reinforce its role as a vehicle for sustainable development.

Lutz Behrendt of Google commented by way of example that "more than half of the revenue generated by tourism in the EU comes from searches or bookings made on the internet". This shows that **technological tools are no longer an option but a priority.**

Skål is on the right track and is working on this transformation and modernisation. We invite you to know where we are at, where we are going and what benefits will be obtained at all levels through a short informative video. [View video.](#)

Before the end of the year we will all be able to experience the new era of Skål.

Daniela Otero
CEO



COUNCILLOR'S CORNER

Greetings from Australia,

I have worked in the Hotel industry all my working life. Today I am part of a professionals team at Tourism & Hospitality Support Network (THSN), a company that handles sales representation and contracting for independently owned hotels, apartments and resorts. I have been a member of Skål for 17 years and am appreciative of the many people I have met through the network. Our team attends Skål meetings locally, nationally and internationally.

Skål International is an amazing organisation with huge future potential. It is very exciting to be on the cusp of the rebirth of the organisation. With the digital transformation and new clubs and countries opening up to Skål.

In Australia, we have 23 Clubs with 1000 members. The average age of our membership is 54 years of age and we have worked diligently to increase the number of females in our 23 Clubs - the ratio today is 60% male and 40% female in members.

My role with the Skål International Council is "Membership". This area requires our full commitment over the coming years. Skål has many members who are superb marketing and sales people, therefore recruiting new members is not the issue - retaining them is! Our research in Australia has revealed the members not renewing are new members who only joined 2-3 years ago.

Your International Council is currently gathering information to put together a Business Plan for the Council. This will cover relevant "membership benefits, improved communications and very importantly the public relations and awareness of the organisation globally.

In the past two years we have bedded down the new Membership Development Fund. This fund has had many requests resulting in many good stories. As part of the assistance being granted, the Club must give us a report on the success of their membership drive.

The Skål International Council and the Skål Executive meet in early May in Spain. It is important that the Council is discussion issues our Clubs deem as important to them. Please if you have any ideas to put forward for discussion feel free to email to on ic@skal.org.au.

Yours in Skål.



Denise Scrafton
Councillor,
Skål International
Australia

Vice President of the
Skål International
Council

As Skål International celebrates 85 years (1934-2019) on 28 April, we are featuring two of the most long-standing and eminent members of our association:

Honorary President Antonio García del Valle



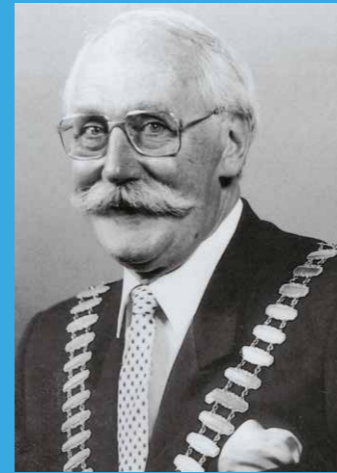
During his more than 50 years of dedicated membership, Antonio García del Valle, member of Skål International Málaga-Costa del Sol, Spain, since 1961, has held every position at local, national and international levels and holds every possible Skål distinction, being one of the few people within the organisation with this history.

On the international level, he held the position of International Auditor for four years and after representing his country as International Councillor for several years he was elected President of the International Council in 1978/79. From there he continued his career on the Executive Committee culminating in his election as International President during the Jerusalem Congress in 1985.

His work made possible the foundation of the Latin American Area Committees and during his tenure on the Executive Committee as Vice President he assumed responsibility for the transfer of the General Secretariat of Skål International from Brussels to Malaga in 1985.

His passion for the association led him to create an archive of unique photos, documents and historical data, being the author of the Skål History published in 2009.

Antonio told us that Skål International had been a very important part of his professional life and through it he had made hundreds of friends and many collaborators in his professional work. His life at Skål has been his best personal and professional investment, attending national, area and international congresses has given him the opportunity to get to know Skål deeply and observe its differences in the various cultures worldwide.



Honorary President Maxwell Kingston

It was indeed a privilege and honor in 1965 to be selected to join The Sydney Skål Club Number 200 which represented the most distinguished and select group of 60 Senior Tourism Executives.

From my induction and membership at numerous Clubs around Australia and O/Seas eg: Sydney, Melbourne, Brisbane, Perth and London until this moment I have been 'Doing Business Amongst Friends to the great advantage of my Day to Day Business throughout Australia and around the World!

Lasting friendships have certainly resulted from varied membership and the many clubs visited around the World and over forty World Congresses which I have been fortunate and privileged to attend.

Probably the highlight of my Skål career culminated in my four years as an International Councillor for Australia and six years on the International Executive before taking over as World President in 1991 in Munich!

This privilege enabled me to Travel extensively visiting many countries where Tourism was naturally the Key Industry and thus had the pleasure of not only meeting fellow Skålleagues but leading Dignitaries, Presidents and Prime Ministers.

History Making First and Only World President who despite my numerous Exec Roles both at Club and National level was never a local President.

Executive Committee Corner

The International Skål Council and the Executive Board to meet in Spain for the Mid-Year Meeting

MAIN FOCUS

As the Skål world is already looking forward to gathering in Miami for the next World Congress, the Council and the Executive Board are preparing for the Mid-Year Meeting and a work filled week in Malaga.

The main focus of the meeting is **membership retention and growth**. New Clubs are being formed all around the world but at the same time we lose members and even Clubs. The Council is working hard to identify best practices to retain members and to add value to their membership. As this is also one of the main focuses of the Executive Board, I am sure we will have fruitful discussions and concrete ideas to share with all of you.

The Membership Development Fund and Florimond Volkaert Fund are both linked to this and the Council is also preparing a SOP for the implementation of the Silent Auctions / Raffles for both funds.

SKÅL INTERNATIONAL PERCEPTION WORLDWIDE

Awareness of Skål International has been an issue for a long time. While there are Skål countries where we are well known, respected and truly have a voice in Tourism, there are other countries – like Finland – where this is not the case. This cannot be changed overnight and to move ahead with this task the Council needs to have a strong Communication & PR plan to help Councillors raise awareness in their own areas.

All clubs
around the
world are
looking to
rejuvenate their
membership.

Council Junior Vice President Niel Els is already working on this and he welcomes any suggestions and ideas.

Although it is extremely important that we keep doing “business among friends” and we preserve the amicale of Skål International, we also have to focus more and more towards effective business connections and the transfer and sharing of ideas between members.

SPEAKERS' BUREAU

With 15000 members around the world, we have a vast variety of experts in our ranks. Skål Council has started to collect a **Speakers' Bureau** from our own members to give Clubs, National and Area Committees and LOCs of World Congresses the possibility to identify Key Note Speakers from within our own membership. Jean-Francois Côté from Canada is the lead Councillor for this project and will report back to the Councillors during our mid-year meeting in Spain.

World Congress is always the

highlight of the Skål year and the selection of the Congress site is always exciting and emotional. At the moment the site selection is seen as unfair because if there are more than two candidates, the Councillors will decide for the last two that make it “to the finals”. Council is now looking into changing this procedure to electronic voting so that Clubs around the world could influence the decision. International Councillor Holly Powers from USA is working on this with her team and we will see results in Spain.

Money is always an issue in marketing your business. There are a vast variety of funding mechanisms available for tourism businesses around the world but they are sometimes

difficult to find and identify. Council has started to identify these programs, International Councillor Annette Cardenas from Northern Latin America is already gathering information. All information from you is appreciated!

All Clubs around the world are looking to rejuvenate their membership and to boost their activities on the local level. Skål could be much more involved in training and mentorship programs especially at local level but it is sometimes hard to find suitable programs to get involved with. Based on a presentation given by International Councillor Antonio Percario from Italy, the Council is also gathering information of these programs.

Council Junior Vice President Niel heads this and again, all tips are helpful!

WORKING TOGETHER

In addition to the tasks above, Council President Marja Eela-Kaskinen and Senior Vice President Denise Scrafton are formulating a business plan for the Council and are revisiting the Council Operations Manual to reflect the Statutes changes voted on in Mombasa.

The Council Board is looking forward to welcoming all the Councillors and the Executive Board to Malaga from 6 to 11 May 2019 to work towards the betterment of Skål.



Together we can and will!

Marja Eela-Kaskinen,
President, International Skål Council

GOOD NEWS STORIES

CHARLES YUAN

SKÅL INTERNATIONAL TAIPEI

It was my greatest honor to be recommended by Skål Paris President Karine Coulanges to share what I have learned from my Skål experience.

My company is doing as a B2B platform to customize in-depth fashion, art, and culture tour projects with both local and international talents/influencers. Since I have been doing business development and strategic alliances for the past 25 years, it was very natural that I would use Skål database to connect with Skålleagues in other countries.

I have learned a lot from my first Skål year, and I do believe Skål has the greatest networking assets to build friendship and do business. I first heard the expression "Doing Business among Friends" from Skål Paris President Karine Coulanges, then I saw the real practice. The 1-to-1 turns-taking matchmaking session Karine arranged for me was a great invention, very efficient and effective. Through detail review of my background then selected six Paris Skålleagues to meet me, I had a great time brainstorming potential cooperation ideas with each Skålleague, then we had cocktail and snack session together. Later I visited Skål Roma, President Antonio Percario took similar approach by inviting nine selected Skålleagues to talk to me. I appreciate the hospitality offered by the Roma Skålleagues including airport pickup, deluxe apartment, and an escort drive tour. Skål Levi Lapland President Enna Paavola provided me a similar hospitality support and confirmed generously that she was willing to receive a study tour from Taiwan if any tourism authorities or incoming agents wish to learn to cooperate the same way as how Levi Lapland has been successfully doing.

I am looking forward to making more friends in Skål for the years to come.

Skål!



MY 2018 EXPERIENCE

January: Became a Skål Taipei member.

March: Joined Twinning Ceremony between Skål Taiwan and Skål Japan. Attended Skål ITB Berlin Get-Together. Visited Paris and Madrid Skålleagues.

April: Visited Osaka, Nagoya, Tokyo Skålleagues.

May: Visited Paris Skålleagues. Visited IMEX Frankfurt, and IPW Denver in the USA.

June: Joined Skål Macau Asia Congress.

September: Visited Osaka, Nagoya Skålleagues. Coordinated Skål Taipei World Tourism Day.

October-November: Long journey in Europe to visit TTG Rimini, GEM London, WTM London, and visited nine European capital-city Skål Clubs including Paris, Dublin, Berlin, Copenhagen, Oslo, Prague, Roma, Budapest, London, and Levi Lapland. Honored to receive the President banner from Skål International Immediate Past-President Susanna Saari.

December: Visited CITE Chengdu in China. Invited by Skål Taipei President Mr. Hiro Liao to join Executive team as Deputy Program.



GOOD NEWS STORIES

MARIA LAURA
GASPARINI &
STEFAN LAZIC

YOUNG SKÅL
MEMBERS FROM
ROMA, ITALY

FROM ARGENTINA TO MEXICO: SKÅL CLUBS UNITED IN ONE LATIN AMERICAN TRIP

In April 2018 we left Italy and embarked on a journey with project called “[Echoes of the Journey](#)”. It involved a trip around Latin America and collaboration with sustainable tourism projects. Our aim was to cooperate with tourism professionals from all areas - private businesses, destinations, public institutions and NGOs. Therefore, one of the best ways to achieve this was to reach out to Skålleagues around the countries we planned to visit, meet with them, share experiences and discuss challenges and opportunities that both Skål and tourism sector have in this region.

In 10 months we have visited 10 countries and eight Skål Clubs where we were welcomed wholeheartedly. Likewise, we saw that Skål is recognized as a significant help in professional career, tool to enhance networking and chance to expand network of international partners.

In Argentina we had the privilege to witness the first plans for the upcoming Latin American congress and, thanks to Villa La Angostura Club’s President Alicia Marson, we have participated in several meetings, TV interviews and Club gatherings. While visiting Mendoza, on the other hand, we had a unique opportunity to visit a real Skål museum led by the Director of Tourism School and Skålleague Armando Alonso Badia. Our stay in Valparaiso and Viña del Mar in Chile proved us that Skålleagues are, before everything else, friends. Thanks to the Club’s President Carlos Jelvez Martínez we met local and regional tourism organizations and Association of sustainable tourism entrepreneurs. Furthermore, we had chance to present Skål and our Club of Roma to

the students of the 1st year of tourism studies at INACAP. They showed great interest for Young Skål and we hope that the concept will be present soon in Latin America since that there aren’t many young members in the region.

Months that followed brought us continuance of positive experience with our Skålleagues. In Peru we had an interesting meeting with, at that moment, Minister of Commerce and Tourism and current Minister of Culture Mr. Rogers Valencia, member of Skål International Cusco (picture). During the meetings with the Bogota Club President Alfonso Castellanos and Secretary Martha Lucia Perilla, they explained us the long history of Skål in Colombia and recovery that is currently ongoing. They as well expressed high interest for having younger members inside the club which once more confirmed importance of Young Skål and

possibilities it could have in this region.

Finally, in Panama Mrs. Ana Royo helped us greatly in finding suitable sustainable tourism projects for collaboration, whereas in Mexico we have already met Skålleagues from two clubs – Cozumel and Merida. Our meetings in this country were immensely helped by Victor Hugo Ardón from Skål Guanajuato and we look forward to visiting many more clubs in this country with almost 800 Skålleagues!

This journey has proven to us that being part of the Skål family is a real privilege. In each place we were supported by friends and colleagues and were able to share ideas and create new connections among clubs’ members.



Success Corner

SKÅL INTERNATIONAL ROMA INDUCTS 40 NEW MEMBERS

During its General Assembly held on 28 February 2019, Skål International Roma inducted and presented the membership certificate, card and pin to 40 new members (33 Active and 7 Young Skål), increasing its total membership to 144 and placing itself in the second position ranking in Europe and among the top ten Clubs in the world.

The goal, says Skål Roma President Antonio Percario, was first and foremost to consolidate and grow more and more Skål Roma, broadening the range of invitations to all the friends and professionals of universities, business associations and all sectors related to the world of tourism representing the 32 classifications that are part of Skål International.

The renewal, continues the President, started already in 2017 and continued in 2018, has enabled us in 2019 to reach in the last three years about 60 new registrations, significantly lowering the age of the members, widening the membership classifications and keeping above all the high quality of the Professionals, Entrepreneurs, Employees and "Producers" of Tourism of the members in respect of the values of Skål to allow Skål Roma to maintain the right national and international prominence and to be more and more a model of reference within Skål International.

This work was possible thanks to the contribution and the spirit of collaboration and work of the whole Board of Directors and all the members, the true wealth of an association like Skål Roma.

A triple Skål of Welcome to all new members for joining the great Skål "Family".

The common thread of the activity of Skål Roma is to know how to network, use the network to make a network. Internationalisation as a key to growth. The philosophy is Think Global, Act Local.

For those who enter and live in the world of work, membership of a club makes sense if it meets certain specific needs, including:

- Obtain training from fieldworkers to complete academic education.
- Obtain privileged channels for access to the labor market.
- Build a professional network of contacts.

How does Skål Roma meet these needs? Skål Roma is characterised by being "Promoter of the culture of doing".

The great success that Skål Roma has achieved both in terms of image and content, makes us proud of the work done in 2018.

We want to continue for 2019 with the same spirit of "doing" that distinguished us in 2018 with a renewed enthusiasm to celebrate the anniversary of our Club's 70th anniversary.



80 YEARS AND STILL GOING STRONG!

Skål International Boston, the second oldest Skål Club in the United States (only 3 months behind Skål New York) and the third largest Skål Club in the World, celebrated its 80th birthday in style on January 17 at the beautiful Hotel Commonwealth in Boston's Kenmore Square, under the shadow of historic Fenway Park.

Seventeen Past Presidents were in attendance along with the members of the Skål USA Executive Committee and Skål members from around the US and Canada and as far away as Kathmandu, Nepal. International President, Lavonne Wittmann, sent a letter of congratulations and an apology, that because of a Visa delay she was unable to come and celebrate this wonderful event.

Skål Boston was recognized in 2014 as Skål International Club of the Year and this past year was rewarded again for its dedication to Skål, by receiving the second-place honor. With 187 members and growing, the Club has maintained the highest stand of membership and recruits younger new members yearly. The majority of Boston's members are Active with few retired members and no Young Skål members. Skål Boston does recognize young people aspiring to enter the travel and hospitality industry by providing generous scholarships yearly. This Club always brings new members to their Board and elected officer are never repeated. The history of this Club has been remarkable with membership growing every year for the past 20 years.

Philanthropy is the backbone of this active club and in the past 14 years Skål Boston has raised almost 1 million dollars for local charities during their annual Holiday Luncheon, which attracts upwards of 300 people to this prestigious event.

This year Skål Boston not only celebrated a milestone birthday but also hosted the Skål USA Winter Executive Committee meeting in great style. This is the second hosting of this important event as they hosted the Winter Executive Committee meeting five years ago in conjunction with their 75th Anniversary.

Skål Boston is a model Skål Club and continues to exemplify the true Skål Spirit.

Happy Birthday Skål Boston!

SEE
MORE OF
BOSTON'S
80TH
ANNIVERSARY
CELEBRATION
HERE

Success
Corner



Photo by:
Person + Killian Photography



2019 Skål USA Executive Committee and Auditors

SKÅL USA HONORS BOSTON CLUB

PLANS FOR THE
FUTURE

Skål International USA celebrated the new year by having its annual 2019 Winter Executive Committee meeting following Boston Skål's 80th Anniversary Celebration.

This year's new **Skål USA Executive Committee** consists of President, Lisa Conway - Skål New York; Skål International Councillor, Holly Powers - Skål Boston; Vice-President Finance, Alton Hagen - Skål Kansas City; Vice-President Administration, Jim Dwyer - Skål New Jersey; Vice-President Membership, David Ryan - Skål Sacramento; Vice-President Communications/PR, Tom Moulton - Skål Tucson and Directors of Membership, Richard Scinta - Skål Orlando and William Tullman - Skål Miami. Skål USA Auditors, JoAnne Ford - Skål Nashville and Art Allis - Skål Tucson were also in attendance.

Skål USA recently celebrated the opening of new clubs in Phoenix and Central California, exceeding its 2018 membership growth goals. 2019 will be another successful year as new club development activity is already underway in Savannah, Georgia, San Antonio and Houston, Texas. "We are excited to introduce Skål to cities and towns throughout the United States that have strong tourism communities. Skål is the only international organization uniting all branches of the travel and tourism industry," said Lisa Conway, President of Skål USA.

Important initiatives were adopted during the recent meeting giving strength to Skål International's credence of "Doing Business Among Friends." Skål International, a professional travel and tourism organization, has almost 15,000 members in 84 Nations, with a vast amount of talent in every field of travel and tourism promotion. "Each member can reach out to these members for business assistance as a benefit of being a member," said Conway.

"We want every member to know seeking business assistance in the travel and tourism industry in any market, there's most likely a Skål member ready to assist," explained David Ryan, Vice President of Membership Development. "Our goal is to encourage and help facilitate those interactions to the fullest".



SKÅL
 INTERNATIONAL
 MONTREAL
 MEMBERSHIP
 DRIVE

On 12 February 2019, the Skål International Club of Montreal held its 2nd annual membership drive event at La Guilde Culinaire in Montreal.

Hosted by local celebrity chef, Jonathan Garnier, guests were treated to an interactive dining experience. Despite the horrendous snow storm, forty plus brave participants arrived and were greeted with a cocktail and hors d'oeuvres followed by a short introduction on cooking basics. The attendees were then broken up into teams made up of current and potential Skål members. Each team was given a special ingredient and 30 minutes with which they had to create a unique appetizer that would be critiqued by the critical chef Garnier and eventually be served to all guests.

The atmosphere was charged with excitement as the teams worked together to beat the clock and produce Michelin-star worthy dishes. Some succeeded better than others.

Following the Iron Chef inspired activity, the participants sat down to their meal. The teams with the 'least-desirable' creations were tasked with assisting the staff to plate and serve the food.

Overall, the event was very well received and a few potential members have already applied for membership. With over 60 prospects solicited in the last two years, this annual membership drive will surely become a much anticipated annual event for the Skål Montreal Club.

Interactive dining experience



Wolfgang
Grimm,
President Skål
International
Krabi (Thailand)

PEOPLE

Hotelier and Ecopreneur Wolfgang Grimm AM has just opened his own ANANA Ecological Resort in Krabi bringing a breath of fresh air to Thailand tourism. Well known for his commitment to Australian tourism, culture, and education he is now certified by Green Globe and committed to implement the main United Nation 2030 sustainable tourism goals at ANANA by 2020.

ANANA, opened on December 16, 2018, has 59 rooms and suites and is a plastic-free lifestyle resort with EcoLuxe services and features. The resort is receiving rave reviews from guests who seldom experience a Halotherapy massage in a Salt Grotto, harvesting one's own vegetables from a Permaculture Art Farm, greeting the sunrise with rooftop Yoga, or going a round of Thai Boxing to stay fit—all while on holiday. This 6 level resort has a mere 400 sqm footprint on the 10.000 sqm property with low energy consumption, whisper-quiet VHF air conditioners, and a heat pump system. There is also a mountain spring fed infinity pool made from volcanic stone with salt filtration, complimentary glass water bottles, natural Thai ingredient-based bath amenities, and soothing essential oil aroma diffusions—all bringing the body and soul closer to nature.

At ITB Berlin 2019 Grimm launched a prototype of Southern Thailand's first electric Longtail River Boat which will contribute to a sustainable future of boat tourism. On 13 March 2019 Australian media representatives witnessed the "Maiden Excursion" on Krabi River passing bird estuaries, fish farms, and Mangroves all carbon-free and enjoy the sounds of pure nature. Immediately following this success, a new six seat traditional Longtail Boat was commissioned and the ANANA Eco Krabi River Lunch and Sunset Excursions will be available starting in June 2019.

In the same context Wolfgang is also serving Skål International by co-hosting the ecology-focused Skål International Asia Congress from 25 to 28 June 2020 in Phuket. Tempting and eminently affordable post-Congress invitations to Krabi, and beyond, will be extended in June 2019.

The future of Southern Thailand's tourism is in caring hands ready to embrace all Skål leagues and guests near and far to share the Spirit of Sustainable Tourism.



SKÅL INTERNATIONAL SUSTAINABLE TOURISM AWARDS

Entry is free!

↓ DOWNLOAD THE BROCHURE

Skål International is proud to announce that the 2019 Sustainable Tourism Awards are now open!

**NOMINATIONS CLOSE:
MAY 31ST 2019 23:59 CET**



Skål International is an Affiliate Member of the UNWTO whose mission is to promote the development of responsible, sustainable and universally accessible tourism. We have adopted the UNWTO Global Code of Ethics in Tourism, and also support the ST-EP initiative (Sustainable Tourism-Eliminating Poverty). Skål is affiliated to other important international organisations including PATA, IIPT, The Code, ECPAT, ICTP, STI.

Following the United Nations declaration in 2002 as the Year of Ecotourism and the Mountains, Skål International launched our Sustainable Tourism Awards in the same year, to highlight and acknowledge best practices around the globe. As an international organisation of tourism industry leaders, Skål International is a powerful force in the travel and tourism industry to initiate change and encourage the conservation of the environment in order to promote tourism and travel.

CATEGORIES

Any company from the public and private sector, NGOs, government agencies, educational institutions worldwide are welcome to submit an entry in one of the following available categories:

1. Community and Government Projects
2. Countryside and Biodiversity
3. Educational programmes and Media
4. Major Tourist Attractions
5. Marine and Coastal
6. Rural Accommodation
7. Tour Operators-Travel Agents
8. Tourist Transport
9. Urban Accommodation

HOW TO ENTER

Simply complete the [Application Form](#). You will be also asked to attach a letter of endorsement from a Skål Club or another tourism organization, tourism government agency or local tourism authorities.

AWARDS CEREMONY

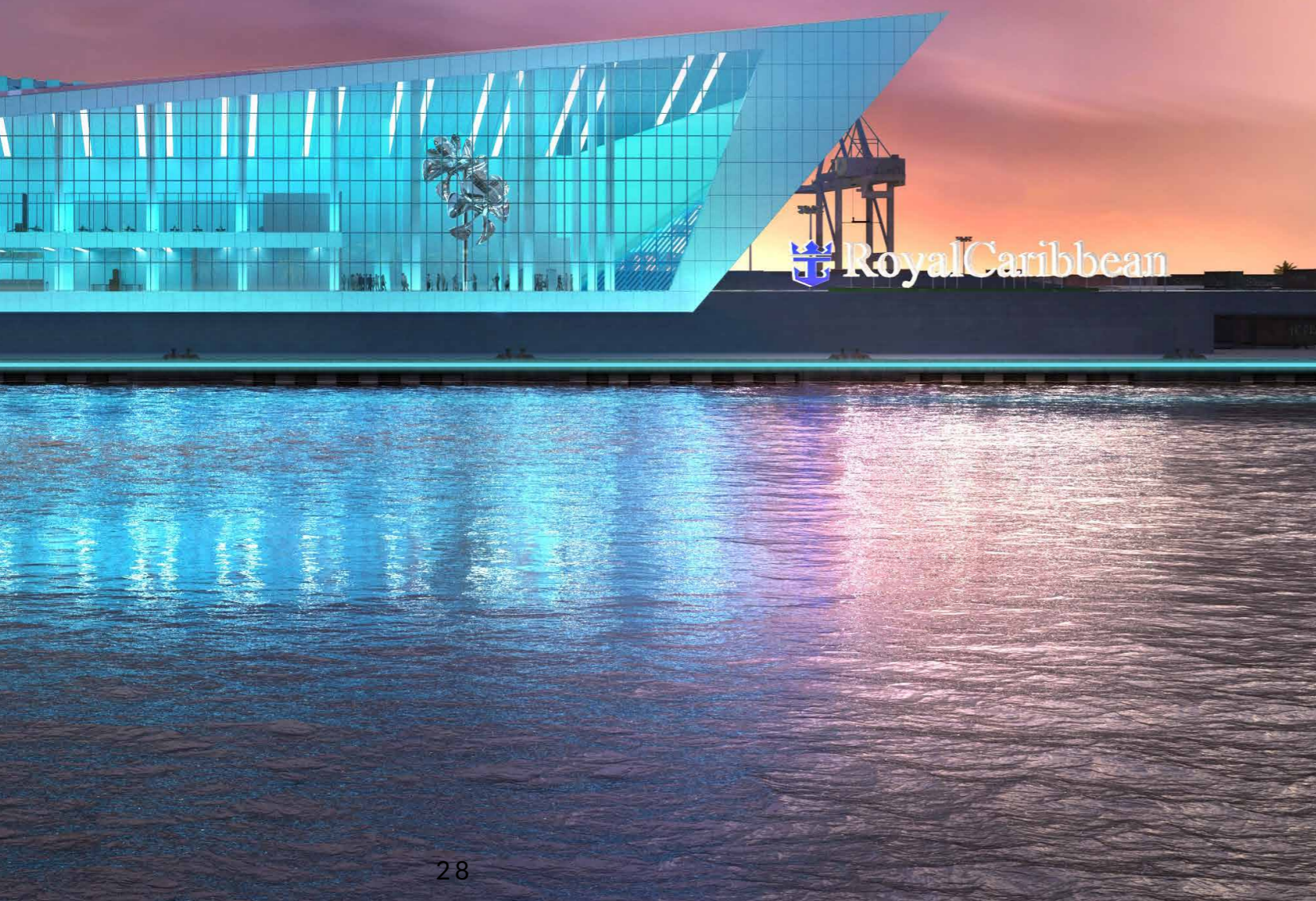
The 18th Sustainable Tourism Awards ceremony will take place on 15 September during the Opening Ceremony of the 80th Skål World Congress, to be held onboard the Royal Caribbean 'Symphony of the Seas' from 14 to 21 September 2019.

WHY SHOULD YOU ENTER THESE AWARDS?

- » To enhance visibility and get recognition of your outstanding performance in terms of sustainable and responsible tourism.
- » To increase your contacts and introduce your products and services to professionals from the tourism industry from all over the world.
- » To obtain media coverage among the entire Skål membership worldwide and our international press contacts.
- » To personally collect the award during the Opening Ceremony of the 80th Skål World Congress, an excellent opportunity to network with tourism professionals from all over the world.
- » To experience the membership of Skål International first hand.

For queries regarding the Skål International Sustainable Tourism Awards 2019, clic [here](#) and send us an email.

MIAMI 80TH SKÅL INTERNATIONAL WORLD CONGRESS



Miami, the Cruise Capital of the World to Host the 2019 80th Skål International World Congress Aboard the World's Largest Cruise Ship, Royal Caribbean's Symphony of the Seas

WELCOME TO MIAMI...

...the "Cruise Capital of the World", where over 1,200 travel industry professionals from around the world will gather to participate in the 2019 80th Annual Skål International World Congress for a 7-night voyage upon the largest and most innovative cruise ship, Royal Caribbean's "Symphony of the Seas". Departing from the Port of Miami, this state-of-the-art ship will amaze you and your guests with world-class entertainment, seven neighborhoods, 20 restaurants and a variety of shopping options.

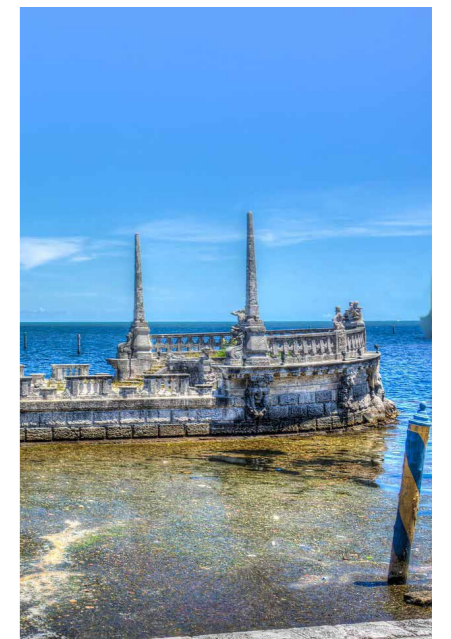
MIAMI, THE MAGIC CITY - PAST AND PRESENT

Established in 1896, the city of Miami has come a long way since its early days when it was a promising wilderness known as "Biscayne Bay Country." Miami earned its nickname the "Magic City," due its remarkable growth from 1,000 residents to almost 5.5 million residents in just 110 years.

Fast-forward to 2019, and Miami's reputation for warm tropical weather, beautiful beaches, and swaying palms is still going strong. Any trip to Miami is sure to offer adventure. With the Everglades to the west and Biscayne Bay and the Atlantic Ocean to the east, Miami offers a plethora of outdoor activities - everything from a thrilling ride in an airboat along the Everglades to a sunset cruise of Biscayne Bay.

Our young city's past and present are prevalent throughout. Visitors can take a step into the past by visiting Vizcaya, which is a gorgeous Renaissance-style estate perfectly situated on Biscayne Bay.

Other key historical places in Miami include: Villa Paula, the first Cuban consulate in Miami; in downtown Miami, the Freedom Tower and the Alfred DuPont Building which features modern style with art deco embellishments; the Barnacle Historic State Park in Coconut Grove; the Miami Circle, a Tequesta structure in Brickell believed to be between 1,700 and 2,000 years old; and more. Visitors who adore all things hip and modern can visit downtown Miami and Brickell neighborhood to admire the new construction and towers rising up in the Miami skyline.





MIAMI, THE INTERNATIONAL FLAIR

Greater Miami has grown into a cultural center with an international flair. With over 400 flights daily from two international airports, it's no wonder Miami attracts an eclectic international crowd. Newly renovated Miami International Airport (MIA) is a mere 15 minutes from Port of Miami and allows easy access to guests with over 80 airlines serving MIA from 150 destinations around the globe. Fort Lauderdale-Hollywood International Airport (FLL) also serves the greater Miami area and is just 40 minutes away from the heart of the MIA.

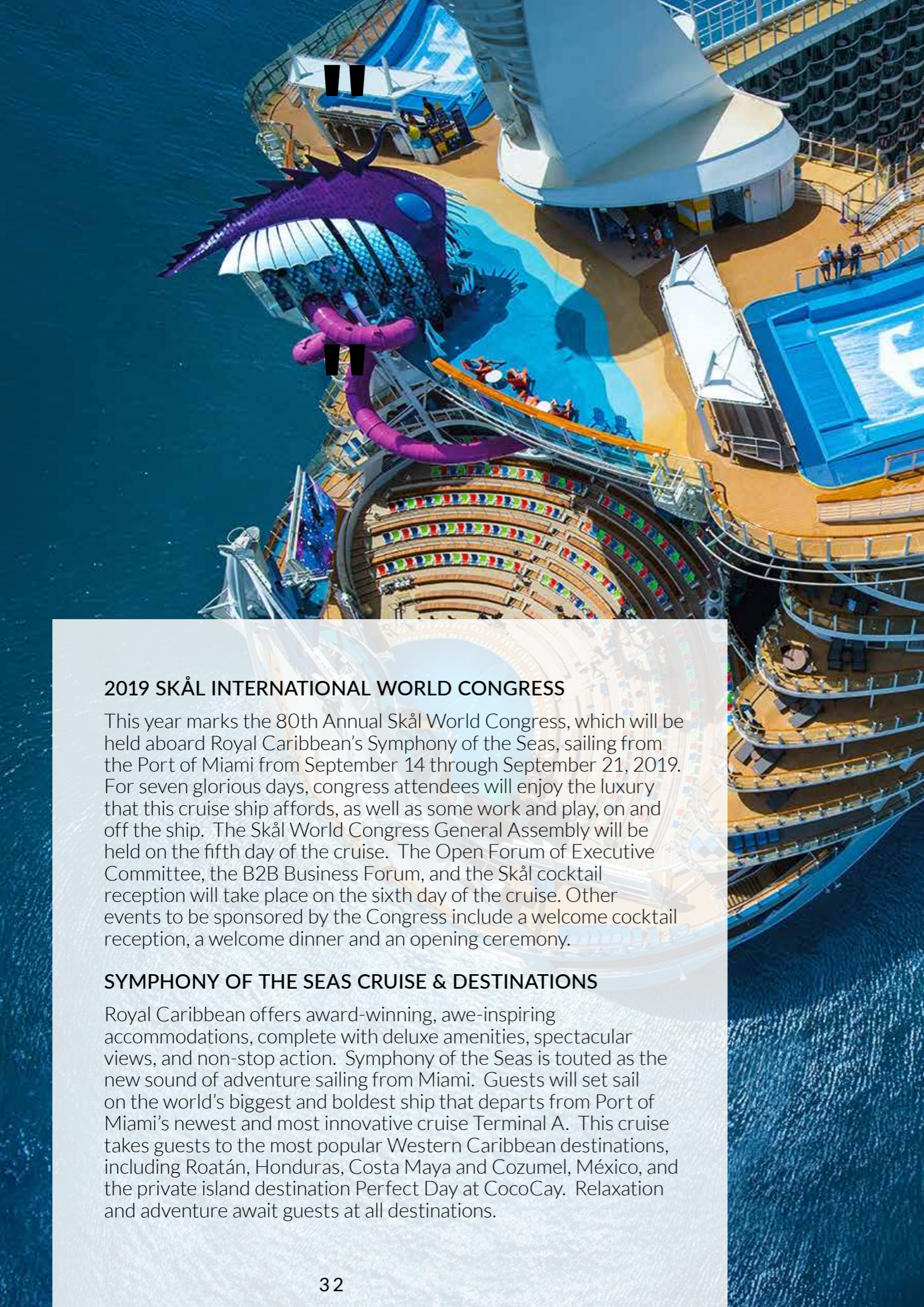
MIAMI - ARTISTIC HUB

Thanks to the world-famous Art Basel Miami Beach, North America's largest contemporary art fair, Miami has become an artistic hub. Visitors who enjoy art and museums are thrilled to visit Miami's new landmark museum, the Perez Art Museum, and the Institute of Contemporary Art -Miami, while art aficionados seek the many galleries in the Wynwood Art District, Leah Arts District in Hialeah and Bird Road Art District.

MIAMI - THE CULINARY OASIS

Miami was recently rated as the #1 city in the United States for "foodies." The Miami food scene is vast and wide, with some neighborhoods offering great options. Wynwood has Coyo Taco, Alter, The Salty Donut, and Zak the Baker. Coral Gables has Ortanique On the Mile, Palme d'Or at The Biltmore Hotel, and Christy's. The Miami Design District has Michael's Genuine, Food & Drink, Mandolin Aegean Bistro, and St. Roch Market. With so many neighborhoods and so many options, you'll never run out of places to dine.

Miami's culinary scene is more than just these trendy, sometimes pricey locations. Miami has a surplus of affordable eats - especially Latin Food. Cuban food reigns supreme in this international city. Visitors can head on over to Calle Ocho for some real Cuban cuisine. The real question is Versailles or La Carreta - two Miami Cuban cuisine staples. Don't forget to stop and enjoy a cafecito (Cuban coffee) and a pastelito (Cuban pastry) or croquet at one of Miami's many ventanitas (walk-up coffee shops).

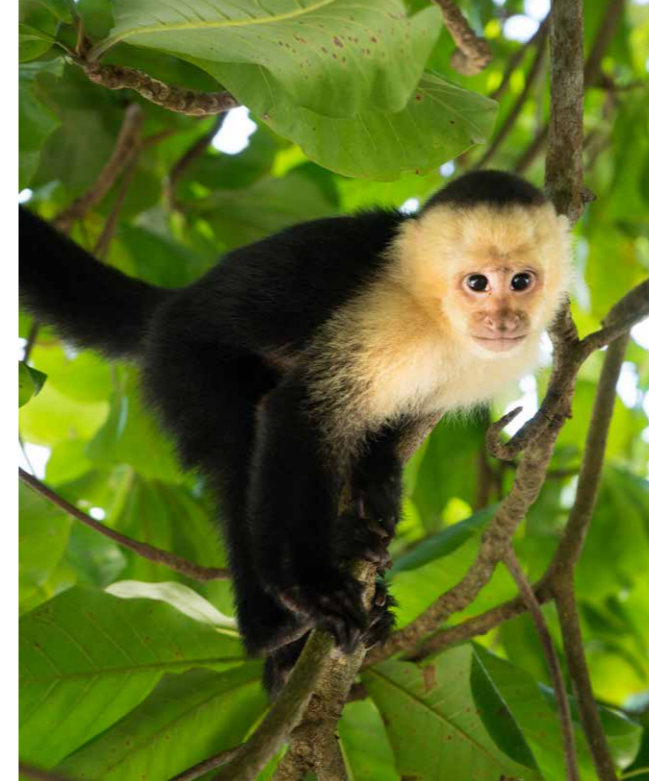


2019 SKÅL INTERNATIONAL WORLD CONGRESS

This year marks the 80th Annual Skål World Congress, which will be held aboard Royal Caribbean's Symphony of the Seas, sailing from the Port of Miami from September 14 through September 21, 2019. For seven glorious days, congress attendees will enjoy the luxury that this cruise ship affords, as well as some work and play, on and off the ship. The Skål World Congress General Assembly will be held on the fifth day of the cruise. The Open Forum of Executive Committee, the B2B Business Forum, and the Skål cocktail reception will take place on the sixth day of the cruise. Other events to be sponsored by the Congress include a welcome cocktail reception, a welcome dinner and an opening ceremony.

SYMPHONY OF THE SEAS CRUISE & DESTINATIONS

Royal Caribbean offers award-winning, awe-inspiring accommodations, complete with deluxe amenities, spectacular views, and non-stop action. Symphony of the Seas is touted as the new sound of adventure sailing from Miami. Guests will set sail on the world's biggest and boldest ship that departs from Port of Miami's newest and most innovative cruise Terminal A. This cruise takes guests to the most popular Western Caribbean destinations, including Roatán, Honduras, Costa Maya and Cozumel, México, and the private island destination Perfect Day at CocoCay. Relaxation and adventure await guests at all destinations.



ROATÁN, HONDURAS

The first island destination, Roatán, Honduras is an island with a diverse blend of cultures and traditions offers just the right amount of charm. Roatán offers an abundance of activities and excursions – everything from scuba diving and snorkeling to catamaran sailing and horseback riding.

As if that isn't enough, Roatán is located in Honduras' Bay Islands, home of the world's second largest barrier reef. Visitors will find themselves mingling with monkeys and "Jesus" lizards, snorkeling with stingrays, and zip lining through rainforest canopies at the Gumbalimba Park nature reserve. Visitors can wander the West End Village and get a taste of Roatán life with its unique culture made up from descendants of European settlers; Garifuna, of Afro, Carib, and Arawak heritage; and ex-pat sun seekers.

COSTA MAYA, MÉXICO

Our next destination, Costa Maya, México, welcomes visitors with sparkling sands and turquoise seas. The island destination features three grand pavilions, a beach club, saltwater pools, artisan and luxury shopping areas, restaurants, and bars.

If you're into adventure, you can embark on various land and seas excursions to the surrounding jungle and the second largest grouping of coral reefs in the world. Costa Maya features a look into the historical past of the region with tours of Mayan Ruins and the Mahahual Fishing Village. Visitors can also visit the Adventure Park Maya Los Mayan Kingdom and several other water adventure parks.



COZUMEL, MÉXICO

Cozumel, México literally has it all! Ancient Mayan ruins, parasailing, snorkeling, scuba diving, horseback riding, beautiful beaches, and land tours – you name it Cozumel has it.

If you want to get a feel for the island you can take a VW Buggy tour around the area in a brightly painted VW convertible bug. Thrill seekers can enjoy ATV adventures at Jade Gardens or right on the beach. History buffs can take a day tour of the Tulum Mayan ruins. And, for those seeking relaxation, there are an array of options for relaxing day pass experiences.

COCOCAY, BAHAMAS

The last stop of the cruise is at CocoCay, Bahamas. This location is a private eco-certified island with radiant blue waters and pristine white sand beaches. Visitors can snorkel and explore the captivating underwater world complete with tropical reefs, sunken wreckage, stingrays, and more.

If you're into speed, you can take off full-throttle on a waverunner along Starfish Alley and Great Stirrup Cay Lighthouse. If you're more into rest in relaxation, CocoCay has that too! You can soak up the sun at the secluded Barefoot Beach or go for some kayaking, followed by a drink at the floating beach bar.



BOOK YOUR STATEROOM TODAY!

We welcome Skålleagues and guests to join us in Miami and participate in this historic event. **Register now** in order to get the best cabins available on Symphony of the Seas and book your flights soon using our special discount code. It will be an experience to remember, networking with the best hospitality professionals from all over the world in one place.
A fun and full of activities week at sea!



Need more
information?
skalworldcongress2019.com

VISIT
THE WEB



2019 Skål International World Congress Programme

Sail from Miami to the
Western Caribbean
on the world's newest
and largest cruise ship,
Royal Caribbean's
Symphony of the Seas

REGISTER TODAY
skalworldcongress2019.com

2019 SKÅL INTERNATIONAL WORLD CONGRESS PROGRAMME

DAY 1 - SEPTEMBER 14th

Miami, Florida

12:00pm - 4:30pm

Registration

Location: Conference Centre

7:00pm - 8:00pm

Welcome Cocktail Reception

8:30pm - 10:30pm

Welcome Dinner

Location: Main Dining Room

DAY 2 - SEPTEMBER 15th

Cruising

9:00am - 12:00pm

Opening Ceremony

12:00pm - 2:00pm

Lunch at Leisure

2:00pm - 10:30pm

Free Afternoon and Evening

DAY 3 - SEPTEMBER 16th

Roatan, Honduras

9:00am - 6:00pm

Free Day

Explore Roatan

DAY 4 - SEPTEMBER 17th

Costa Maya, Mexico

9:00am - 6:00pm

Free Day

Explore Costa Maya

8:30pm - 10:30pm

Dinner

Location: Main Dining Room

(Optional)

DAY 5 - SEPTEMBER 18th

Cozumel, Mexico

9:00am - 5:00pm

General Assembly

Location: Theatre or Studio B

8:30pm - 10:30pm

Dinner

Location: Late Seating Dining

(Optional)

DAY 6 - SEPTEMBER 19th

Cruising

9:00am - 11:00pm

Open Forum of Executive Committee

Location: Studio B

1:00pm - 4:00pm

B2B Business Forum

Location: Conference Centre

7:00pm - 8:00pm

Skål Cocktail Reception

DAY 7 - SEPTEMBER 20th

CocoCay, Bahamas

9:00am - 6:00pm

Free Day

Enjoy CocoCay

DAY 8 - SEPTEMBER 21st

Miami, Florida

10:00am - 12:00pm

Disembarkation

8:30pm - 10:30pm

Gala Dinner

Location: Main Dining Room

(Assigned Seating)

Questions or comments?

info@skalworldcongress2019.com

SAVE THE DATES

LATIN AMERICAN SKÅL CONGRESS

10-14 APRIL'19

Villa La Angostura, Argentina
Website:
skalangostura.com.ar

NORTH AMERICAN SKÅL CONGRESS

25-28 APRIL'19

Website:
hawaii2019nasc.com

NORDEN AREA SKÅL MEETING

24-26 MAY'19

Copenhagen, Denmark
[Programme](#)

ASIAN AREA SKÅL CONGRESS

27-30 JUNE'19

Bangalore, India
Website:
skalasiacongress.com

SKÅL WORLD CONGRESS

14-21 SEPTEMBER'19

Aboard Royal Caribbean's
Symphony of the Seas
Website:
skalworldcongress2019.com

SKÅL EUROPE MEETING

14-17 NOVEMBER'19

Rome, Italy

WORLD TRAVEL MARKET AFRICA

CAPE TOWN
10-12 APRIL'19

South African Skålleagues welcome all members and visitors to the **Skål International stand located at E25.**

[Join Skål International Cape Town for the World Travel Market Africa Cocktail evening on Wednesday 10 April 2019.](#)

Place: Vista Marina Restaurant, V&A Waterfront

When: Wednesday 10 April 2019

Time: From 17.30

Cost: R250 per person (prepayment compulsory)

RSVP: colleen@vistamarina.co.za

Complimentary transfer by Future Coaches to Vista Marina Restaurant will depart from CTICC 17.00 and 17.30 and return to CTICC 21.00 and 21.30.

Collect your registration band at Skål stand CTICC or at registration at Vista Marina.

IMEX FRANKFURT

GERMANY
21-23 MAY'19

Skål International takes great pleasure to invite Skål members and guests who will be present at the IMEX Frankfurt as Exhibitors, Visitors or Hosted Buyers for their **traditional IMEX Breakfast on Thursday 23rd May 2019, between 08.30 and 10.00 a.m.**

The event will take place at the Frankfurt Messe Fairground, Hall 9, Level 1, Room Esprit.

Enjoy your breakfast among Skål friends and trade representatives from around the globe. Meet old friends and use this excellent opportunity to make new contacts in a relaxed atmosphere.

We would be very happy to welcome you personally!

Kindly send your reply to:

H. J. Thien - Thien@thienconsult.de / Tel.+49 172 6162601

ITB BERLIN



The Skål/ITB Berlin traditional Get Together gathered about 80 members from 19 nations

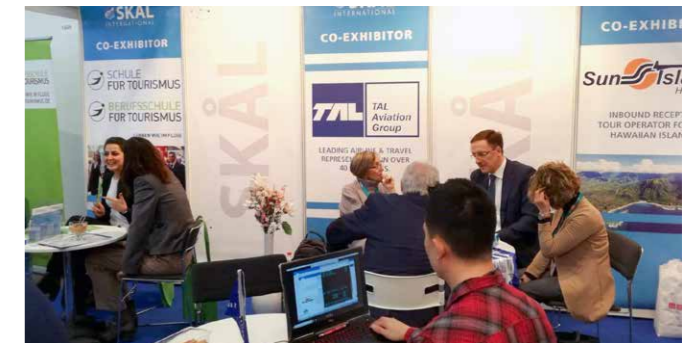
We could call it to be already a tradition: again, at this year's ITB fair, the luncheon hosted by Skål International Berlin.

About 80 members from 19 nations around the globe enjoyed the meeting opportunity, happy to see each other again and to do "business among friends".

Our World President Lavonne Wittmann addressed the attending Skålleagues with inspiring words on mutual support overbridging cultural and organizational different attitudes in reaching our all joint goals and but. A special highlight was the presentation by C.E.O. Daniela Otero, showing the progress in digitalization of Skål International in screening a very new video on this important undertaking. The movie made members feel enthusiastic about the process of modernizing our digital tools and keeping Skål an important worldwide network for professionals in tourism.

The President of Skål Germany, Mr. Hubert Neubacher gave the attending international members insight to the structures and developments of the 21 clubs under the national roof and proclaimed the consent of the German board to the establishment of Skål Europe as a continental network faction. Well, however pending on structures yet to be designed and to be adapted by the German local clubs.

The guests were warmly welcomed to Berlin, the capital of Germany, by newly elected President of Skål Berlin, Mr. Alex Gabriel Elsohn. Giving expression to him



feeling honoured by the presence of the Skål International leadership, numerous Presidents and Vice-Presidents of the different clubs. He especially welcomed the Skålleagues of Berlin's twin-club Roma (Italy) and the youngest Skål Club St. Petersburg (Russia).

In his words, President Elsohn did refer not only to the International Women's Day, but to the historic event 30 years ago: the destruction of the Berlin wall. He called the members to resist the building of new walls of either kind, anywhere, for any reason and to uphold our Skål theme "Tourism through Friendship and Peace".

During all the ITB fair days, naturally the booth of Skål was operated, hosting two happy hours, serving as a meeting point and information desk about Skål International. Furthermore, a special happy hour was arranged for Young Skål, taking place at the booth of the hosts, Berlin tourism academy.

For the first time, three members companies had the opportunity to share the space with Skål International as Co-Exhibitors which proved to be a success and will surely be duplicated at other trade shows as well.





MITT 2019

This March Skål International for the first time was presented at the Moscow International Travel and Tourism trade fair in Russia.

Every year, MITT gathers more than 2000 companies from more than 230 countries and regions from all over the world. MITT is the biggest travel fair in Russia. The exposition took place at the Expocenter – the venue, located in the very heart of Moscow-city, newly built skyscraper district.

Skål stand had a great success – during 3 days of fair 52 people willing to join the Club have filled in the Skål application forms to get more information about entering the Club. Amongst new potential Skålleagues are hoteliers, travel agents, OTR's and DMC's.

The stand was successfully manned by Skålleagues from the latest new-comer Club – Skål International St. Petersburg members – Anastasiia Terenteva and Veronika Miroshnikova.

YOUNG SKÅL

PRAGUE HOSTS A YOUNG SKÅL GATHERING OVER A WEEKEND

By Maria Zhelbunova, Young
Skål member Prague

In early March active members of Prague Skål Club have organized a special gathering for Young Skålleagues from Europe. It took place during one weekend in the beautiful capital of the Czech Republic. Participants from Germany and UK Clubs had an opportunity to stroll through pictures ancient streets of the Old Town, to soak up the royal atmosphere of the Prague Castle, to experience local night life and of course to bond with their local Skålleagues.

The aim of the gathering was not only to show Prague's famous sites,

but also to **create a tradition of informal international gathering of Young Skål members**. During one intense weekend many aspects of Young Skål life was discussed and a question of a new development strategy for European countries was raised. According to the participants of this gathering, Young Skål should be promoted as an association of young tourism professionals who are strongly connected all across the world and share passion for travel and tourism industry. Right now, they are working on an international vision of

the problem and already thinking about organizing the next gathering. Young Skålleagues from Prague know that this project would not be possible without great help offered by many members of Skål Prague Club, namely, Claudio Sturm from Falkensteiner Hotel Maria Prag, Johannes Schuschu from Pentahotel Prague, Zdenek Kovarik from Holiday Inn Prague Congress Centre, Roman R. Straub from Prague Congress centre and of course President of the Club Mr. Heinz Reigl.



MEMBERSHIP DEVELOPMENT FUND SILENT AUCTION OPEN!

WE ARE EXCITED TO ANNOUNCE THAT THE [MEMBERSHIP DEVELOPMENT FUND \(MDF\) SILENT AUCTION](#) IS NOW OPEN!

There are some great prizes available, especially for those attending the Skål World Congress in Miami and looking for pre or post tours.

The MDF was designed to assist clubs with growing their membership numbers and to launch new clubs. We have had some great support from members but as this is an ongoing project, we encourage you to dig deep.

The system is very easy to use and no payments will be required until the auction finishes and the lucky winners will be contacted at that time. Payment can then be made by credit card to the General Secretariat.

Remember... the income from this auction will go to the Membership Development Fund.

Please feel free to browse through the different auction items listed. All prices are in US Dollars.

**ENTER THE
SILENT AUCTION** 

IMEX

FRANKFURT 2019

‘The power of the shared experience’ – Innovation, Education and Business opportunities combine to ignite the imagination at IMEX in Frankfurt 2019.

So much more can be achieved by a team than by an individual. So imagine the business success that can grow from extensive collaboration between peers and competitors, from professionals from all walks of life connecting and from the unexpected, inspiring ideas that are generated spontaneously along the way.

A HUGE RANGE OF OPPORTUNITIES TO DO BUSINESS

With 3,500 exhibitors from over 150 countries, IMEX in Frankfurt brings together all the elements that planners need to ignite their imagination – and their business success. Boston, Airport Authority Hong Kong, China Top View Holiday Travel & Tours and Kyiv Tourism Association are just some of the exciting new exhibitors that planners can meet at IMEX in Frankfurt, taking place from 21 – 23 May. They’ll also find that The Ministry of Culture & Tourism of Azerbaijan, Caribbean Tours, Monaco, Indonesia, Singapore, Slovenia and Leonardo Hotels are among the many exhibitors who have committed to larger stands this year.

These organisations are set for three busy days of business with several thousand hosted buyers arriving from all over the world including new groups from across Europe, the US and Asia.

#IMEX19

IMAGINATION – THE TIME TO ASK ‘WHAT IF...?’

Imagination is IMEX’s Talking Point for this year and informs content throughout the show with education and experiences challenging planners and exhibitors alike to question the conventional and explore new approaches. This includes a new Discovery Zone – a entire hall showcasing the latest in technology and experiential, plus a few surprises along the way.

Learning, as always, remains one of the core offerings at IMEX, with a packaged programme of free show floor workshops as well as a dedicated day of learning - EduMonday taking place on Monday 20 May.

EVERYONE COUNTS – ‘SHE MEANS BUSINESS’ DIGS INTO DIVERSITY

EduMonday begins with the keynote at [She Means Business](#), created in partnership with tw tagungswirtschaft. Anne Kjær Riechert, co-founder of a non-profit social enterprise teaching digital skills to refugees and migrants, delivers the keynote, sponsored by H-Hotels and open to all EduMonday attendees. In her keynote ‘Grit and Grace’ Riechert will share the story of how she founded and grew the ReDI School of Digital Integration and her work as mentor and ambassador for the Grace Female Accelerator which supports female-led start-ups.

After this, attendees can stay and be part of She Means Business, celebrating the role of women in the events industry, or mix and match from a programme of 20 general sessions designed around professional or personal developments.

Attendees at She Means Business will enjoy an afternoon of sessions where women – and men –

from across the world will share their experiences and lessons on gender equality or other diversity challenges. Senior Executives from organisations including PWC, Deutsche Bank and Lufthansa HR Management, Eurometropole de Strasbourg, Rwanda Convention and Melbourne Convention will be among the speakers.

CELEBRATING THE POWER OF THE INDUSTRY

The events industry is powered by people and their meaningful connections, and there are numerous networking and social events throughout the show to help attendees catch up with colleagues and make new contacts. These include SITE Nite Europe, cim-clubbing @IMEX, the early-morning riverside #IMEXrun as well as the glamorous Gala Dinner celebrating outstanding achievement in the meetings industry.

Carina Bauer, CEO of the IMEX Group, explains: "The power of the shared experience helps to deliver brilliant business opportunities as well as a welcome blast of excitement and surprise. We capture what's new, what's inspiring, what's brewing across our industry and in the world around us and put it in the melting pot to ensure our show remains fresh and hot."

She Means Business, part of EduMonday, takes place on Monday 20 May, the day before IMEX in Frankfurt, 21 -23 May 2019. **It's free to enter once you've registered for IMEX in Frankfurt.**

Registration for the show is free of charge and open to all in the meetings, events and incentive travel industry.

IMEX19



 **FRANKFURT**
21-23 MAY 2019

WHAT IS THE FUTURE OF EVENTS?

If you organise or direct meetings and events for your company, no matter how big or small, then you need to be at **Exclusively Corporate at IMEX, 20 May 2019** - a first-class, expert-led education and networking event designed for professionals like you.

Meet and exchange ideas with senior speakers from influential brands including **Microsoft, Cisco, Barclays, KPMG and the International Olympic Committee** who will share their own experiences of innovation, creativity, experiential marketing, intelligent automation and much more.

Don't miss this **free-of-charge learning and networking opportunity**.

Explore the full programme and register your interest today.

imex-frankfurt.com/whats-on/exclusively-corporate

ITB BERLIN 2019

Robust and resilient – the global growth engine that is the travel industry continues at full pace

International demand remains stable – ITB Berlin is a reliable economic indicator – Increase in trade visitor numbers – Total attendance: 160,000.

Uninterrupted growth at a high level: despite a slowdown in the world economy demand within the world's travel industry remains extremely stable. As ITB Berlin came to a close, the economic outlook for the global industry in 2019 is positive once again. The results of the five-day exhibition on the Berlin fairgrounds: trade visitor numbers rose to 113,500, a three per cent increase compared with last year, underlining the fact that even in times of widespread uncertainty due to geopolitical and economic events such as Brexit and trade conflicts, ITB Berlin has retained its position as the World's Leading Travel Trade Show.

"ITB Berlin is of great importance, particularly in times of widespread uncertainty. Even in a digitalised world, it is not possible for hi-tech communications to replace the confidence-building measure that face-to-face meetings and a direct exchange between business partners on issues concerning the global industry represent. That is why ITB Berlin functions", said Dr. Christian Göke, CEO of Messe Berlin.

The sustained dynamic growth in all areas of the industry in Germany is due once again to the positive situation in the employment market and a generally buoyant mood among consumers. For Germany as a travel

destination, the fact that domestic tourism is booming is especially welcome news. Germany's federal states are confident that the record figures achieved last summer will be repeated again in 2019. As regards the global outlook, the World Tourism Organisation (UNWTO) forecasts that this year international arrivals will increase in the order of three to four per cent.

ITB Berlin is of great importance, particularly in times of widespread uncertainty

Trade visitors and exhibitors alike were extremely satisfied with ITB Berlin 2019. In a survey they gave ITB Berlin top marks for innovation. The trade show celebrated the successful launch of the Technology, Tours & Activities (TTA) segment, among others. Internationally, the ITB success story continues. Having already established ITB Asia in Singapore and ITB China in Shanghai, from 15 to 17 April 2020 Messe Berlin will be holding the first ITB India in Mumbai. Within the travel industry India is regarded as one of the most important source markets of the future.

ITB Berlin, which was booked up months beforehand, is seen as a reliable economic indicator and forward-looking trendsetter of the global travel industry. As a recognised think tank and driving force for the industry,

the ITB Berlin Convention was the main attraction again for many trade visitors. This year the number of high-ranking international speakers broke records.

The CityCube Berlin, its new venue, was also very well received. Topics focused on by the convention included overtourism, sustainability and climate change, the shift in customer demands particularly in the luxury travel market, and the topic of Future Mobility.

On Saturday and Sunday many members of the public came to the 26 display halls on the Berlin Exhibition Grounds to find out about products and gain inspiration. **According to the show's organisers, International Women's Day, a public holiday which was celebrated on Friday for the first time in Berlin, had only a slight impact on public attendance.** Many people from Berlin made the most of the long weekend and took a short break.

In the opinion of Dr. Christian Göke, in Germany the healthy situation in the employment market and the positive consumer mood among the country's citizens is a guarantee that demand for travel products will remain stable.

Dr. Christian Göke: "According to Germany's Annual Tourism Report, during the 2018 holiday season more German citizens travelled than ever before. In our society, going away on holiday is practically a basic need that is taken for granted. It is with that potential boost in mind that the travel industry can look forward to business this year. However, in Germany many people appear to be expecting a repeat of last year's record summer weather and intend to make travel plans at short notice, depending on the forecasts."

In Dr. Christian Göke's view there is good reason to believe that the global travel industry will do satisfactory business in 2019. On the one hand the travel industry had learned to deal with the consequences of a poorly performing economy, and on the other there was clearly no evidence yet of German consumers displaying the lack of optimism that had now spread throughout the global economy, he said.

Between 6 and 10 March 2019 over 10,000 exhibitors from 181 countries and regions displayed their products and services to visitors in 26 halls. The next ITB Berlin will take place from Wednesday, 4 to Sunday, 8 March 2020.



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With the World at WTM Africa

10 - 12 April 2019

Cape Town International Convention Centre



19%

increase on overall travel professionals at the show



20% increase

average number of hosted buyer appointments



6%

increase Pre Scheduled appointments



5,889

industry professional



US\$ 402,545,895

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