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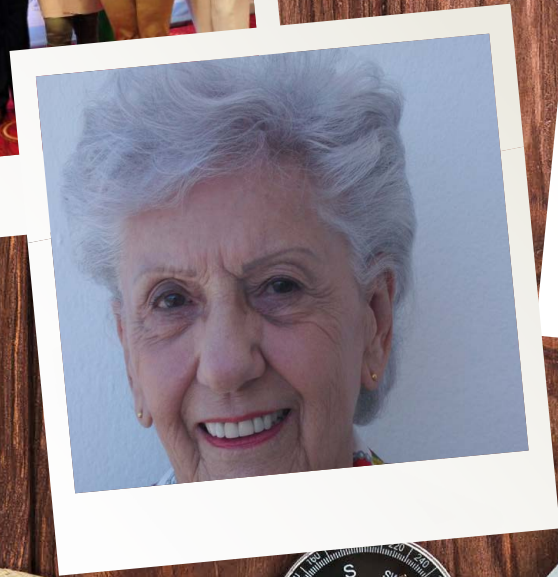
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MESSAGE FROM THE PRESIDENT

LAVONNE WITTMANN



Hello Everyone,

As this is my first message as President of Skål International, I would like to thank you for electing me as your leader.

I am excited and looking forward to a year where my team and I can fulfil your expectations, introduce innovative but practical ideas and projects that will further enhance and uplift our organization.

I am proud to be a Skål Member and with so much talent, experience, innovative and passionate members globally, we will succeed and establish ourselves as the true **TRUSTED VOICE IN TRAVEL AND TOURISM** by sharing ideas and successful practices and meeting the demands of the new generation we want to have as members while retaining our experienced members to guide and assist us.

My Presidential Theme for this year is STRENGTH THROUGH COLLABORATION.

Collaboration allows:

- **Wider access to talent**
- **Increased productivity**
- **Diversification**
- **A greater depth of knowledge of Skål International**
- **Strengthens regional and international identity for information and knowledge transfer between different cultures and countries**

Over the past two years we have addressed the infrastructure and logistics in our organization and implemented the change our organization needed with the capable assistance and efficiency of our CEO, Daniela Otero and her team at Head Office. This year the Executive Committee will address and focus on practical issues like the gain and retain of members, the relevancy and visibility of Skål International, Congress costs and content that will encourage more and more members to attend, a voting system to allow a broader base of voters especially when important decisions have to be made by members, a governance model, as well as an effective succession plan for leadership.

The first step was to create more relevant portfolios within the Executive Committee, formulate committees within the International Skål Council to address these pertinent issues, as well as ensure active participation of each Councillor before the successful execution of these tasks. This strong collaboration will instil more confidence by the members in their leadership allowing more collaboration among local members and National Committees.



Our first Executive Committee meeting to address these issues and formulate a plan of action will be in Turku in the first weeks of January and a full report will be shared in our January newsletter.

Since my election in Mombasa I have had the opportunity to write congratulatory letters to exemplary Skål members, wished many Clubs good wishes on their milestone Club anniversaries, as well as send thank you letters to dignitaries who have participated in Skål Events.

I was honored to have been invited to address the Travel Agents Association of India at their annual congress held in Kunming China in November. As the theme of the Congress was TOURISM BEYOND BOUNDARIES, I thought it fitting to title my presentation **THE POWER OF SYMBIOTIC RELATIONSHIPS TO FURTHER ENHANCE TOURISM BEYOND BOUNDARIES** as this is truly the strength of Skål International in the travel and tourism industry.

Powerful relationships were forged and many new potential members from TAAI were identified at this momentous occasion which saw a culmination of a partnership between the world's two largest nations India and China. A MOU was signed between Skål International and UFTAA (The Federation of national

associations of travel agents and tour operators which is the largest world body representing the travel industry). We are expecting many new members to join Skål International with this collaboration. No Network = No work.

Demands of members are ongoing and organizations must change their ways of working and embrace the opportunities and possibilities of collaborative approach. A critical "must have" for members is personalization, authenticity, removal of friction, a world of "on demand" functionality while being part of a group of like-minded individuals.

Alone we are smart but together we are brilliant!

As Reid Hofman said *"No matter how brilliant your mind or strategy, if you're playing a solo game, you'll always lose out to a team"*.

2019....Are you ready for the Skål Evolution?

Wishing you a productive and successful 2019.

Skål onwards and upwards!

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

NOTE FROM THE CEO

— DANIELA OTERO —



I would like to take the opportunity to share with you the exciting and, at the same time challenging, digital transformation that Skål is undergoing.

As we have already mentioned, our digital transformation will help all of us reduce some of the processes in our organisation, some of the work will be computerised at all levels and it will give us the opportunity to convert processes into data. It is interesting to understand that “digitalisation” allows the conversion of our processes into data, which is information. This information is generated in real time which allows us to make changes as needed and therefore readjust our plans and enhance the results.

As this information is created, for example from our members, it will be associated with indicators. Having information and data is key to understanding our members and knowing their needs and preferences. The structured data, like those deriving from CRM system, will help us

build a profile of our members according to their activities. We will be able to collect unstructured data from social media and listen to what our members want through their posts, comments and views online.

This enhanced understanding of our members’ profiles will allow us to optimise strategies in order to adapt to their needs and preferences. Digital transformation will allow us to create the services that our members want and need!

This process that Skål is undergoing will improve the communication channels both between members and between members and the head offices and this will have a positive external reflection which will further improve the organisation’s global image on an international level.

The data will also allow organisations and companies to predict trends, form spending patterns to macroeconomic tendencies, allowing them to group resources and put themselves in the best possible position to move, for example, in emerging and potential markets. Digitalisation, in which we are all immersed, and which on a private scale has meant an explosion of data and connected hardware should be seen as a world of opportunities.

WHERE ARE WE AFTER THESE FIRST 40 DAYS OF WORK?

We have built an excellent working group with specialists in various areas, who have coordinated informative meetings and performed evaluations in each sector.

This phase is allowing us to prioritise the work modules and generate a project plan for the upcoming months. The installation and configuration of the new server and the transfer of the master data from the old system to the new one have been completed. In the coming weeks the parametrisation of the financial and accounting system will be underway.

Here in Skål we will have a fabulous start to the year, with a lot to look forward to. I would like to take this opportunity to send my best and warmest wishes to each of our members for 2019 to be full of success and prosperity.

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Iberia, where every day is a brand new beginning.



AMBASSADOR OF THE YEAR

Mohan N.S.N. | Skål International Hyderabad, India

You could not find a more dedicated person to be the Ambassador of Skål International than Mohan N.S.N. who was proudly conferred this prestigious Award during the Gala Dinner of the recent Skål World Congress held in Mombasa, Kenya.

"What I like about him the most is that he also has a heart of gold. Mohan is always waving the flag of Skål while travelling the world on his business or during Skål events. He is a quiet and humble man often smiling in the background but just like a Finnish proverb says: It is the big fish who swim in the deep waters! We are sure to hear from Mohan many times still", says Former President Susanna Saari.

Mohan N.S.N. tells us about his experience being the Ambassador of Skål in the promotion of the 2017 World Congress:

It is a great privilege being acknowledged as the Ambassador of Skål 2018. I feel elated and would like to thank many Skålleagues and the leaders who stood for me and supported me in the growth.

Having worked 22 years in the travel trade, headed national and multinational companies as head of South India, I finally started my own company which is named after my role model President Kennedy. Kennedy Holidays was born to cater to the Luxury and niche market taking the global luxury to the door steps of the Indian market. As a CEO of Kennedy Holidays, I took Skål to the heart and the turning point was in 2012 when I attended my first Skål World Congress on board a cruise leaving from New York. After seeing the greatness of Skål, I decided not to miss any further world Congresses and this passion that I feel for Skål, with the support of my National Committee and my Club President, gave me the idea that Hyderabad could be the site of a World Congress. It all started in Mexico City where I attended the Congress on my own as a single man army and then a full team attended the Torremolinos Congress to promote Hyderabad as the venue of the 2017 World Congress. As the Chief Campaign Manager, I had the pleasure to promote Hyderabad during the Monaco world Congress and the Asian Area Congresses in Manila and Bahrain. All the team work was paid off when Hyderabad got selected and my journey promoting the venue continued when my President asked me to attend the North American Skål Congress in Toronto and also the Australia Mid-Term National Assembly in Sydney.

Thanks to our passion and to the support of the leaders of Skål, the World Congress in Hyderabad was a success offering a tremendous exposure to the city and the country as far as tourism strategy and marketing are concerned.

I think I will contribute with at least 50 new members around the globe this year apart from India and intend to grow this number in the future, as Skål has no country and the world is Skål's country. I will continue working for this great



organization and hope that in the future Skål will become a trend to follow and not follow a trend.

I have been appointed Chief Campaign Manager of the Skål World Congress to get as many attendees as possible as I did for Hyderabad. I started my duty for Mombasa, then Macau and now for the Bangalore Skål Asian Congress and Miami Skål International World Congress. I think that going out all over the world will help increase the participation at future Congresses.

Being recognized as Ambassador out of 15,000 Skålleagues around the globe from 90 countries and 400 Skål Clubs and being the first Indian and first Asian member to receive this award, makes me feel elated but I still have a long way to go in Skål and as a humble Skålleague I can assure the saying of "Nothing is Impossible".

I believe that if we can keep the promise of our Founding members, with the willingness to work hard, no matter who you are or where you come from or what you look like or who you love, whether you are black or white or Asian or Hispanic or native American, rich or poor, young or old, you can make it here in Skål if you are willing to try.

God Bless Skål

View here to view the PR & Marketing report prepared by Mohan N.S.N. in June 2018.

EXEMPLARY SKÅL MEMBER

Anne Lamb | Skål International Cape Town, South Africa

Throughout my 21 years of being a Skål member, Anne Lamb has been synonymous with Skål International South Africa.

She has been our brand ambassador, super efficient National Secretary, mentor, Mother as well as our friend!

Anne has been our "National Flag" Internationally at World Congresses and our Guiding Light nationally. There has never been a time that Anne could not assist or answer any query addressed by any National Committee member, Club President, Secretary or in fact any Skål member. Her advice and guidance are always given efficiently, accurately and always with compassion and love. Her consistent integrity and passion for Skål and her knowledge and drive to uphold the professionalism of Skål in South Africa has never waned over the many years that she has been a member and is so admirable. I have no hesitation writing this introduction to an Exemplary Skål Member...Anne Lamb and do so with so much admiration and gratitude.

by **Lavonne Wittmann**, President, Skål International

It was indeed an exciting moment when I was awarded the accolade of Membre d'Honneur at the General Assembly in Mombasa by President Susanna Saari, after that overwhelming vote! I am deeply indebted to the Skålleagues in South Africa for having put my name forward for this prestigious award. I had no idea what was going on behind the scenes and completing the paperwork involved was the best kept secret.

I am currently Secretary of Skål International Cape Town as well as that of Skål International South Africa and have held these positions for some 20 years.

After my first trip Europe in 1960 this was enough for the travel bug to have bitten. My introduction to working in the travel industry was with the South African Tourism Corporation (SATOURL). I was posted to the New York office as Tourism Promotions Executive which covered the Eastern Seaboard of the U.S.A. After a brief spell back in South Africa the next transfer was being Manager of the Harare office, Zimbabwe, covering the Central and East Africa area when I joined Skål in the early 70's.

Subsequently, I have worked in various facets of the hospitality and tourism industry in Johannesburg and Cape Town. I was heavily involved in assisting my husband, Keith, with the bid to have the 1992 Skål International World Congress in Cape Town. It was at the Sri Lanka congress in 1990 that the final vote was to take place. At that time, it was the nine members of the Executive that did the voting. Birger Bäckman was then World President. Skål Istanbul was the other contender. The club names were called out



from the votes in the ballot. Of the first eight cards called, each club had four votes. Voilà! The last card was in favour of Cape Town. That was a combination of agony and ecstasy experienced at that General Assembly. Sadly, Keith passed on the following year. However, Karl Twiggs and committee continued with the arrangements and the 53rd congress in Cape Town was a huge success.

My membership of Skål has proved the true meaning of Amicale. My motto is that one doesn't know the true meaning of Skål until having attended a world congress. It is a privileged time to rekindle acquaintances and meet new faces, doing "business amongst friends". The first for me was the Jerusalem Congress in 1985. I have kept in touch and indeed very close to many Skålleagues – Skål has brought the world to me.

I retired after spending 40 years in travel. Skål commitments keep me in touch with the industry. Being an ardent traveller and enthusiastic Skålleague, Mombasa was the 27th Congress I have attended. See you in Miami!

Yours in Skål!

Anne Lamb

FUTURE LEADER

Erhan Us | Skål International Ankara, Turkey

This year's Future Leader Award was rightly bestowed on a passionate Erhan Us who joined the organisation as a Young Skål member and today qualifies for Active membership.

For Former President Susanna Saari, her choice in the Young Skål category was clear from the beginning. While serving as Director in charge of Young Skål, she was always in contact with a big group of international Young Skål members especially in the field of Social Media. Erhan was one of the first Young Skål members she ever met. During the years, she has already recommended this award successfully to two previous winners. Erhan has always had the passion for development of Skål and he is actually a perfect example of where we should aim: to support the growth of a Young Skål member into a full-fledged member who will be there for decades to come.

Failure on Social Media

By Erhan Us, AD1644 Marketing Group CEO & Author

Corporations', public institutions', non-governmental organizations' failure of caring, creating and managing social media [SM] accounts is obvious. Deficient explanations, low-quality visuals, uneducated employees, inesthtique designs... whatever you ask for.

I would like to share some SM errors, which we cope with, at my international strategic / digital marketing agency.

Dynamics

All SM channels have many different dynamics. Tweet replies, geo-tags, in-photo-tags, permissions needs to be approved, privacy settings..., etc. If you link all those channels for spending less time on posts, you will create the perception of being amateur and cause unsuccessful designed content.

Frequency

Pay attention not to bore your guests online. 3+ posts or stories do not mean anything to your target audience. They are only your potential guests, not your fan club members.

Trends

Following all trends are not musts. Know your identity and operation well. Just try to create a sincere bond with the audience.

Strategy lessness

Corporations generally think SM experts are merely uploaders. Employees are the primary opportunities for establishments to create safe and organic share cycle on SM. Meanwhile, SM and digital literacy educations are vital for any organization.

Extended Content

Not getting enough attention is obvious when the content creator writes 15 lines below the photos. Use the visually-oriented SM channels in a relevant and realistic way.



by Erhan Us, AD1644 Marketing Group CEO & Author

Hashtags

Hashtag interaction may be requisite for an efficient SM management, but they should be embedded in the comment. All texts should be as short as possible.

Fake Followers

With an intermediate / advanced SM knowledge, an account's purchase of fakes can easily be detected. Less real followers are more beneficial than purchased thousands.

Check-in

Every place we tag on Facebook, Swarm or Instagram have different stories and cannot be ignored. If so, every corporation starts to struggle with minor but 'effective' problems, which cause your digital prestige to collapse. Imagine your Google Maps pin has dislocated 1 km away. And its consequences...

Completing the venue setup -without a dilatory- before guests / customers are essential by defining the priorities and spending necessary amounts for a high-quality-digital-operation.

Do not worry, your digital investments always return as reputation. And that will contribute positively to your financial cycle, which you prefer to maintain.

*You may also see my The Digital Mirror article on [Edition 267](#) of Skål Magazine about how our existence reflect online.

SKÅLLEAGUE OF THE YEAR

Sophie Maus | Skål International Insel Usedom, Germany

Sophie Maus was the well-deserved recipient of the Skålleague of the Year Award at the Gala Dinner of the Skål World Congress held in Mombasa, Kenya, in October.

According to Former President Susanna Saari, the Skålleague of the Year Award was the toughest one for her as the President to nominate! There were several candidates in her mind and Susanna finally decided this during the Congress in Mombasa. Susanna has known Sophie for several years now. Her first really significant contact was during the year of Nigel Pilkington's presidency when Sophie really started to push us with the idea of digitalisation and shared the thoughts of Skål International Germany. As the time passed by, she has been impressed with her dedication, persistence and insight. Sophie represents all Skål needs now and in the future: she is a tourism professional with decades of work life ahead of her as well as has the passion and understanding of the future.

The Skålleague of the Year awardee Sophie Maus tells her more about her:

The second largest island of the country lies in the north-east of Germany. Usedom is one of the top 10 destinations and has been home to the Skål International Insel Usedom since 2000.

Also, for me, the island is my home since my childhood. After the training as a travel agent I founded my own travel agency "Maus Touristik" in 2003 at the age of only 18. The travel agency is a gateway to the world for the locals of the island and mediates an extensive travel assortment from package tours, over cruises up to medical wellness and bus journeys.

Exactly three years later I joined the Skål Club of Insel Usedom, which had more than 35 members at that time. My goal was to get contacts on the island already at that time in order to develop my business contacts. The network character immediately appealed to me.

My first Skål Jour Fix was a trip on the sailing ship "White Dune". On this trip our Skål friend Eddy Stoll told me a very important sentence which still sounds in my ears today: *"Only few people understand what Skål is. You have to go to world congresses in order to understand it!"*

I took that to heart and put it into practice. I attended the world congresses in Budapest and Turku before I became a member of the board of Skål Germany in 2015.

The IT infrastructure was the most important topic for me, because I understand that it is the most important issue for the International Skål family.

This led me to the congress in Monaco in 2016, where I met Daniela Otero in the first days of her work for



Skål International. Together with our German President Rolf Wenner, we talked very intensively about the IT infrastructure.

The way to the World Congress in Mombasa was full of discussions with countless IT companies, the Skål Germany board and Skål International.

I was accompanied by my Skål friend Frank Schmidt from our Club Insel Usedom. He helped me a lot with his IT knowledge and contacts.

My biggest thanks go to him and of course my Skål Germany board colleagues and especially to Susanna Saari, Daniela Otero and Esther Romero!

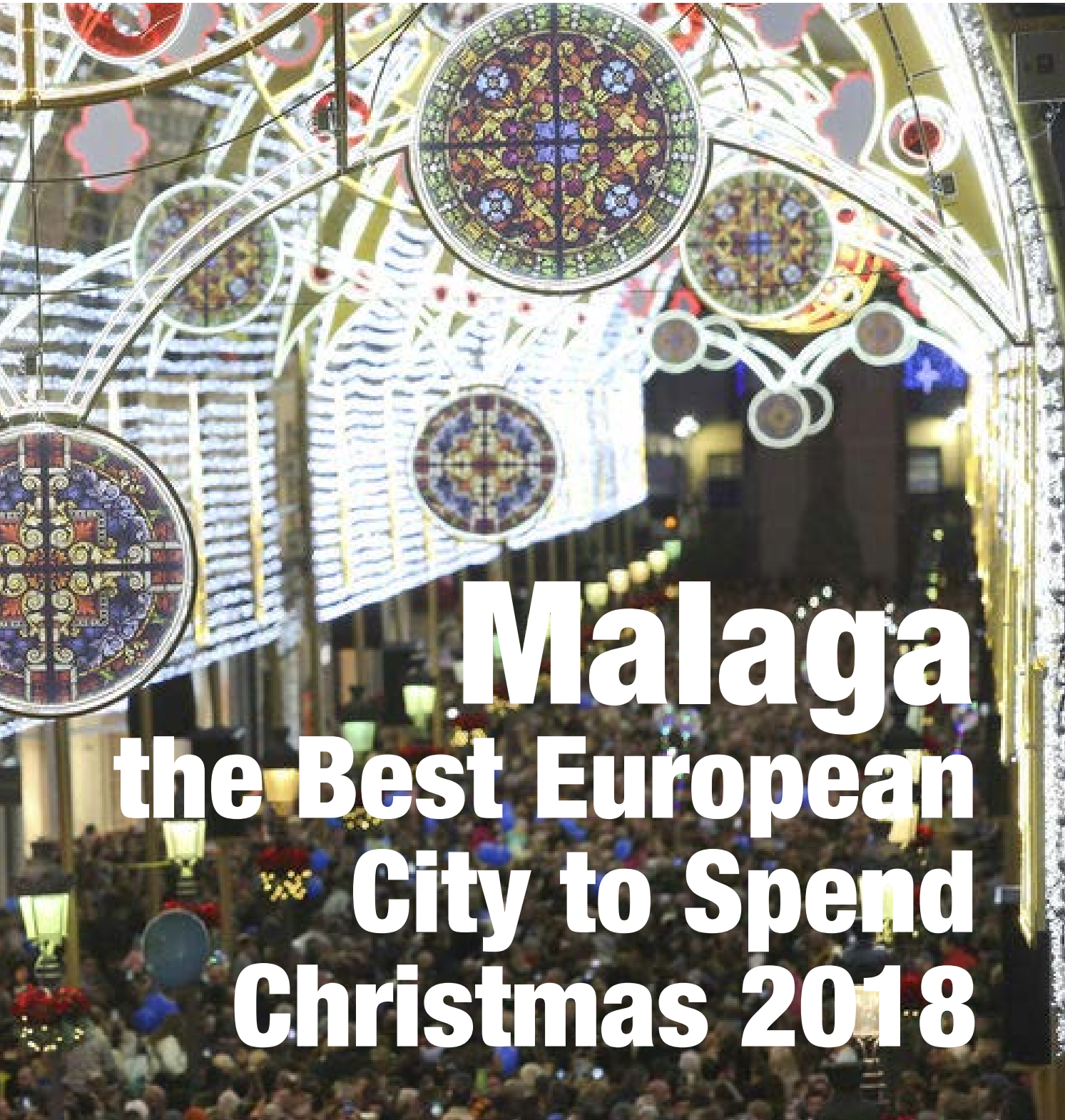
Thank you for your support! And thank you all for listening to me. Together we achieved this biggest goal for Skål. And now we can start to work on the communicative future of the Club.

Skål has become in all these years my second home! "Home" is in my opinion people who support each other amicably.

Respect for each other and eye level are indispensable and the basis for a peaceful coexistence in this world.



AT SKÅL INTERNATIONAL WE ARE VERY PROUD TO READ THAT MALAGA, THE CAPITAL CITY AT ONLY 10 MINUTES FROM OUR HEAD OFFICES, OCCUPIES THE FIRST POSITION IN THE **BEST SUNNY CHRISTMAS MARKETS IN EUROPE** RANKING, A DISTINCTION AWARDED BY **EUROPEAN BEST DESTINATIONS**.



Malaga the Best European City to Spend Christmas 2018

THOSE IN CHARGE OF THE SELECTION PROCESS DESCRIBED THE CITY AS **"A SPARKING AND SURPRISING CITY THAT IS A MIXTURE OF EVERYTHING TRAVELLERS SEEK: SUN, BEACH, CULTURE, AUTHENTICITY, TRADITION AND SHOPPING"**, AND THEY HAVE IDENTIFIED IT AS A TRENDY DESTINATION TO VISIT IN 2019.

SOURCE: VOGUE.ES

Winners of the Skål International Sustainable Tourism Awards 2018



THE WINNERS OF THE SKÅL INTERNATIONAL SUSTAINABLE TOURISM AWARDS 2018 WERE ANNOUNCED DURING THE OPENING CEREMONY OF THE SKÅL WORLD CONGRESS HELD IN MOMBASA, KENYA, ON 18 OCTOBER 2018.

Congratulations to the winners and thank you for your passion, contribution and dedication to our industry!



COCONUT LAGOON | INDIA **Video | Web**

CGH Earth's Coconut lagoon is located upon the Vembanad Lake, one of India's largest inland lakes with its own distinctive ecology that supports a plethora of natural life.

An interplay of coconut groves and backwater canals, with old wooden Keralan homes transplanted, preserved and cherished. There's only one way to get to Coconut Lagoon: a boat ride over the water, from our private jetty about a kilometre upstream.

Set in a sheltered and enchanting cove in Kumarakom; this resort reflects the diversity and magnificence of Vembanad Lake. The guest cottages at the coconut lagoon are individual works of art. They were built from the remnants of old mansions - tharavads that were once the family homes of the nobility of the land. They were brought here in sections and painstakingly reassembled by skilled craftspeople so that you

could experience first-hand what it is to live in these ancient and celebrated houses of yore. Another thing to look forward to is the wonders of authentic Kerala food, made with care as you would at home.

A holiday experience at Coconut Lagoon is undoubtedly one that you will cherish for a lifetime.



MANYONI PRIVATE GAME RESERVE | SOUTH AFRICA Video | Web



Manyoni means place of the birds in isiZulu and is a 23000 ha big five game reserve located in Zululand, South Africa. Zululand is known for its spectacular game viewing, rich cultural traditions, and conservation history.



Manyoni began in 2004 when 17 individual landowners determined to drop their fences in order to create a suitable sized protected area for the establishment of a founding population of the critically endangered black rhino. The reserve is known for its extensive biodiversity from riverbeds in the south to the mountains in the north, this diversity also extends to the parks flora and fauna. MPGR has become one of the premier Big Five safari destinations in Kwa-Zulu Natal with a strong focus on endangered species conservation, including the reintroduction of Cheetah and Wild Dogs. The reserve is actively involved in the upliftment of six neighbouring communities and is doing everything it can to stem the tide of rhino poaching on the reserve. We, as a reserve, are very proud to be recognised and awarded the Skål Biodiversity and Landscape category award.



PHIPPS CONSERVATORY AND BOTANICAL GARDENS | USA Video | Web

A 125-year-old glasshouse gem, Phipps began its sustainable transformation in the mid-2000s, opening three groundbreaking green facilities on its campus: the first LEED®-certified visitor center in a public garden, the only LEED®-certified production greenhouse and a 12,000-square-foot glasshouse that has no greenhouse effect. In 2012, Phipps reached new heights with the opening of the Center for Sustainable Landscapes, which remains the only facility in the world to meet four of the highest green building standards: Living Building Challenge™, WELL Building Platinum, Four-Stars Sustainable SITES™ and LEED® Platinum. As integrated visitor experience components, Phipps' buildings — through tours, classes and interpretive signage — convey the value and benefits of sustainable living to nearly half a million visitors annually. Skål International recognized Phipps Conservatory and Botanical



Gardens with a 2018 Sustainable Tourism Award in the Major Tourist Attractions category during the 79th Skål World Congress held in Kenya on Thurs., Oct. 18.

SIX SENSES LAAMU | THE MALDIVES

Video | Web



“Six Senses Laamu is a 97-villa luxury hotel in the Maldives, with values of sustainability and conservation at its core. The resort hosts a 10-person marine biology team alongside sustainability, community education and outreach staff.

Together the resort’s marine biologists and staff from its three partner NGOs (The Manta Trust, Blue Marine Foundation and Olive Ridley Project) form the Maldives Underwater Initiative (MUI). The team researches megafauna populations, seagrass meadows, fisheries management and coral reef health to inform long-term conservation efforts in Laamu Atoll. MUI works closely with the community in Laamu towards shared conservation goals such as protecting the marine life of Laamu and working towards being the Maldives’

first plastic-free atoll. We empower students through marine education programs and snorkel lessons. Guest activities are integrated into MUI’s research and outreach initiatives, with snorkel excursions, reef cleans, presentations and more offering opportunities to engage with MUI’s work.”

STORMSRIVER ADVENTURES & TSITSIKAMMA CANOPY TOUR

SOUTH AFRICA

Video | Web

Stormsriver Adventures - The originator of Canopy Tour/Zipline activity in Africa and Forest Drive Tours where visitors are introduced to a fairy world of a 450-500 year old, “Human like Tree”, our own unique “Forest Guard” who watch over the forest with human like faces.

We offer visitors responsible eco-adventure forest tours that are fun and adventurous for the entire family. This is done to protect and sustain time sensitive afro mountain indigenous forest.

Tsitsikamma Canopy Tour which is the first of its kind in Africa; cable sliding from one platform to another along a steel cable, 30 meters above the forest floor while you discover the secrets of the spectacular and unique wilderness of Tsitsikamma Indigenous forest. Visitors can be sure to enjoy birdlife and spectacular views of this enchanting forest as they monkey around while their qualified guide explain the ecology of this lush primeval forest.



The Cliffs Interpretation Centre | MALTA Video | Web

The Cliffs Interpretation Centre, planned and managed by a local company, is found on top the panoramic Dingli Cliffs, in the southwest coast of Malta (Central Mediterranean Sea).

The Centre is dedicated to providing the public with a unique experience of discovery and knowledge on the natural, historical and cultural significance of Dingli Cliffs and the surroundings. It is the first entity in the Maltese Islands offering a combination of innovative free information dissemination and local gastronomy. The company managing The Centre has recognized the need to blend the environment, tourism, culture and local aspects in one comprehensive experience. At The Cliffs, visitors can make use of several public facilities, including information resources, walking guides, all-year round free eco-walks, meeting and exhibition spaces, and catering facilities.

The self-sufficient project helps in the vitality and viability of the rural area. The Centre is autonomous and income earned from gastronomy is used for the provision of free environmental education. The free eco-walks promote quality tourism flows during the off-peak months, when the countryside is the lushest. Since its inception, The Centre has strived to provide best practices in all aspects of sustainable development – environmental conservation, economic growth and local integration.

Upholding eco values is of prime importance to The Rees in its quest to be a guardian of its beautiful location by consciously aligning its operations in the most sustainable way possible.

Guests enjoy luxe quality with evolving eco initiatives such as Ebike transfers upon landing, a Rees-backed native tree replanting programme bringing native birds back to the hotel site, freshly harvested honey from the hotel's own on-site apiary of 40,000 bees and access to a epicurean network of local producers and wine makers that are showcased in its restaurant, True South Dining Room.

The Rees won the Skål Awards 2018 in the Urban Accommodation category.



THE REES HOTEL | NEW ZEALAND Video | Web

The Rees Hotel, Luxury Apartments and Lakeside Residences is a 5 star property in "Godzone" – an abbreviation of 'God's Own Country' a phrase that's been used for more than 100 years by New Zealanders to describe their homeland.

The Queenstown-based 'luxury hybrid' of 60 hotel rooms, 90 apartments and five private residences has been internationally acclaimed for its company-wide green mind-set that the CEO, Mark Rose says they're always looking at new ways to invest in.

Overlooking the tranquil waters of Lake Wakatipu and the majestic Remarkables mountain range, this Southern Lakes landscape could be straight out of a movie set – actually it was. **Remember Peter Jackson's recreation of J. R. R. Tolkien's Middle-earth?**

SATTE 2019

receives an overwhelming response from the global travel and tourism market

26th edition of the South Asia's leading and celebrated travel trade show to be held in Greater Noida

UBM India, India's leading B2B exhibitions organiser, is all set to bring in the 26th edition of SATTE - South Asian Travel and Tourism Exchange from January 16 to 18, 2019 at the new venue - India Expo Mart, Greater Noida, Delhi – NCR. This year, the exhibition has witnessed a tremendous response from the industry with participation from over 1,000 exhibitors and representation from over 50 countries and 90 cities from across India. SATTE will provide a comprehensive platform to domestic and international buyers and professionals from across the travel, tourism and hospitality industry along with National and State Tourism Boards (NTOs and STOs) to congregate and conduct business, arrive at solution-driven innovations to counteract economic uncertainties, and promote inbound, outbound and domestic tourism in India. SATTE has grown hand-in-hand with the consistent support of the Ministry of Tourism as well as all State Tourism Ministries and the Indian travel and tourism fraternity in totality.

SATTE continues to receive the support of international organizations/associations and Indian travel trade associations such as World Tourism Organisation (UNWTO), Indian Association of Tour Operators (IATO), Travel Agents Association of India (TAAI), Association of Domestic Tour Operators of India (ADTOI), Travel Agents Federation of India (TAFI), IATA Agents Association of India (IAAI), India Convention Promotion Bureau (ICPB), Universal Federation of Travel Agents Association (UFTAA), Pacific Asia Travel Association (PATA) and Enterprising Travel Agents Association (ETAA) to name a few.

The three-day expo will witness several exciting partnerships and announcements that promise to augur in new trends in the industry. SATTE 2019, fresh after its gala silver jubilee celebrations last year, has witnessed a record-breaking number of enrolments for its Domestic Buyer Programme with 500 domestic buyers already registered three months before the exhibition. The expo



expects footfalls from a wide range of visitors that comprise tour operators, travel agents, wedding planners, corporate travel decision makers, potential Investors in the field of hospitality, leisure and travel industries as well as location planners from leading Television and Film production houses.

While Thailand, Malaysia and Sri Lanka are partner countries so far, Indonesia is the feature destination for SATTE 2019. Partner states for SATTE 2019 are Rajasthan, Goa and Madhya Pradesh. SATTE is also in discussion with few more countries and states to become the partner countries and states for SATTE 2019.

Speaking at the announcement of the 26th edition of SATTE, Mr. Yogesh Mudras, Managing Director, UBM India said, "Globally, Travel & Tourism is an important economic activity. In India, the total contribution of Travel & Tourism to GDP was USD 234 billion, 9.4% of the GDP in 2017 and is forecast to rise by 7.5 per cent in 2018, and to rise by 6.9% per annum to USD 492.2 billion, 9.9 per cent of GDP in 2028. Total contribution of the sector to employment was 8 per cent of the total employment in 2017 which is expected to rise to 8.4 per cent in 2028. Travel and tourism is the third largest foreign exchange earner for India. The industry is growing at an unprecedented pace with India's travel sector expected to grow to a \$56 billion market opportunity by 2020. While the foreign tourist arrivals are growing with an unprecedented rate of around 15%, Indian outbound travel is growing with a CAGR of over 10 per cent since last few years. Our Domestic Travel Visits currently stands at 1.6 billion reflecting growth of 18 per cent."



He added, "With a proactive measure from the Govt of India such as ease of visa, Regional Connectivity Scheme, launch of Incredible India 2.0 campaign, implementation of Swadesh Darshan, PRASAD, Prayatan Parv and Adopt A Heritage schemes amongst others, India Tourism Industry is set to touch a greater height. Indian aviation industry has been witnessing over 20 per cent growth since last 3 years. This is where a travel and tourism show of SATTE's stature is so significant. Backed by international organizations and Indian associations, SATTE endeavours to analyze trends, forecast future developments, come up with viable solutions and of course, help businesses thrive."

SATTE 2019 will have an array of exhibitors with many of them increasing their presence for the 26th edition of SATTE.

"Exhibitors such as Indonesia, Malaysia, Thailand, Singapore, Sri Lanka, Nepal and Azerbaijan amongst others have taken larger stall space at SATTE 2019. We have new exhibitors such as Qatar, Iceland, Cyprus and few more from overseas joining for the first time at SATTE. Once again SATTE is set to witness the participation of close to 28 states along with Ministry of Tourism Govt. of India, most of which are in the process of finalizing their participation. Also, for the 2019 edition, SATTE has seen an overwhelming response from the private segment, both outbound and inbound, and a lot of new private players are expected to come onboard." Pallavi Mehra, Group Director & Publisher – Travel Trends Today, UBM India said.

SATTE India Conference 2019, a concurrent event of SATTE, is set to once again provide industry professionals with the tools and techniques to succeed in today's fast-paced marketplace. This year, SATTE has roped in global and national associations/think tanks like World Tourism Organisation (UNWTO), ASM Global Route Development, Cruise Lines International Association (CLIA), Association of Corporate Travel Executives (ACTE) and Network of Indian MICE Agents (NIMA) amongst



others. While UNWTO will have a session titled as 'Tourism and Jobs: a better future for all', CLIA will organize a 1 hour workshop for agents and operators selling cruise holidays followed a panel discussion on India as a cruise destination and market on Day 1 (January 16, 2018). ACTE will organize a dedicated 'Corporate Travel Day' at SATTE on Day 2 (January 17, 2019). NIMA will organize a workshop and two business sessions one each on Meetings and Incentives and one session each on Conferences and Exhibitions on Day 1 and 2 respectively. ASM Global Route Development is organizing a session on 'Air Route Development and Tourism Growth' on Day 3.

UBM India will be hosting the 3rd Edition SATTE Awards powered by T3, which is an endeavour to recognize and celebrate the excellence, triumphs and innovations of key stakeholders in the Travel and Tourism industry.



Read more about Industry-speak and launches at SATTE 2019 here

Katarina Hauptfeld

Councillor, Skål International Croatia

At the recent World Congress in Mombasa, it was great to be back in Africa where in Zambia and in Zimbabwe I grew up some years back!

Our hosts did a fantastic job making us feel very safe and welcome and made sure that we have a true picture of the culture and other aspects of this unique country... its people, countryside, beaches, food, etc...

Well done to all that were involved once again! It is a congress that we will all remember... our Congress on the beach!!

As the Croatian International Councillor, I was very pleased that we won the bid for the world Congress in 2020 which will be held in my home town of Opatija and in nearby Rijeka and we all promise you a Congress of a life time!

Opatija, the cradle of Croatian tourism is situated right on the seafont in the famous Kvarner bay after which we named our Club, together with Rijeka which is to be the European Capital of Culture in 2020!

We are easily reached from all major European cities so please plan well ahead!

For those of you that visited us on our last congress in Zagreb and Dubrovnik, note that we will be offering cruises and land tours prior or after the congress for you to see not only those two cities but also to explore our 1200 islands on our island-hopping cruises... More information on katarina-line.com

After being a Skål member for over 30 years, I am proud to say that I have attended numerous World Congresses and met a great number of Skål members that have become not only true friends, but also business associates that I have a great respect for!



One must learn to "use" the Skål network for both business and personal contacts as whenever you travel, there is always one of us around... All you need is to call or write and a true Skål member will be at your side or ready to assist you!

I am fortunate enough to have used these opportunities and this has helped my company to grow and to become one of Croatia's leading DMCs... Just remember the old Beatles song "with a little help from my friends"!!!

The Skål friendship is a unique one and it is something to cherish! We are lucky to have the world in our hands but we need to learn to use this more often!

Finally, I would like to take this opportunity in welcoming you all to my country and to our Kvarner region in 2020.



IBTM World 2018

Ends on a High Note in Barcelona

IBTM World 2018 closed having broken records both for the number of pre-scheduled meetings and across its Hosted Buyer programme. Over 77,650 pre-scheduled business meetings took place over the three-day event, with exhibitors and event planners reporting extremely positively on both the quantity and quality of meetings taking place.

This year exhibitors from 150 countries attended, including some major names taking stands for the first time. 54 per cent of Hosted Buyers were participating in the programme for the first time this year - up 20 per cent on 2017. 50 per cent of Hosted Buyers were completely new to the IBTM portfolio, an increase of 16 per cent year-on-year.

Commenting on her experience at this year's event, Nelly Mukazayire, Chief Executive Officer, Rwanda Convention Bureau, commented: *"IBTM World has been really successful. This is our fourth year here; we started four years ago with a booth of 9sqm and with two partners, but now we have 56sqm, with 10 partners. This year we've had brilliant meetings and appointments and have got several tangible leads for meetings, incentives, conventions and events in Rwanda."*

Kyle Gittens, Business Development Officer, Barbados Tourism Marketing Inc., said:

"This is our first year at IBTM World and it has been an amazing success so far. We've had a series of great meetings over the last three days and some really good leads, so we're looking forward to the business that is going to come as a result of IBTM World. I definitely recommend taking part in 2019."

Igor Kovacevic, CEO, Serbia Convention Bureau, said: "The first two days were extremely busy with a lot of great meetings and confirmations. I really like the on-line diary system and the opportunity to plan and target to whom you want to meet, which allowed us to have a very focused approach."

Hosted Buyers were equally positive: Grace Ng, Executive Director, of Powell Consultants, said: "IBTM World is a one stop shop – the place to do business with a great mix of exhibitors from across the globe. I can do here in three days what would usually take me three months."

Commenting at the close of IBTM World 2018, David Thompson, Exhibition Director, IBTM World, said: "We set the bar high ahead of this year's event, breaking our previous record for pre-matched appointments, so it was extremely exciting to hear first-hand how happy our customers are with the quality, as well as the volume of the meetings they have had."

"Having joined IBTM just eight weeks ago, it was fantastic to feel such palpable excitement in the room and to hear so many positive stories as a direct result of the fantastic business opportunities created here at IBTM World."

As well as welcoming back many long-standing exhibitors, new exhibitors this year included Tourism Promotions Board Philippines, Macau Trade and Investment Institute, Rosewood Hong Kong, Plus DMC, Regal Hotels International, San Francisco Travel Association, SIXT GmbH & Co, Global Passenger Network, Barbados Tourism Marketing Inc, Beijing Municipal Commission of Tourism, Development Hong Kong Tourism, Alternative Athens, Tourism New Zealand, Standard Hotels and creative technology company Codemodeon.

A high-quality group of Hosted Buyers attended from 78 countries, with delegates from globally renowned businesses including SONY, Samsung Electronics, Química Montpellier, SC Johnson and Grant Thornton, PricewaterhouseCoopers (PwC), Metlife, Netflix, Provident Global Capital Group, Tech Data Corporation, The Wall Street Journal, Procter & Gamble (P&G) and State Oil Company of Azerbaijan.

This year three keynote speakers headlined the 54-session strong Knowledge Programme, designed to enhance events expertise and keep attendees on the cutting-edge of industry trends.

Zenus and Fielddrive were joint winners of the prestigious IBTM World Tech Watch Award and Kubify were crowned winner of 'Tech Watch People's Choice Award' a new category this year.

Eric Bakermans, Director Marketing, Meetings and Convention at NBTC was awarded the IBTM World Lifetime Achievement Award at the Meetings Leadership Summit, which took place in the eve of the event at the Fàbrica Moritz beer factory.

IBTM World 2019 takes places from 19 – 21 November 2019 at Fira Gran Via in Barcelona.

For more information, visit:
<http://www.ibtmworld.com>

MATKA 2019

MATKA NORDIC TRAVEL FAIR IS YOUR TICKET TO LATEST HOT TOPICS IN TRAVEL INDUSTRY



With international tourism still on the rise, travel industry professionals face new challenges in their industry. Matka Nordic Travel Fair sheds light on travel industry trends and current issues such as sustainable travel and modern sales – something that brings together all of travel industry. Matka Nordic Travel Fair is the biggest travel fair in Northern Europe and is held in Messukeskus, Helsinki 16.-20.1.2019.

The rise of new platforms and the need to find solutions for sustainable travel is very present in today's travel industry. Traveler segments are more fragmented than ever and new travel platforms have changed how bookings are made. At the same time news from IPCC have led to travel industry finding more ways to promote sustainable traveling.

Matka Nordic Travel Fair is not just a great place for meetings and sales on the Workshop Day on 16.1., but the fair also offers valuable presentations and talks for all of travel industry.

On the official opening day of Matka, Thursday 17.1 MEP Ms Sirpa Pietikäinen talks on her key note about whether tourism can save the world through advancing sustainable livelihoods in local societies by encouraging them to integrate the high standard of environmental values.

As societies develop, issues with space, digitalization and accessibility become more important to attract residents and visitors, but also businesses and investments vital for growth. To share best practices in the field, European Union has built an initiative that promotes smart tourism in the EU and strengthens destinations. The title of the first European Capital of Smart Tourism was given to Helsinki, and Senior Advisor Mr Jukka

Punamäki will explain the reason for Helsinki's success in becoming a smart destination aiming for growth.

As consumers now are more empowered when making purchasing decisions due to increased information on internet, social selling expert and forerunner Mr Sani Leino gives his insight on how modern sales takes place in 2020. In order to succeed in sales in the future, salespeople have to be able to create value & guide the buyers through their evaluation and purchasing process proactively.

Presentation timings:

Helsinki – European Capital of Smart Tourism 2019 by Mr Jukka Punamäki
Thursday 17.1. 11.30-12.00 on Inspiration Stage

Can tourism save the world? by Ms Sirpa Pietikäinen
Thursday 17.1. 12.00-12.39 on Inspiration Stage

Modern Sales Playbook - How a modern Sales Professional sells successfully in 2020 by Mr Sani Leino
Thursday 17.1. 12.30-13.00 on Inspiration Stage

REGISTER AS A TRADE VISITOR TO MATKA 2019

The code below entitles Skål members to register as a trade visitor to Matka 2019.

Code: MATKASKAL19

Click [here](#) and insert the code and register.



THE LARGEST GLOBAL TRAVEL INDUSTRY EVENT IN NORTHERN EUROPE

17–20 Jan 2019 Messukeskus
Expo and Convention Center,
Helsinki Finland | nordictravelfair.fi

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23

ITB Berlin 2019

From 6-9 March, the ITB Berlin Convention 2019 takes on topics that will impact the global travel and tourism industry and bring sustainable changes in the coming years.



400 top-notch speakers will analyze market trends and highlight best practice examples in over 200 sessions.

Here is a tiny sneak peek into the convention program:

ENVIRONMENTAL SUSTAINABILITY is one of the four key topics. Considering the 1.5 Degree target, will we still be able to travel in the future the way we have up to now? Leading global scientists, tourism policy & economics experts discuss solutions and best practice approaches!

The 2nd key topic is: **FUTURE MOBILITY**. Resource consumption, noise & pollution, congestion and wasted time – the collapse of traffic in large cities all over the world seems inevitable. Will fully-automatic flying passenger drones, electric cars, autonomous electric minibuses, sharing services etc. soon be suitable for the masses?

OVERTOURISM is key topic number three. Why? More and more Overtourism conflicts have recently led to a number of pilot projects. Industry experts will discuss what measures have proven successful and how digital technologies can be used to combat Overtourism. One thing is for sure: We need a completely new destination management system, Destination Management 2.0.

Last but not least, the 4th key topic of the ITB Convention! What do we mean by: **THREEFOLD CHANGE IN CUSTOMER DEMANDS** you might ask? Well, customers are becoming more demanding, more individual and more political. The ITB Convention will look at the different understanding of luxury, the revolution of in-destination services and attitudes towards regional politics as travel decision criterion.

Curious? Check out the newly released program

www.itb-convention.com/program

Here are just a few of the already confirmed speakers: Dana Dunne, CEO eDreams ODIGEO, Eric Gnock Fah, Co-Founder Klook Travel, Prof. Dr. Dr. h.c. Clemens Fuest, President ifo Institute, Adam Goldstein, Vice Chairman Royal Caribbean Cruises LTD, Greg W. Greeley, President of Homes Airbnb, Friedrich Jousen, CEO TUI Group, Stephen Kaufer, Co-Founder, President & CEO TripAdvisor, Mark Okerstrom, CEO Expedia, Prof. Dr. Hans Joachim Schellnhuber, The Potsdam Institute for Climate Impact Research (PIK), Terry von Bibra, General Manager Europe Alibaba, and Christoph Weigler, General Manager Germany Uber.

Did you know that all ITB Convention sessions are already included in your ITB Berlin ticket?

Make sure you take advantage of that free top knowledge!



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 **Messe Berlin**

WTM Africa 2019

3... 2... 1... WTM Africa Programme Now LIVE!



The speaker line-up and programme for WTM Africa 2019 are taking shape, with Conference, Inspire, Destination and Travel Forward Theatres set to host presentations and interactive sessions with global travel influencers between 10 and 12 April 2019.

The three-day speaker programme will cover topics that matter in the industries travel and tourism industry, offering insights to stakeholders across the spectrum via individual presenters, panel discussions, workshop and networking sessions.

The Conference Theatre is home to the annual Responsible Tourism Conference, led by Dr Harold Goodwin who has worked on 4 continents with local communities, their governments and the inbound and outbound tourism industry. An Emeritus Professor and Responsible Tourism Director at the **Institute of Place Management** at Manchester Metropolitan University, Dr Goodwin is also Managing Director of the **Responsible Tourism Partnership**, advisor to the World Travel Market Portfolio on it's Responsible Tourism programme across the global WTM Portfolio. He chairs the panels of judges for the **World Responsible Tourism Awards** and the other Awards in the family, Africa, India and Ireland. Keep your eyes on the WTM Africa website for updates.

The Inspire Theatre will play host to a variety of cutting edge tourism industry content sessions. On Wednesday 10 April at 11:30, SAACI CEO Rudi van der Vyver will host a half day Business Events Conference in partnership with IBTM comprising AFRICA of three sessions: A Sustainable Event Industry; Embracing Our Youth: Transformation in an evolving world of Event Management, and Professionalism and Accountability in a burgeoning Event Industry.

On Wednesday 10 April at 14:30, experienced mentor, business coach, consultant and strategist Alessandra Alonso, returns with her incredibly popular and valuable Women in Travel interactive sessions, with a focus on gender empowerment, entrepreneurship, travel and tourism. The event combines a panel debate with group mentoring and networking to ensure attendees access inspirational speakers, hands-on advice through mentoring and give women an opportunity to meet with their peers and share challenges, opportunities and learnings.

The SETE: Sports and Events Tourism Exchange runs for a full day in the Inspire Theatre on 11 April, with former Ireland International rugby player and Talk Radio 702 presenter John Robbie exploring the impact and benefits of major sporting and other events which have a significant ROI for our tourism economy.

Friday 12 April also features a full-day event, Travel Forward Forum in partnership with eTourism Frontiers. The business driven, focused and educational event gives attendees the opportunity to meet leading experts in sessions covering untapped elements and practicalities of e-commerce and online distribution.

The Destination Theatre also features a full programme across WTM Africa, with entertaining and engaging sessions set to cover current and future trends, a 2019 travel forecast, tourism into the rest of the continent, trends in travel influencer marketing, film tourism, Halaal tourism, destination presentations and global gay & lesbian travel, to name but a few. Current speakers include iambassador Founder & CEO Keith Jenkins; Women in Travel CIC Founder Alessandra Alonso; iambassador CMO Nicholas Montemaggi and Film & Event Media Publisher Lance Gibbons.



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FITUR 2019

THE INTERNATIONAL TOURISM FAIR, HOLDS ITS 39TH EDITION FROM 23RD TO 27TH OF JANUARY 2019 WITH THE PRESENCE OF SKÅL INTERNATIONAL



FITUR is the global meeting point for tourism professionals and the leading fair for the Latin American incoming and outgoing travel market.

FITUR 2018 broke records of attendance with 10,190 exhibiting companies from 165 countries/regions; 140,120 professionals and 110,860 members of the general public visiting.

The presence of 7,856 journalists shows the international expectation that FITUR generates in the tourism fair circuit. Skål International Spain organises a stand that offers the benefit to members from all over the world of a place to hold their business meetings. It is a place where we make contact with other visitors to the Fair thanks to the B2B communication offered by the organisation. Over 200 people used our stand last year.

For the 2019 Fair a special price has been negotiated with the hotel Weare Chamartin. If you wish to make a reservation, please send an email to skalspain@skal.org with names and dates for the stay.

Important Tourism Award: This year the prize will be presented at the World Tourism Organisation Fair to the new General Secretary "On his commitment with Responsible and Sustainable Tourism in the world". Our association is also committed to work with this target in mind and with the need to prevent the growth opportunity that tourism represents for all countries from deriving in actions that harm the local population or the environment, at the same time as committing to environmental sustainability towards a circular economy.

We look forward to seeing you at stand 10B61.

2019

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Feria Internacional de Turismo

Madrid

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SKÅL CLUB OF THE YEAR

In this issue, we have asked the winner of the Skål Club of the Year 2018 Award – Skål International Bahias de Huatulco (Mexico) – the runner up – Skål International Boston (U.S.A.) – and the third position – Skål International Sunshine Coast (Australia) – to share some of their thoughts and ideas on the success of their Clubs.



PRESENTATIONS: Bahias de Huatulco



Boston



Sunshine Coast

1. What is your “recipe for success”?

Bahias de Huatulco: Our members are involved in the activities and committed with the proposals. We celebrate success based on the ideas generated by everyone and have made strong friendships supporting the businesses that each one represents in a sincere and enthusiastic way. A monthly report of our activities is issued to inform the members.

Boston: Our “recipe” is no secret. We have always been a Club that promotes friendship, networking and support. 100% of our members are owners or senior management of Hotels, Attractions, Travel Agencies, Tour Operators and Restaurants as we will remain.

Sunshine Coast: At Skål International Sunshine Coast we strive to have fun at all our meetings and mix up our events for our members. We do a combination of breakfasts/lunches/sundowners, dinners and experience days. We communicate with our members and potential members on a regular basis. The Executive Committee hold two development days during the year and monthly Executive Committee meetings to plan and organize events/sponsorships/charity fundraising and donations. Our Executive Committee are passionate about Skål International and work hard for the Club with organising our Club events, attending as many local/national and international events on behalf of Skål Sunshine Coast.

2. How does your Club attract new members and how do you retain these members?

Bahias de Huatulco: Our philosophy is based on meeting the objectives of Skål, mainly doing business amongst friends on a regional and national level. For example, we held a wine festival where the guest speakers were Skålleagues from another club with the event being broadcasted in specialist media. We get involved with the destination and its communities, taking active part in social programs and adopting a sustainable project. Society acknowledges us and respects us and this is why the members wish to stay with us and others want to belong.

Boston: The majority of our new members come as a result of word of mouth. As would be expected, there is quite a bit of turnover, especially in the Hotels. When a member GM transfers, they and we will reach out to the new person and invite them to our Luncheon and introduce them to as many members as we can. Also, we encourage them to get involved in the Club, i.e. selling raffle tickets, helping at registration, hosting a luncheon, etc.

Sunshine Coast: We hold an annual membership drive in September and ask our members to all invite at least one guest, we also invite the main players in the hospitality and tourism industry to attend. Our members are also encouraged to entice new members during the year by bringing guests or potential members to any of our monthly events. Skål Sunshine Coast works very closely with our regional tourism bodies/hospitality, accommodation & tourism associations promoting Skål Sunshine Coast. As part of an initiative, all Queensland Skål Clubs contribute to the sponsorship of a Queensland Tourism Award category. To retain members, we ensure we communicate with them on a regular basis and keep them updated our upcoming events and with major tourism/sporting/industry events happening on the Sunshine Coast or region.

3. What methods do you implement in your Club that encourages attendance to your monthly functions and keeps this excitement and participation alive?

Bahias de Huatulco: Our monthly meetings are dinners by general consent; we send out digital invites and attendance is confirmed by phone. We start by providing local, national and international news. Subsequently, we make the dinner presentation where the theme is chosen by the host, which makes dinners fun and/ or cultural. This has reinforced gourmet cuisine and excellent wines.

Boston: We continually change venues each month, never ask a venue to host year after year, include an out of town member and also have at least one meeting as an evening reception. We also have a "rule" that members are "not allowed" to openly promote their business at the meetings and we guarantee each meeting will not exceed the 12:00 noon - 2:00 pm two hour time frame. The venues present gourmet 3 course menus and we only charge \$65 inclusive.

Sunshine Coast: We hold a variety of events to keep things interesting and above all to have fun and network. We may hold educational sessions or invite special guest speakers from within the industry at as many members facilities as possible. At the beginning of the year all members are issued with an events calendar, so to save the dates. We send out monthly newsletters and Facebook posts for the upcoming events. We encourage attendance not only for the social and networking aspect but to acquire as much current and upcoming information that is relevant to our industry and businesses.

4. Does your Club have any extraordinary project that you are working on at present?

Bahias de Huatulco: Yes, we are the creators of project "**Skål carbon neutral**" in which, together with the Clubs of Mexico, we participate with a contribution on taking our trips to restore the forests of Chiapas in Mexico, and neutralise or mitigate the carbon footprint. On the local level participation is also very active with a project under the name of "Arbolotón" being created to reforest the upper basin of the water source in Huatulco in order to preserve it. The greatest project we have at present is the creation of a new Skål Club in Oaxaca city, Mexico. We have already booked a breakfast meeting with prospect partners of the new club in February 2019, where our Club will be the sponsor.

Boston: Philanthropy has been and continues to be a guiding philosophy. Over the past 15 years we have donated nearly \$750,000 to local and Skål charities. Each December we hold our Holiday Luncheon. A local charity is chosen and all monies raised through raffles and silent and live auctions are donated to that charity. All items are donated by Club members. Each year the amount raised has increased and last year we donated \$68,000 to Hope Lodge, which provides housing to family members of cancer patients at Dana Farber Cancer Center. We also donate annually to several Skål Charities as well as to other Clubs that have been victims of tragedies.

Sunshine Coast: For the first time in history of the Queensland Tourism Awards (QTA), the national tourism awards are to be held on the Sunshine Coast in 2019. We are liaising with DestinationQ and Queensland Tourism Industry Council to be involved with not only promoting Sunshine Coast as a destination and the Skål Sunshine Coast Club but to organize an industry event prior to the night of the Tourism Awards. DestinationQ hold industry masterclasses and events in the days prior to the awards and the QTA have up to 1000 industry people in attendance.

5. How do you promote the many membership benefits to your members and prospective members?

Bahias de Huatulco: We are present in the social media: **Facebook**, **Twitter** and have our own **web page** where we provide information and promote our activities, take part in radio programs and local and national printed press.

Boston: We share local as well as international news and benefits through our quarterly newsletter along with photos of our luncheons.

Sunshine Coast: We integrate educational events during the year to our members and guests. This

could be on education on how to use the Skål national and international websites/Social Media/ networking opportunities/reports from National Assemblies and International Congresses. Skål Sunshine Coast attend local tradeshows to promote the Club to industry leaders.

6. How do you promote Young Skål to prospective members and to your membership base?

Bahias de Huatulco: A call amongst active members has been issued so that each can propose at least one member. This December we will have the visit of the Speaker of Young National Skål, Fernanda Sotomayor, to give us a speech about What is Skål and its benefits, with a view to grow the number of members by 2019.

Boston: Our members encourage and include younger members of their management teams who often attend as guests and "learn" the flavor of our Club and, specifically, meet other members. We do not have a Young Skål Club, but, as these individuals grow professionally, they too often times join our Club.

In 2005, we had 138 members and today we have over 185.

This coming year, on January 4, 2019, we will be 80 years old, the largest Club in America and the 2nd oldest.

Our Club, as I said in Question 1, is built on friendship, hospitality and networking and with those principles, will continue to grow.

Sunshine Coast: As a regional club we encourage our industry leaders within the Club to promote the Club to young professionals in the industry or upcoming employees. Due to the drawcard of the major cities for young professionals from the coast, for additional career opportunities, we encourage any young individuals to attend meetings in these areas. We promote Skål to tourism/hospitality students at our university on the Sunshine Coast and have in the past sponsored a student with workplace experience/ internships and mentoring.

Save the dates - 2019

Skål International Area Congresses

Latin American Congress
10-14 April 2019
Villa La Angostura, Argentina

North American Congress
25-28 April 2019
Waikiki, Hawaii | [Web](#)

Norden Area Committee Meeting
25-26 May 2019
Copenhagen, Denmark

Asian Area Congress
27-30 June 2019
Bangalore, India

Skål International World Congress

14-21 September 2019

Seven day cruise in the Caribbean out of Miami | [Web](#)



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

Calendar of Trade Fairs

Skål International will have a stand at the following major international trade shows, but there are many other trade fairs where Clubs and National Committees have a presence.

January

16-18
SATTE | Delhi, India

17-20
Matka | Helsinki, Finland

Stand nr. 1c29
23-27

FITUR | Madrid, Spain

March

6-10
ITB Berlin | Germany

12-14
MITT | Moscu, Russia
NEW TRADE SHOW FOR SKÅL

April

10-12
WTM Africa | Cape Town, South Africa

May

21-23
IMEX Frankfurt | Germany

September

10-12
IMEX America
Las Vegas, USA

October

9-11
TTG | Rimini, Italy

16-18
ITB Asia | Singapore

November

4-6
WTM London | UK

December

26-28
IBTM World
Barcelona, Spain



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