

EDITION 266



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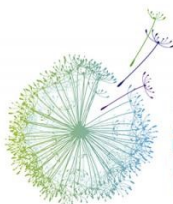
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2017
AÑO INTERNACIONAL
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FROM THE VICE PRESIDENT DESK

INTERNATIONAL SKÅL COUNCIL MID-YEAR MEETING A GAME CHANGER?

I have today emailed our Young Skål leagues in Toronto with a greeting for their symposium in conjunction with North American Skål Congress (NASC). The message started like this: "Skål International is standing on the verge of major change. We are challenged by changing times and habits and are, as many associations globally, fighting over the most sought after luxury: peoples' time. In the past people dedicated their free time to many causes. Today, with the overwhelming offers of networking possibilities and hobbies belonging to an association is not the first thing we choose."

You may be wondering why the slogan from the Monaco congress is the title of my address. The reason is simple. Less than two months ago the Executive Committee was preparing to attend the International Skål Council meeting in George, South Africa. I think we all had mixed feelings about it. The attendance of Councillors has been extremely low over the past years and to justify the costs for attending their meeting was a big discussion point. I want to be quite transparent here – we, the Executive Committee, understand the cost to the Organisation and rest assured we take our position extremely seriously. So from early on, we adapted the slogan from Monaco – we wanted the meeting to be a game changer on all fronts.

One of the first things when drafting the agenda for the Executive Committee meeting with David was that I asked that the budget for 2018 be the centre of our meeting. Traditionally the budget has been prepared by the Director of Finances and then sent to the Executive Committee for comments. This time however, the whole Executive Committee and the C.E.O. were involved in the outlining of it. We took the time and worked our way line item by line; everything was discussed, reasoned, reduced or in many cases removed. The transparency of the whole budget was highlighted and ownership of it given to the whole Executive board. For me this was the first game changer.

We also discussed major proposals for the future; the possible reduction of the number of directors on the board was the first one. I know this will cause a lot of discussion and believe me – it did not result in "high fives" when presented to the Councillors but how are we to ever change if radical proposals are not put forward for deliberation? You, the members, will have the chance to tell us what you think of this and other proposals during the upcoming World Congress in Hyderabad.



The Council also presented several points on development. There will most probably still be a Council in the future too but its composition and who will actually be attending in their work will change. I will leave it to Council President, Bill Rheume, to tell you more about this. There will also be a major change in the congress format. The new layout was prepared by a team of Councillors and approved by the Executive Committee in South-Africa. The next step is for the General Secretariat to start working on a brand new Congress Manual so that the bidders for 2019 will already have a chance to bid according to the new format. I believe that the new congress format strikes a balance between business and social opportunities and in this supports the new Strategy 2017-2020 and the outline it has for our membership.

In overall the meeting was a success. With the help of ISC President the days were spent mostly in deep discussions and interaction among the Councillors and Executive Committee members. We all enjoyed the new format and I think all participants would agree with me that this is the way forward. We cannot develop Skål in separate silos.

In October 2016 we hired a C.E.O., Daniela Otero, to lead us. We have been working very closely ever since and I can assure you she is a very enthusiastic C.E.O. indeed! We have already seen a positive change at the General Secretariat and I hope you have seen it too. The team is superb and is now given a change to excel rather than to keep a status quo. Daniela's first task was to formulate a strategy for Skål, and this she has done. You will have an opportunity

to read about it from the summary in this magazine and we will surely discuss it in Hyderabad too. I am working as the appointed congress director and we are already refining the formats for both the Presidents' and Executive Forums so that the voice of the membership will be better heard. I look forward to receiving suggestions/comments on any aspect of this message via email (susanna.saari@skal.org) and am hoping to see loads of members in Hyderabad.

Together we can create the added value for that free time!

Susanna Saari,
Vice President, Skål International

NOTE FROM THE CEO

Dear members,

I wish to share with you the new Strategic Plan that will guide us over the next three years.

I would like to clarify that a good strategy is one that can be applied at the moment it is produced. I say this because when drafting the document, I had to consider the technical, human and internal limitations that we have at the moment.

It is not good to design a perfect strategy on paper, but which is unachievable in practice!

You will note that the first stage of the strategy is focused on concrete action plans in order to work urgently in the internal and external image areas, membership services, benefits and strategic alliances.

It will, however, also be necessary to make some fundamental changes that are not yet included in this document but which are very important and should be debated soon: International Council functionality, Executive Committee optimisation, Statutes and By-Laws.

These items are the skeleton of the organisation and were designed years ago and should now be studied in depth. We cannot think of a real strategic change without also planning strategic changes in these areas.

I would also like to comment that we are working on the optimisation of the Congress Manual in collaboration



with the International Skål Council. There are many suggestions that we consider should be taken into account.

Finally, I am grateful for the valuable information, suggestions and recommendations received throughout this process.

I invite you to visit this [link](#) and am at your disposal for any comments and clarification.

Daniela Otero
C.E.O. Skål International

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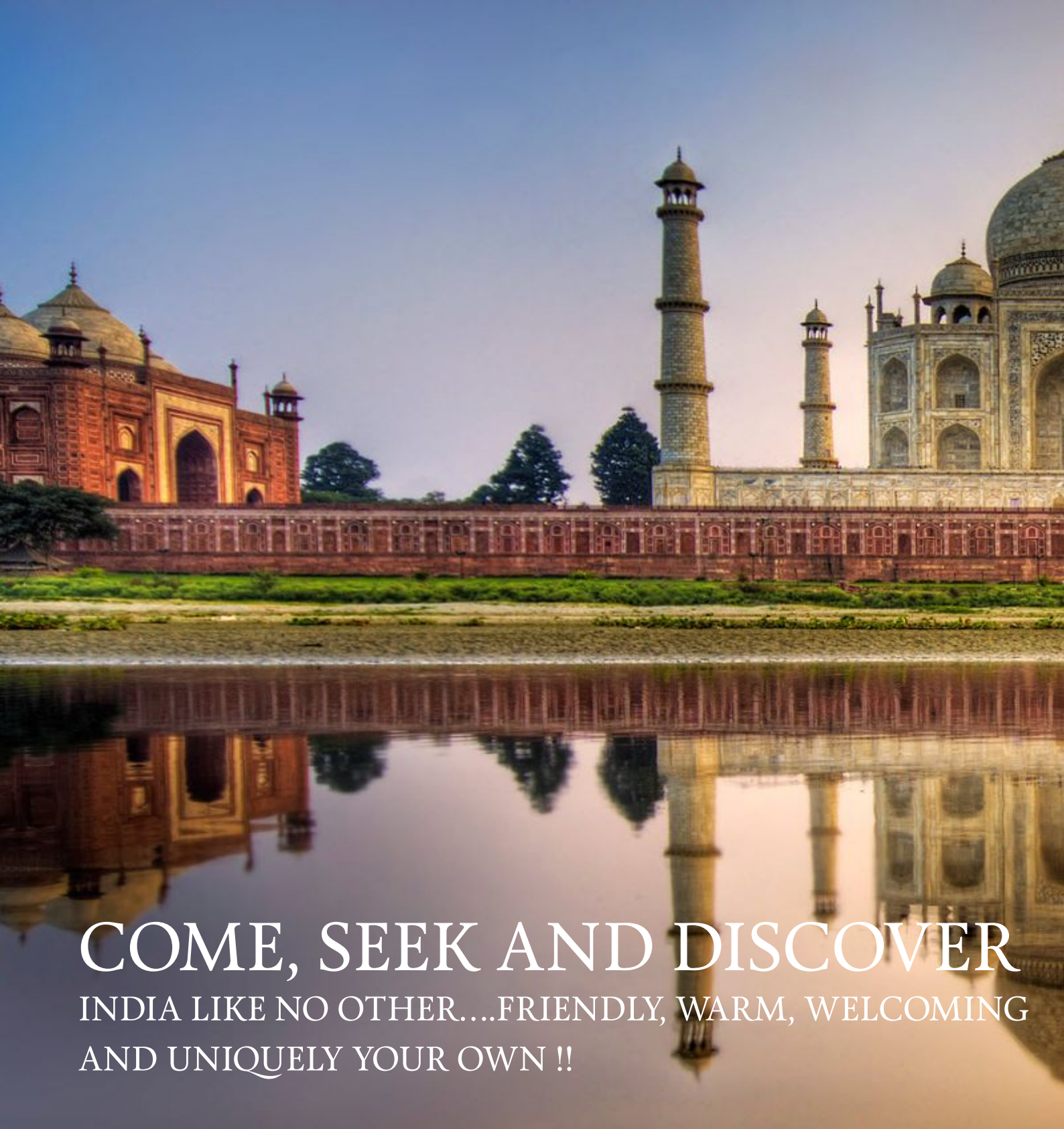
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FULL INFORMATION HERE

COUNCILLOR'S CORNER

It is with great pleasure that I write to you after my first Mid-Year Meeting as Councillor for Canada.

I have large Councillor shoes to fill succeeding two engaged and passionate Skållegues like Thomas Vincent and now ISC President Bill Rhéaume.

I have been in Skål for 15 years and have held the offices of Club President and Canadian National President. I attended many national and international congresses and had the pleasure of meeting many of you throughout the years.

In my "day job" as a hotelier and modular hotel builder, I believe dearly in the networking opportunities of the organisation. My involvement in Skål has been the best opportunity generator of my career. The idea of networking through friendship in tourism is an ideal approach. Friendship builds trust and trust builds partnerships.

Skål in Canada is very strong with around 700 members. We have a very large and diverse country. We are fortunate to have Clubs in all of our major markets from the Atlantic to the Pacific. Our Clubs range from twenty to over a hundred members. The average age is very good and we work hard to make sure that we grow with the right members, making sure everybody understands what we stand for.

While at the Mid-Year Meeting (MYM) in beautiful South Africa, we asked hard questions and gave hard answers to what we foresee for this great organisation. Membership numbers have been eroding steadily for some years now. I was privileged to be in the room where we made the commitments to help change the parameters that will give the 14,000 plus active and dynamic members the Skål they deserve.

You will always have a diversity of opinions when you want the best for an organisation that is operating in so many countries. The good news is that all the countries present in South Africa, 45% of the global membership was represented there, built an unanimous consensus on a path to Skål 2.0. The changes to the Council operations will take effect as quickly as next year to bring costs down and generate more efficiency in assisting the Executive Committee



and CEO in managing Skål, the membership development fund is on track and ready to go and the Young Skål project is getting more attention to make sure it is deployed with the same structure around the world.

The new congress format will provide a better environment for the members so they benefit more from there time at the event. The international congress is the number one "marketing tool" for the organisation.

We also had the privilege to get the first look at CEO Daniela Otero's global strategic planning for Skål, so what better conclusion than to invite you to keep an eye out for the many things to come!

By Jean-François Côté,
Councillor, Skål International Canada



THE POWER OF SKÅL

STARTS WITH YOU

As the old adage states "It is not what Skål can do for you but what you can do for Skål"; this short statement even though an overused one still is true and relevant and especially so in our organisation.

When asked why most members have joined Skål International, the answer has been in the majority of cases, that they have been introduced to our organisation through a friend, peer or business associate even before they were aware of exactly what benefits Skål could offer them.

How do most Clubs or organisations survive and thrive in this ever changing world of instant gratification? You the member are the first point of call for membership acquisition, the "face of Skål", therefore the Ambassador of our organisation.

This simple but powerful decision making process equates to how travellers decide on their accommodation establishment, restaurant choice and entertainment location by observing comments by fellow travellers on various social media channels. These potential travellers will follow and regard these comments rather than research websites of various organisations when deciding on membership.

This power is then transferred to you the member as after they have asked questions, looked at the respect and knowledge you, the member, have in the travel and tourism industry and how successful you are in business, they will then decide or decline membership.

There are many more organisations to belong to that offer very similar membership benefits, so what would our unique selling point be? Again you the member! People will choose the organisation that depicts practical examples of how membership benefits can be implemented. Of course

there is no better way to observe this than seeing successful, passionate members who have benefitted from their membership to grow their business on a day to day basis.

Living the Skål brand in all they think, say and do in business and in their personal life.

Each one of us has the talent and ability to share, empower and enlighten and when this is combined with the opportunities, branding and benefits of a global organisation like Skål International offers, naturally it would result in increased membership and benefits.

WHERE PASSION LEADS, SUCCESS FOLLOWS

How do we become or enhance our skills as Skål Ambassadors (members)?

We need constantly to update our knowledge of Skål, be aware of membership benefits, membership classifications, changes that have been implemented by the Executive Committee as well as familiarise yourself with our strategic plan and our views on different travel and tourism issues. Our relationships with our different affiliate members and organisations have also been fine tuned to suit and enhance our benefits which could determine the potential member's choice. It is so important for members constantly to portray professionalism, business ethics, dedication, passion and enjoyment towards Skål. Leaders of Clubs have to inspire their members and facilitate working together as a team to uphold the pillars of our organisation.

Is your club working together as a team and supporting the leadership of the club and organisation? As a member are you portraying the ethos and principles of the organisation and sharing with potential members and members what Skål offers? The lack of these aspects in a club is one of the biggest reasons why members are leaving. Attitude, social skills, understanding and respect will not only attract members but retain them as members as well.

FIRST IMPRESSIONS ARE IMPORTANT SO LIVE THE SKÅL BRAND AT ALL TIMES

We are all ambassadors of the organisation, the first face they see when joining, so their first impression of you will determine their choice of membership and if

they will retain their membership will determine how they are respected and included.

Each culture is different, our organisations spans continents so one Executive Committee and one Head Office may never address all the different requirements and expectations you as the member may face. You might be the determining factor whether a new member joins Skål.

ACT LOCAL, THINK GLOBAL



Quality and not quantity determines the power and strength of Skål. Fluctuating membership numbers are not always due to unmet expectations but rather due to aspects like a "time poor society" more choices of organisations to belong to and not wanting to commit to any club membership.

How do clubs and societies last for so long..... personal relationships, mentoring and respect for leaders and peers in a group. Each club should highlight the true ambassadors of Skål International who have based their businesses on the effective networking Skål offers. The attaining of friends and business associates globally and the monetary value these relationships have cultivated can be used as constant examples at congresses, national committees and meetings to encourage membership.

LET EXCELLENCE BE YOUR BRAND, AS WHEN YOU ARE EXCELLENT, YOU BECOME UNFORGETTABLE

The power of Skål is in your hands and starts with you!

By **Lavonne Wittmann** | Director, Skål International

SUCCESS CORNER

SKÅL PARIS BACK TO THE FUTURE!

During our General Assembly held on 7 March 2017 I accepted the presidency of the Club with two objectives as priorities for 2017 and 2018:



MEMBERSHIP DEVELOPMENT ▶

Revitalise and position the Club so that one talks about Skål and it gains notoriety which incites the young professionals to join. Objective: an increase of 30% in membership in two years, hotel directors, DMCs, Sales and Marketing Directors, cruise lines, tourism offices, tourism schools, new technologies and new tourism professions.

Think about the creation of a Skål prize, such as "Tourism Innovation" for a start-up which works exclusively for the tourism industry to talk about Skål and help newly-formed starts up to get known.

Find a specialist who will be in charge of external communication and social media.

Create a challenge for development, with an incentive for the best "recruiter" every year.

STRATEGY ▶

Increase the number of events organised by Skål Paris so that one talks about Skål.

We have maintained our monthly "MEET UP" on the 3rd Thursday of the month at the Hotel Scribe, a historic hotel for Skål Paris.

We have developed our partnership with Welcome City Lab the birthplace of tourism start ups of which the Director General, Laurent Queige is a member of the Committee of Skål International Paris.

We have also invited members to a Jazz evening and asked them to bring potential members with them.

To date this year we have seven new members who have been approved by Torremolinos and two in the pipeline for this month.

From 26-29 May four Skålleagues from Skål International Paris, were invited by Giorgio Ardito, owner of the 4* President Hotel to discover Lignano Sabbiadoro, one of the seaside towns on the Adriatic Coast and the natural beauties of the Friuli Venezia Giulia region. Read more [here](#).



On 10 June a group of Skålleagues participated in a “Mexican Party” organisation by Generation CDG.

We are developing exchanges with other associations of tourism professionals in order to find new members but also to have some fun events in addition to our traditional, professional, meetings.

On 15 June all the members of Skål Paris were invited to the annual cocktail at the Oceania Hotel. We also invited two members of Skål International Quebec, with which Skål International Paris is twinned, who were on a business trip to Paris to accompany us.

On 29 June we are organising a lunch-debate which will give visibility to our Club on the press with the theme: The Cruise Market – with four speakers who are well-known on the French and international markets:

Georges AZOUZE, Director for France Costa Cruises; Hervé BELLAICHE, Commercial Director Le Ponant, Patrick POURBAIX, Director General France et Benelux MSC Cruises; Lionel RABIET, Croisières d’Exception. The moderator will be Jean Pierre SACCANI, Editor of the magazine “Croisières”.

We have sent invitations to all foreign tourism offices bases in Paris, travel agents, airlines, cruises partners, etc.

We have been contacted by Skål International Berlin which wants to twin with Paris and the idea is to create a group of European capital cities to put the “Doing Business Among Friends” slogan into practice but also to discuss the problems Skål is facing in Europe and internationally and to create a European Area Congress along the lines of those organised by North America, Asia and Latin America.

Last but not least we would like to create a link and communication between the Clubs in France: we

have started this with Skål International Var-Provence and our Vice President Stéphane Chirié attending an evening organised by the Club last month.

We propose to visit one of the Clubs with which Paris is twinned every year and every two years we will invite members of all our twinned Clubs to visit Paris for a weekend with a special programme including networking and to discover Paris “differently”.



Skål International Paris is very proud and congratulates Nicole Jobin, Honorary I.E.N., Associate member of the Culinary Academy of France and Vice President of the MOF-HSAT (MOF means Meilleur Ouvrier de France – Best Worker in France) competition who has honoured with the highest distinction from the French Ministry for Education: Commandeur of the Order of Palmes Académiques. The presentation of the medal was held at Chez Lasserre a high place of French gastronomy, in the presence of Chefs with stars and numerous personalities from the Hotel-Restaurant world. From left to right: Alain Coulanges, Grand Chef Michel Roth MOF, Nicole Jobin, Karine Coulanges and Claude Jobin.

SKÅL BENEFITS

Develop benefits and on this note I would like to make known that I have negotiated with the management of the Hotel Scribe a discount of 20% on all drinks and meals taken in the hotel. To take advantage of this discount all you have to do is present your Skål membership card when ordering. This advantage is available to all Skålleagues worldwide who come to Paris: so do not hesitate to come and relax at the hotel bar or organise your business lunches or dinners in the hotel – it is a great place and the food is excellent but do not forget your Skål membership card.

By **Karine Coulanges**

President, Skål International 2014

President, Skål International Paris

CONFERENCE ON SUSTAINABILITY AND COMPETITIVENESS IN TOURISM DESTINATIONS

By Daniela Otero, CEO, Skål International

On 15-16 June I was invited to participate as a speaker at the International “Conference on Sustainability and Competitiveness in Tourism Destinations” in Tenerife in the Canaries. The conference was one of the most important events this year with regard to the challenges faced by tourism destinations in their commitments to sustainability in the celebrations of the International Year of Sustainable Tourism for Development. The meeting which was sponsored by the WTO and the Spanish Secretary of State for Tourism had the support of the principal international organisations (such as UNESCO) and the sectors involved in the promotion of the most sustainable tourism destinations. Skål International occupied an important place in the technical debates and it was an interesting opportunity for me to strengthen institutional ties and also to promote our Sustainable Tourism prizes which are presented annual during the International Congress.



My presentation was centred on the marketing of sustainability and the vision of the current markets. I have pleasure in sharing some of the concepts made during the presentation.

CAN “SUSTAINABILITY MARKETING” BE INCLUDED IN A STRATEGIC PLAN?

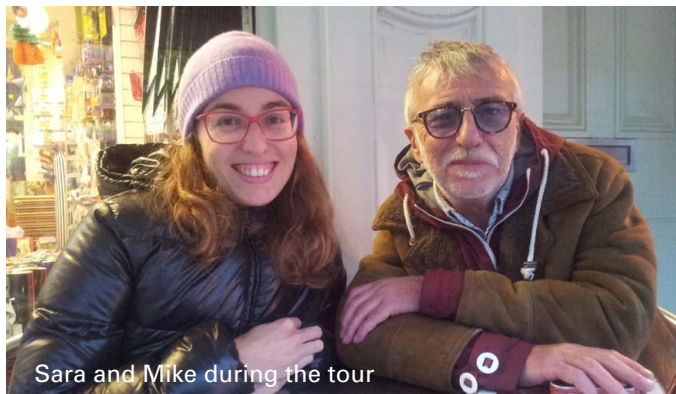
Sustainability marketing is today being talked about and is a mix which combines traditional marketing strategies with concepts such as relational marketing and marketing with social, ethical and environmental perspectives. This new concept is trying to group

the social and environmental criteria with corporate requirements. These are characterised because they are strategies with a longer term vision and put an emphasis on the social, ecological problems and the conduct of the consumer. The appearance of this new, concerned consumer, not only to satisfy his current needs but also to protect the environment is obliging companies to adopt a new way of understanding marketing and we are beginning to hear technical expressions such as: ecological marketing, environmental marketing, green marketing, eco-marketing or sustainable marketing. Ecological marketing is, above all, a philosophy which should cover all areas of the organisation. There are already tourism companies that offer their clients “an eco-friendly experience” and use this as an added value which differentiates them from the competition.

DOES THE GREEN OR ECOLOGICAL CONSUMER EXIST?

In the last few years the concern for the deterioration in the environment is not only a complex social tendency but also a marketing phenomenon which is giving rise to the appearance of a new sector of consumers: the so-called green consumers. The green or ecological consumer can be defined as the consumer who shows his concerns for the environment and his purchasing behaviour, looking for products and services which are considered to have less impact on the environment. For these consumers the ecological aspects are an added attribute when deciding on the purchase. In some cases, these clients are also ready to pay a higher price and not use products or services which are more contaminating. The products or services known as “ecological” should not sacrifice the

TRAVEL UNUSUAL



Sara and Mike during the tour



Camden Town – Unseen tours - London

This year is the International Year of Sustainable Tourism for Development. Many events, conferences and activities have been and are being organised to celebrate it, I am happy to share with you my own professional experience in the sector.

I started to collaborate with visit.org in August 2016, I decided I wanted to help international development through tourism and to do that I joined this brilliant start-up (certified B Corporation for profit company) based in NYC. Visit.org is the world's largest discovery and booking platform for immersive, impactful travel experiences hosted by do-good organisations around the world.

Working with organisations in Europe allows me to see the meaning of sustainable tourism is slightly different if you talk with managers or owners of large chains (considering mainly environmental sustainability) and DMC managers or non-profit or social enterprise workers. These second categories have more in common than they think, they care about the environment, but they know that a destination, or simply a place needs more than that to be considered sustainable: economic sustainability is essential for a social sustainability and a non polluted environment is essential for health and wellness. I found more expressed awareness about the strict connection among the three aspects of sustainability from non profit or social enterprises than talking everyday with my colleagues in the tourism sector, which in the common idea is crazy, because if I have less, I should not care about sustainability, but in reality it is because there is no equality that sustainability and responsibility should be applied in every sector.

The experience with visit.org has shown me the difficulties the organisations may have: the lack of funds, the disorganisation, the lack of employees, the different issues they have in different countries, but also how they react to the issues, which problems are the most relevant or which priorities the government has.

For example culture is free almost for all in UK, but in the same country it is also very easy to get off the system and lose everything you have, as I discovered walking with Mike and listening to his story.

Thanks to visit.org at WTM 2016 I met Albert, External Relations Director of Unseen Tours and Mike, a guide with the organisation. Unseen tours is a partner organisation of visit.org and is very happy to have on board, its mission is to empower homeless individuals to showcase their story, creativity, and resourcefulness by taking the general public on great tours to various parts of the city of London.

After WTM I did a tour in Camden Town with Mike (Camden Tour – Rock and Roll Contrast).

Primrose Hill, two minutes away (a bridge cross) from the most famous places in Camden town, is one of the most expensive areas of London, where many celebrities such as the Beckham family, Daniel Craig, Nick Grimshaw & Jamie Oliver live. Here is where Mike's tour takes place. During the tour you will discover how this community interacts with the homeless like Mike, you could agree or not with the community or Mike, but this is part of the experience making you reflect on your choice, your life.

It was a nice experience, Mike shared great historical and contemporary information, but the most impact was listening to Mike's life. I was shocked by Mike's story, it could be anyone's story (not something we generally see far away from our daily life in Italy such as war, epidemic diseases, natural disaster, etc.) and this is probably the reason why I felt it so scary, but also so inspiring. Mike's life was close to what I see my life could be: project manager and consultant, having different clients. Meeting Mike made me reflect a lot.

Homelessness can happen to anyone but at the same time we can be so strong to go out and talk to people about it. Mike is probably a very different person right now, he has different priorities, but he took the good side of his situation and is proud and grateful to be involved with Unseen Tours and his eccentric neighbourhood Primrose Hill.

visit.org is happy to collaborate with tour operators and travel agencies in many ways, from simple affiliation to add impact experience to already existing packages and you can reach out sara.vitali@visit.org.

Sara Vitali

[Sustainable Tourism World](#) | Young Skål Lombardia

SKÅL SUSTAINABLE TOURISM AWARD 2017

SPONSORED BY HALTERIOS

Last days for submission of projects | Deadline: 30 June 2017



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

Companies from the public and private sector, social businesses, NGOs and government agencies worldwide are welcome to submit an entry in one of the 10 available categories:

- Tour Operators
- Urban Accommodation
- Rural Accommodation
- Transportation
- Countryside and Wildlife
- Marine
- Community and Government Projects
- Major Tourist Attractions
- Educational Institutions/Programmes and Media
- Tourism Destinations – **special category this year on the occasion of the 2017 UNWTO International Year of Sustainable Tourism for Development**

For full information, please consult our [e-brochure](#) or the [Online Form](#)

HALTERIOS, A PERFECT PARTNER FOR SUSTAINABILITY

Skål International is pleased to announce the recent partnership with Halterios, a tourism management, branding/social responsibility and marketing consultancy www.halterios.es based in Cadiz, Spain, as the official sponsor of the Skål Sustainable Tourism Awards, with the aim to help promote sustainability around the globe.

Halterios' marketing department recently presented to the tourism industry the Stone Paper®, an intelligent, ecological and environmentally responsible product, which can satisfy the demand of companies that seek a reduction of costs while they consciously contribute to the reduction of the consumption of the natural resources of our planet.

The Stone Paper® is a technological, ecological, biodegradable and waterproof paper. It is a combination of Calcium Carbonate (80%) with a small amount of non-toxic polyethylene resins (20%).

It contains 80% inorganic mineral powder. It is ideal for the manufacturing of posters, cartons, books, catalogs, calendars, ads, postcards, invitations, envelopes, letterhead, folders, tablecloths, menus, notepads, business cards, loyalty cards, etc.

This certainly goes in line with our Sustainable Tourism Awards programme.

SKÅL INTERNATIONAL

AS A BRAND

Skål International was founded more than 80 years ago - that is a long time for any brand but do we, the members, take the brand seriously enough? Looking around, especially in the social media, I see the abuse of our brand sign - the Skål logo, on a daily basis. With the new Strategy 2017-2020 and a new C.E.O. as the "captain" of the biggest global association of travel and tourism professionals, I hope to see a new understanding and respect of the brand in all areas, national committees, clubs, and the members.

USE OF SKÅL LOGO

Many tourism professionals are familiar with the concept of franchising – and one could argue that Skål International is almost like one. A club, for instance, should have the same look and feel no matter where it is located in the world. If you were a franchisee hotelier, you would be given strict rules and standard operational procedures to follow. To play with the company logo would not be allowed. Yet at Skål it seems almost a rule, that colours and graphics, even pictures, are added to the basic blue or green logo and used freely whether it is on a club letterhead or a congress logo. In some cases the old logos are still being used.



This old logo should no longer be used!

How many clubs have ordered a proper club letterhead from the General Secretariat? Or asked for the layout design for Skål business cards for the board members - even for Young Skål? Did you know these exist and that we have an in-house graphic designer Ms. Esther Romero who will help you to maintain that Skål brand image? To start with, I would like to invite all Skålleagues to have a look at our "Corporate Identity Manual" which is located in the "Members Area" of the Skål International website (see: Membership Development - > Public Relations). The manual will give you an understanding of how Skål International should be presented and what is available from the General Secretariat, free of charge. The design is sent online and e.g. business cards can then be printed locally and paid by the individual or the club.

Many clubs want to combine a picture or text with the basic logo and the rule is very clear: There has to be a minimum of 2mm free space around Skål logo. A very good example of this was seen last year with the world congress of Monaco with the little red crown sitting on top of the logo. A nice combination not violating the brand!

USE OF LETTERHEADS AND SIGNATURES

As a Vice President I receive emails from around the world all the time. Another thing that has come to my attention is the Skål headers and signatures. It seems to be very common to use the letterhead (header) as a signature – why? Is it not as the name suggests – a header and it should be at the top of the email? I use Outlook as my email tool and at least there it is very easy to start writing under the header. Skål International also has a footer to be used if one wishes. The General Secretariat and the Executive Committee have, for a couple of years now, had a standardised signature. This includes small icons with URLs leading to e.g. Skal.org and Facebook – a very good way of directing your contacts to the right online sites whether it is the global site, a Young Skål site or a national site. A standardised signature also gives a professional touch to your email and once again is a brand building exercise. After all Skål International is a brand we all love - right?

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An example of a standardised signature of the Executive Committee

By **Susanna Saari**
Vice President, Skål International

THE BRAZILIAN CITY OF FORTALEZA WELCOMES THE SKÅL LATIN AMERICAN CONGRESS



Fortaleza was the host elected for the celebration of a successful 2017 Latin-American Skål Congress given that the idea is for Skålleagues share and promote networking and friendship amongst the members of all Clubs in South America.

The Young Skål meeting had more than 100 participants from various tourism and culinary universities and they are our next generation of members. In addition to talking about Skål matters of interest such as sustainable tourism and conference tourism were discussed. This was very interesting because we know that working with Young Skål guarantees that Clubs continue to grow and bring in new generations of leaders in the tourism industry in each country.

The participants attended an appealing Opening Ceremony where the flags of the nations represented were painted on the faces of young persons who accompanied the representative of each Club in the flag parade and delighted everyone with their choreography.

Vice President Rafael Millan brought a welcome message from World President David Fisher and all the members of the Skål International Executive Committee which he shared with the members and encouraged them to increase their

membership and work together for Skål and he was very interested in the particularities of each country represented at the congress and the different goals with which they are currently faced.

Another point which it is important to note is that any Skål country that hosts an international event should follow very strictly the manual and Skål protocol in order not to deviate from Skål policies and avoid any delicate matters such as: local, political, regional and even personal which have nothing to do with the objectives of our congresses.

Finally we have pleasure in inviting you to attend the 45th Latin American Congress in 2018 which will be held in Panama City, Panama where you will be welcomed with open arms and have the possibility of spending a memorable time in the Heart of the World.

View photo gallery [here](#).

YOUNG SKÅL

DELEGATES FROM TURKEY ATTEND PRESIDENTS' CAMP 2017

In Turkey, where the Young Skål movement was born in 1998, we place a great importance to the Non-Governmental Organisations (NGO's) and Young Skål cooperation.



The latest event we attended and cooperated was the President's Camp; organised by the Future of Tourism Platform and hosted by Eastern Mediterranean University in Famagusta, Turkish Republic of Northern Cyprus (TRNC).

The platform was founded in Turkey (2015) by uniting all the tourism and gastronomy clubs of the universities and still receives applications from various European, Turkish and Northern Cypriot clubs.

Young Skål Ankara, Antalya, Istanbul, Izmir and Marmara sent delegates from Turkey to the camp. The camp commenced with the opening speeches of Platform Founder/President Cagatay Kaan Eren (also a pioneer member of Young Skål Izmir), rector, faculty dean and club presidents. Afterwards we visited TRNC Minister of Tourism and Environment Fikri Ataoglu in his office.

Attending the event as Young Skål Turkey and A.D.1644 Worldwide Agency President and providing trainings on "Digital Media Management in Associations" and "Management and Organisation in NGO's" was a unique experience for me. During the presentations; the importance of social media for tourism industry were mentioned as well as club management and 'sustainable leadership'. Subsequently "Recent Tendencies of Tourism" were presented by the Faculty Vice Dean Assoc. Prof. Dr. Ali Ozturen.



In addition, an Advisory Board that aims to unite graduates and honorary members under a single roof was established. The position of Honorary President was also added to the bylaw.

After all my 9 NGO presidencies; that was a great honor to be elected as the Honorary President by getting all the participant president and acting presidents' votes.

Erhan Us
Young Skål, Ankara

IMEX FRANKFURT

SKÅL INTERNATIONAL RECEIVES GREAT EXPOSURE

This year again Skål International was showcased at IMEX Frankfurt, the annual worldwide exhibition for incentive travel, meetings and events, with a stand set in an excellent location within the fairground, which served as a meeting point for all Skålleagues at the trade show.



The stand was successfully manned by Skål International Frankfurt am Main President Heribert Becker and members Volker Brand, Hans-Jürgen Thien, Horst Lommatzsch, Ursula Mühlens and Wolfgang Foerster who welcomed visiting Skålleagues, briefed interested persons about Skål and collected business cards from potential members.

This year for the first time, Former President Nik Racic (2010) managed to get a student from the Tourism University Katarina Simic to help man the stand during the opening hours.

The traditional Skål/IMEX Breakfast was held on Thursday 18 May at the Frankfurt Messe Fairground with the special attendance of Mr. Ray Bloom, Chairman of IMEX Group, who addressed the audience, as well as Skål International President David Fisher, Former Presidents Nik Racic (2010) and Karine Coulanges (2014), amongst many others Skålleagues.

International President David Fisher and Former President Nik Racic were invited to attend the IMEX Frankfurt Opening Ceremony, Awards presentation and Gala Dinner on behalf of Skål International.

View photo gallery [here](#).



ITB ASIA 2017

25 – 27 OCTOBER 2017

Muslim millennial travel report to be launched at ITB Asia 2017

Mastercard and CrescentRating to launch new Muslim millennial travel report focusing on the rise of young Muslim travellers at the Halal-In-Travel Summit held as part of ITB Asia 2017.

ITB Asia, “Asia’s Leading Travel Trade Show”, has extended its partnership with CrescentRating to deliver another exclusive insights programme into the multi-billion dollar Muslim travel market.

According to findings from the MasterCard-CrescentRating Global Muslim Travel Index (GMTI) 2017, the most comprehensive research on the Muslim travel market, the sector will continue to grow at a fast pace and is estimated to reach US\$220 billion in 2020.

With more than 50 percent of Muslims under the age of 30 years*, insights and discussions on the impact of Muslim millennial travellers on destinations and businesses will take centre stage at this year’s conference.

The MasterCard-CrescentRating Muslim millennial travel report will be released at the second “Halal In Travel – Asia Summit 2017” which will be held as part of this year’s ITB Asia on 26 October 2017 at the Sands Expo and Convention Centre, Marina Bay Sands.

Riding on the success of the inaugural Summit last year, the partnership will see CrescentRating host its second conference. The dedicated conference will offer keynote speeches, interactive panel discussions, and specialist presentations that explore the latest

trends and challenges to emerge in the Muslim travel market. One of the sessions will also include a panel discussion with social media influencers on how younger Muslim travellers are engaging with travel brands.

“With the Muslim travel sector emerging as one of the influential travel niches in the global marketplace, we are delighted to partner with CrescentRating once again to shed more light on the challenges and opportunities in this evolving sector.” said Katrina Leung, Executive Director of Messe Berlin (Singapore), the organiser of ITB Asia. “Delegates attending ITB Asia from all over the world can look forward to gain in-depth insights on how to strengthen their position in the halal tourism industry.”

Last year’s debut conference attracted tourism executives from all over the world keen to maximise the potential of the Muslim travel market.

It included travel industry stakeholders and online travel industry players eager to learn and share insights and ideas in leveraging this growth market to attract more travellers and encourage trade. Panel discussions focused on national strategies to develop Halal tourism, the readiness of travel services and the use of technology to target Muslim consumers.

The flagship event also facilitated networking opportunities between delegates and speakers.

Fazal Bahardeen, CEO of CrescentRating and HalalTrip, said: *“We are looking forward to building on last year’s successful foundation with ITB Asia and deliver another ground-breaking event where innovative voices come together.”*

“We are creating another exciting programme which includes insights into the sector especially looking at key profiles and behaviours of younger Muslim travellers, so that destinations and businesses can expand their offerings for this emerging segment.”

In 2016, ITB Asia attracted 846 exhibitors, as well as 895 buyers and more than 10,876 attendees over three days. To accommodate this year’s surge in exhibitor demand, ITB Asia is currently exploring an expansion of the show floor.

For more information on ITB Asia 2017, visit www.itb-asia.com

For more information on “Halal In Travel – Asia Summit 2017”, visit www.crescentrating.com

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PEOPLE

GERRY PEREZ GUAM BUSINESS HALL OF FAME LAUREATE FOR 2017



Gerald "Gerry" Perez, former Skål Asia President and International Councillor, is the Guam Chamber of Commerce Guam Business Hall of Fame individual laureate for 2017, according to the Chamber, and Moylan's Insurance Underwriters will be inducted as the business laureate.

Perez, who is proprietor and Vice President of Micro Med Suppliers, also was President of Duty Free Shoppers, General Manager of Nanbo Insurance Underwriters, General

Manager of the Guam Visitors Bureau and Administrator of the Guam Economic Development Authority.

Moylan's Insurance was founded by Kurt and Judith Moylan in 1971. It now has more than 200 employees in the region.

The "Home of the Good Guys and Gals," Moylan's specialises in all types of insurance, which makes it a one-stop for insurance services, according to the Chamber.

"Gerald Perez is a regular fixture in our island's business world and his contributions, especially in the growth of our tourism market has significantly improved the lives of the entire community," said Chamber President Catherine Castro. "Moylan's Insurance Underwriters are entrepreneurial role models who grew their small business into an enterprising venture with various business undertakings, which continues to serve the needs of our island and the region."

The induction was held on 6 May, during the chamber's annual gala, at the Hyatt Regency Guam. The theme for this year's gala was "A Night at the Oscars."

PETER MORRISON AWARDED A NEW ZEALAND ORDER OF MERIT IN QUEEN'S BIRTHDAY HONOURS

Peter Morrison, International Councillor of Skål International New Zealand, host extraordinaire of the Classic Villa Boutique Hotel in Christchurch, has been awarded an Order of Merit in the Queen's Birthday Honours for services to the hospitality and tourism industry.

With a hospitality career spanning almost 40 years, Mr. Morrison has been a mainstay of the Christchurch hospitality scene holding various executive roles, including on the national board of Hospitality New Zealand, as board member and treasurer.

Mr. Morrison started his career in the mid 1970's as a management trainee for Lion (as it is now known) gaining



management experience in various hotels throughout the country. He moved to Christchurch in 1986 where he managed the Hotel Russley, before becoming one of the owners. Throughout the 90's, his company Morrison Hospitality Management Ltd successfully owned and managed a number of accommodation, bar and restaurant establishments including, Morrisons on Merrin in Avonhead and the Mansfield House & Tavern in Merivale. In 2006, Peter and his partner Jan Clarke started hosting

guests at the Classic Villa Boutique Hotel in Christchurch, a 5 star Qualmark rated establishment.

Mr. Morrison also represents New Zealand's tourism and hospitality sectors on the world stage as our International Councillor for New Zealand. Outside hospitality, Mr. Morrison is treasurer of the Friends of the Art Centre helping to raise funds for specific project repairs within the quake-affected Christchurch Art Centre.

MANOJ B G RITZ CARLTON VOYAGER FOR CULINARY 2017



Bangalore Young Skål member Manoj B G is a culinary student and as a student, one of the most sought out brands by him to start his career was the Marriott Company and at the same time, the Ritz Carlton Bangalore introduced Voyager Program for Culinary. It was a very challenging journey as the selection was Pan-India, that is competition from talents from all over India.

The Voyager trail was composed of multiple rounds namely group discussions, Extempore, online assessments and a

panel Interview, which was based on current happenings, solving case studies and situations as a manager showcasing both knowledge and managerial skills confidently. As he is a culinary student, food trials were also held. It was a mystery basket round, where he was expected to deliver his best by following all the principles of the kitchen. He was selected for the final round which was a panel round, consisting of the directors of all the departments, the General Manager and Executive Chef of the Ritz Carlton Bangalore. It was surely a stressful interview, where every panel member wanted to know every aspect about him as an individual, an international trainee and a Young Skål member. They also analysed his technical knowledge and general awareness regarding the industry and current happenings. He successfully showcased all the knowledge that he held with great confidence and the right attitude. Thus his personality is what made him unique and this has what influenced the company to select me as the "Ritz Carlton Voyager for Culinary 2017".

"The Voyager Journey was full of unknown challenges and exciting tasks that came his way, thus by possessing the right confidence, determination and a passion, he successfully broke all barriers and emerged very successfully as the first 'Voyager for Culinary' at the Ritz Carlton Bangalore".

SKÅL INTERNATIONAL CANDIDATE FOR THE POSITION OF UNWTO AFFILIATE MEMBERS BOARD

Skål International has presented its nomination for the position of UNWTO Affiliate Members Board, of which we are member since 1984.

We wish to hold this position, a role that we already had the opportunity to play a few years ago, in order to enhance the voice of the private tourism sector worldwide. The world

tourism trade must have a voice and its position should be considered when making the big decisions that can affect it. The CEO of the association Daniela Otero represents Skål International in this nomination.

The result of the elections will be announced on 24 July 2017.

IMEX 2017

PURPOSEFUL MEETINGS DESIGN TRIUMPHS IN BUILDING MORE BUSINESS AND DELIVERING A BETTER EVENT EXPERIENCE

In a year when the IMEX Group set out to live and breathe its 2017 Talking Point – Purposeful Meetings – exhibitor and buyer feedback suggests the new, experiential approach to IMEX in Frankfurt paid off.

From the launch of EduMonday on 15 May to the creation and expansion of registration, wellbeing, education and food services into Hall 9, this year's IMEX was defined by positive and highly visual transformations with innovation radiating throughout the show.

Close to 9000 hosted buyers and visitors flocked to IMEX in Frankfurt for four days of focused business, education, connection and community. Total appointments between buyers and the show's 3500 exhibitors rose to 68,500.

From Monday to Thursday there was innovation at every turn. The introduction of EduMonday added event technology, event design certification and business masterclasses to the options available to every single participant. Along with PCMA Business School, Association Day, Exclusively Corporate and ICCA mid-year meetings, a total of 1500 people took part in the newly integrated programme.

The many additions and innovations in Hall 9 also made a huge impact; another of IMEX's efforts to give hosted buyers,

visitors and exhibitors a higher quality of service and care, which included a lot more space to relax and recharge.

The new food court populated by indoor food trucks, the bigger, more open Media Café, the two Be Well Lounge inflatable domes, plus other inflatable meeting rooms and the creation of 'white space' areas generated a chilled-out atmosphere. IMEX's wellness programme also went down well with attendees, many of whom declared it genuinely refreshed them, providing new energy and an appetite for more business.

The new EventTech Academy in Hall 9, the new TechTours on the show floor, the new IMEX App and the experiment of adding Frank, a Chatbot on the website are further evidence of IMEX evolving its technology offerings 'on-purpose'.

Making new and renewing connections was, as always, an important aspect as IMEX brought the industry together, not only at SITE Nite Europe, Association Evening, CIM-Clubbing and the IMEX Gala Dinner but also at many association meetings co-located at the show this week.

Reflecting on this year's event, Ray Bloom said: "This has been our largest and most innovative show ever, with new ideas, creativity and new uses of technology everywhere. Our theme is Purposeful Meetings and there was a tremendous sense of purpose about everyone here. There is also tremendous energy and commitment. Thinking of the future and the legacy of our industry, it is heartening to see."



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TORONTO HOSTS SKÅL NORTH AMERICAN CONGRESS



Toronto was the host hotel for the 200 delegates attending the 56th Skål North American Congress at the Chelsea Hotel. The Skål Toronto Club organised and planned the Congress.

The annual congress for Skål Clubs included delegates from Canada, the USA and Mexico. The Skål International President, Mr. David Fisher, from Kenya and Skål International Vice President Rafael Millan, from Mexico also attended the event. Delegates have remarked that the congress was an overwhelming success.

After a themed, “welcome to the neighbourhoods of Toronto” welcome reception and dinner, delegates were inspired by the opening ceremonies which included the Skål Flag ceremony and remarks from dignitaries representing Ontario Tourism, Toronto Tourism and Heritage Canada. The keynote speaker, Dr. Rich Schuttler, motivated the delegates in his talk about developing effective strategies for marketing and expanding a business and Skål Clubs. Two workshop sessions explored wine tasting and sustainable tourism, both important messages. During lunch, a B2B trade show allowed delegates to meet with suppliers, media partners and other sponsors.

The delegation visited Niagara Falls, one of the wonders of the world, before enjoying a private Skål reception, dinner and wine tasting at Peller Estates Vineyard in Niagara on the Lake.

The Skål Canada and Skål USA held their AGM’s and board meetings during the congress, discussing important topics including building membership for the Skål Clubs, effective marketing ideas, membership benefits and sharing best practices of all of the Clubs. The Skål Canada Quebec City was named Canada’s Skål Club of the Year and Skål Arkansas voted Skål USA Club of the Year.

Young Skål delegates had informative seminars held at George Brown College and a behind the scene tour by the Executive Chef of the CN Tower.

The black tie Gala was held at the historic Carlu, where delegates enjoyed a truly Canadian inspired evening celebrating the 150 birthday of the nation. The evening included reception, dinner, raffles, live and silent auctions while guests enjoyed the fabulous band, Nova Sounds.

On Father’s Day some of the Skål delegates spent the afternoon watching the Toronto Blue Jays play the Chicago White Sox.

The Skål North American Congress was supported by



many sponsors including the Platinum Sponsor, Turkish Airlines; Gold Sponsors Porter Airlines and Barbados, Air Canada, WestJet, VIA Rail, Caribbean Tourism Organization, Details Group, Rail Europe, Jamaica, Dreamscapes, Zoomer Radio, Cayman Islands, Iberostar Resorts, Trafalgar, Big Bark Graphics, Visit Britain, Cayman Islands, Allianz, Dreamscapes, VoX, Tourism Toronto, Antigua and Barbuda, Baxter Travel Media, VoX International, Air Transat, Canyon Ranch, Park and Fly, Skål Winnipeg, Sunwing and St. Vincent and the Grenadines.

Under the leadership of President Holly Powers of Skål International Boston and the national executive committee, Skål International U.S.A. also had productive meetings,

namely an Annual General Meeting and a National Committee Meeting, during the North American Skål Congress which were attended by 42 of 47 United States Skål Clubs.

In addition to the meetings, US Skålleagues joined the rest of the attendees, including, at the magnificent opening ceremonies, various topical presentations, a table top trade show, several lovely meal functions, the traditional, elegant closing banquet and dance, and, most of all, an exciting trip to one of the wonders of the world--Niagara Falls--and a divine banquet at the Peller Estates Winery.

View photo gallery [here](#).

UNITED CITIES AND LOCAL GOVERNMENTS (UCLG)

TO PARTNER WITH IIPT IN GLOBAL PEACE PARKS PROJECT

IIPT Founder and President Louis D'Amore had a fortuitous meeting with Mr. Jean Pierre Elong Mbassi during the recent 4th World Forum on Intercultural Dialogue in Baku, Azerbaijan. Mr. Elong Mbassi is Secretary General, UCLG Africa.

UCLG is the united voice and world advocate of democratic local self-government with a global network of cities, local and regional governments representing 70% of the world population. UCLG goals include contributing to the achievement of the SDG's, Paris Agreement, Sendai Framework for Disaster Risk Reduction, and New Urban Agenda for Sustainable Urban Development.

Mr. Jean Pierre Elong Mbassi, enthusiastically agreed that UCLG will partner with IIPT in the IIPT Global Peace Parks Project which has a goal of 2,000 cities and towns dedicating or re-dedicating a park to peace on 21 September 2017, the UN International Day of Peace.

It was also agreed that a special plenary session on Africa will be organized at the UNWTO-IIPT Global Summit: Sustainable Tourism for Development and Peace being held in Montreal, Canada 17 – 21 September 2017 as Canada commemorates its 150th birthday and Montreal its 375th Birthday. The Montreal Summit is an official conference of the UN International Year of Sustainable Tourism for Development.

The Global Peace Parks Project builds on the success of IIPT's 1992 "Peace Parks across Canada" Project commemorating Canada's 125th birthday as a nation. IIPT conceived and implemented "Peace Parks across Canada" which resulted in 350 Peace Parks being dedicated by cities and towns from St. John's, Newfoundland on the shores of the Atlantic, across five time zones to Victoria, British Columbia on the shores of the Pacific.

The Peace Parks were all dedicated on 8 October 1992 as a National Peace Keeping Monument was being unveiled in Ottawa and 5,000 Peacekeepers passing in review. Each park was dedicated with a 'bosco sacro' – a peace grove of 12 trees, symbolic of Canada's 10 Provinces and 2 Territories, as a link to one another, and a symbol of hope for the future.

Of the more than 25,000 Canada 125 Projects, Peace Parks across Canada was said to be the most significant.

IIPT International Peace Parks have since been dedicated as a legacy of each IIPT International Conferences and Global Summits. Notable IIPT International Peace Parks include Bethany Beyond the Jordan, site of Christ's baptism as a legacy of the Amman Summit, 2000 and Victoria Falls, as a legacy of the IIPT 5th African Conference, 2013, subsequently re-dedicated as the featured event of the UNWTO General Assembly, co-hosted by Zambia and Zimbabwe.

Persons interested in more information on the "IIPT Global Peace Parks Project" are invited to email ljd@iipt.org

THE TERROR OF TOURISM – ENOUGH IS ENOUGH



A woman lays flowers on a pedestrian crossing on London Bridge Jun 2017

When Yasser Arafat said in 1999, "I formally and absolutely renounce all forms of tourism"(sic). We may assume that Arafat meant "terrorism" rather than "tourism" yet that may have been an omen - certainly the two cannot co-exist comfortably and one certainly damages the other.

Following the recent terror attack – the London van and knife attack – UK PM Theresa May said, "There is far too much tolerance of extremism in our society, we cannot and must not pretend that things can continue to carry on as they are..." *She added, "Enough is enough."*

The family and friends of the girl who was stabbed 15 times by terrorists would concur – it's absolutely enough. One witness who saw this gruesome attack by the 3 London terrorists said, *"They were stood over a woman on the ground. They were stabbing her and stabbing her, repeatedly. She was saying, 'Help me, help me'. The men shouted, 'This is for Allah'."*

We are all painfully aware that this is not the first attack in the UK and Europe.

Earlier, on the 22nd March 2017, there was the Westminster attack in London - Khalid Masood, a 52-year-old British man, born in Kent, drove a car into pedestrians on Westminster Bridge and fatally stabbed a policeman. Six people, including the terrorist and the policeman, were killed and 49 others injured. The attack was an act of terrorism motivated by Islamic extremism.

And on the 22nd May 2017 the Manchester Arena suicide bombing at popstar Ariana Grande's concert - killing 22 people and injuring 120, teenage fans and children among them.

And the latest attack on the 3rd June 2017, again in London. Eleven people died, including the 3 terrorists shot dead by armed police. 48 people were injured. A white van drove at high speed across London Bridge, mowing down groups of innocent pedestrians. Abandoning the vehicle, the terrorists then ran amok through Borough Market stabbing people as they ran.

It's a scourge not unique to the UK. In Europe in March 2016, three coordinated suicide bombings in Belgium left 32 dead and 340 injured. The Belgian prime minister, Charles Michel, described it as a *"black day"* for Belgium.

And in Paris in November 2015 simultaneous attacks by gunmen and suicide bombers at multiple venues; a concert hall, a major stadium, a restaurant and in bars and cafés - the shootings and bombings left 130 people dead and with more than 100 in a critical condition and hundreds wounded. The attacks were described by then President Francois Hollande as an "act of war" organised by the Islamic State (IS) militant group.

It was 9/11 way back in 2001 when 2,977 people were killed in NYC. But today, even after millions of man hours and huge amounts of money having been spent fighting terrorism, the threats remain and attacks increase.

So yes enough is enough. Are we too soft on extremism

within our borders? I would say categorically 'YES'. It's time to change and it's time to stamp out extremism in our communities. Tolerance has to be paired with common sense. If we allow isolation within our communities then the end results could lead to breeding dangerous ideological fanaticism. Without any checks and balances, this can lead to terrorism, as we have seen.

Travel & Tourism has been affected. In each city where these attacks have taken place, tourism declines. Thankfully for a limited time only. Our indignation rises, as does our nationalism but what happens then? Tourism leaders must continue to work with all sectors to bring about change.

And World leaders agree that change has to happen.

In the fight to transform our world, to make it a more peaceful and safer place to live, there are no better ambassadors for this change than our very own Travel & Tourism industry. And what about SKÅL? Tourism and peace have been at the very core of our association since Florimond Volckaert was Skål International's first President.

In Bangkok 'Transforming our World' was the theme of WTTC's Global Summit last month. The Summit set out to find out what it will take for Travel & Tourism to actively engage in and maximize its contribution to this theme.

UNWTO Secretary-General, Taleb Rifai, reminded delegates of the words of new UN Secretary-General, António Guterres, *"The world can and must harness the power of tourism" and added that "the right to travel, right to enjoy the world, to do business, to cross borders...has now become a human right."*

One clear message, emerging from these discussions in Bangkok, was that for transformation to occur, Travel & Tourism leaders need to stand up and be counted, and should take personal responsibility for making the world a better place. I would also add a safer and more peaceful place.

Expectations of the sector are high, and these words were reinforced by both the Thai Prime Minister Prayut Chan-ocha and former UK PM David Cameron.

Terrorism was also a topic at the recent 17th SCO Summit in Astana, (the Shanghai Cooperation Organisation 'SCO', is an Eurasian political; economic, and security organisation) their 8 member states include China, Russia, India, and Pakistan. Together they cover a space of about 23% of the

globe, comprising of 45% of the world's population and earn 25% of the world's GDP.



Armed police near the site of the attack at London Bridge 03 June 2017

The President of Belarus, Alexander Lukashenko; President of Uzbekistan Shavkat Mirziyoyev, Indian Prime Minister Narendra Modi and Pakistani Prime Minister Nawaz Sharif indicated that the most critical issue being faced by humanity

is terrorism, and SCO members must work together to defeat it.

Participants of the SCO Summit indicated that illegal migration leads to global terrorism, and the recent wave of terrorism in Europe is linked with illegal migration and instability in the Middle East.

By Andrew Wood

A well travelled writer and former hotelier, UK born Andrew J Wood is a Skålleague, with over 35 years of hospitality and travel experience.

Andrew is a former Director of Skål International, National President of Skål International Thailand, President of Skål International Bangkok and is currently Director of Public Relations, Skål International Bangkok. He is a regular guest lecturer at various Universities in Thailand including Assumption University's Hospitality School and most recently the Japan Hotel School in Tokyo. Follow him on www.ajwoodbkk.com

SKÅL EXPANSION

ACTIVE INDIVIDUAL MEMBERSHIP

Are you involved in a managerial position in the Travel and Tourism Industry and live or work in a country that does not have a Skål Club?

No Problem! You can join our exciting organisation as an **ACTIVE INDIVIDUAL MEMBER** in this growing membership category.

In this issue, we feature Albania with Geri Cakoni, Managing Director and Co-Founder of GoodAlbania, www.goodalbania.com.

With my four years of experience, I could be considered fairly new to the tourism industry but what I lack in long term professional experience, I compensate with passion and commitment to show what Albania has to offer to guests from around the world.

I have been the Managing Director and Co-Founder of GoodAlbania | Incoming Tour Operator since 2015. The concept of GoodAlbania started back in 2013 with a group of talented friends and travel companions who wanted to show the world how special and entertaining our country is and developed into a web of local connections to provide the best for every single one of our guests.



All of us firmly believe that traveling is about people, not only the places, so we focus on local tourism to offer travelers a real, personalized connection.

To us, the local people especially in the countryside are the true pulse of the country. As so, we connect Unesco World Heritage sites like Butrint, Gjirokastra and Berat or other natural wonders of the Mountainous North or the South Riviera with rural household cooking and hiking experiences to create a more sustainable tourism system.

In our small, private tours we will share with you all there is to know about our country, surely emphasising the best of it.

Always focusing on good food and good people!

On that last note, when I met Skål International CEO Daniela Otero and Skål Berlin member Therese Christerson to have a better understanding of the Skål world, I found out that the potential opportunities and “Skålleagues” in this network could and have been extremely beneficial to our company and country.

I chose an Active Individual Membership, being the first Skålleague from Albania, and I look forward to a future Skål Club in Tirana!

(Fun note: “S” in Albanian is informal for “no”... you may need a minute to get it)



SKÅL BIG PRESENCE AT IPW

AMERICA’S LARGEST TRAVEL SHOW

Washington- Prominent Skålleagues were highly visible, 4-7 June, at IPW, the annual gathering of America's tourism industry with its top international suppliers at the 49th gathering of this important event. Over 6400 delegates participated.



Among the Skålleagues with high visibility at IPW were Roger Dow, President of US Travel, which hosts the event; Chris Thompson, President of Brand USA, which markets the United States; Elliott Ferguson, President of Destination DC, who leads the tourism marketing efforts of the host city; and Holly Powers, President of Skål International USA, who was a VIP Guest. Skål International President David Fisher was scheduled to attend, but had to cancel, due to a late travel complication.

Skål International Washington organised a well attended reception on Monday 5 June, which saw both international and US Skålleagues in attendance. The event was led by Skål International Washington President James Enright and organised by Skål International Washington IPW Chair Barry Biggar at Claudia's Steakhouse, a popular area restaurant.

Both Dow and Thompson spoke at the event. There were banner exchanges, including one between Washington and Bucharest, Romania, represented by Skålleague George Nicolescu. A highlight of the evening was the presence of David Becker, Charter President of Skål International Richmond (Virginia), due to be the first new club in the United States in seventeen years later in 2017.

Powers, accompanied by Skål International Washington Vice President Andres Hayes and Skål International USA Director of Public Relations and Communications Steve Richer, walked the aisles of the huge trade show for three days, encountering Skålleagues, prospective Skålleagues, and former Skålleagues. An effort to identify cities for new or reorganised clubs was a priority.

The quality of the numerous discussions was significant and is giving Skål International USA some great ideas for its national meeting at the North American Skål Congress in Toronto.

As a result of this input, Powers plans to review current challenges facing Skål, such as an aging membership and limited membership diversity in struggling clubs; identify aspirational goals, such as relevance, member career growth, member business enhancement, and community service; and engaging the US attendees in identifying ways to address the challenges and aspirational goals.

“IPW was a superb opportunity for Skål to connect with our constituency, learn how Skål is perceived, and gather ideas for positive growth. It was also helpful that Skål International USA is on record to continue the good work of Brand USA, which gave us extra visibility at the show.”



ETHIOPIA

NEWEST NATION IN OUR SKÅL INTERNATIONAL FAMILY

Addis Ababa, Ethiopia. The reestablishment of Skål International Addis Ababa #311, after a period of almost forty years of inactivity after a military coup dethroned Emperor Haile Selassie in the late 1970s, is a sign that Skål will see new levels of activity on the African continent.

Highlighted by an installation of officers and members by Skål International President David Fisher, a member of Skål International Nairobi one of the two sponsoring clubs, Skål Addis Ababa attracted participation by clubs from America and Kenya for its official reestablishment.

The club was reorganised under the leadership of key tourism industry figures in Ethiopia, including Desale Mitiku

Asfaw of Grand Holidays Ethiopian Tours, who is the new President, and Benyam Bisrat of Jupiter Hotels, who is Chairman of the Addis Ababa Hotel Association and the new Club Treasurer.

Skål International Addis Ababa was co-sponsored by Skål International Washington, which has several members with Ethiopian ties, including Ethiopian Ambassador to



the United States Girma Birru and tour operator Yohannes Zeleke, and Skål International Nairobi.

Skål International Washington was represented by Skål International USA Director of Public Relations and Communications Steve Richer, who chaired its Skål Addis Ababa Committee and visited the Club in formation three times. Skål Nairobi had Julie Dabaly-Scott, International Skål Council Secretary, as its representative. Skålleague Julie headlined one of the organisation meetings prior to the April charter night celebration.

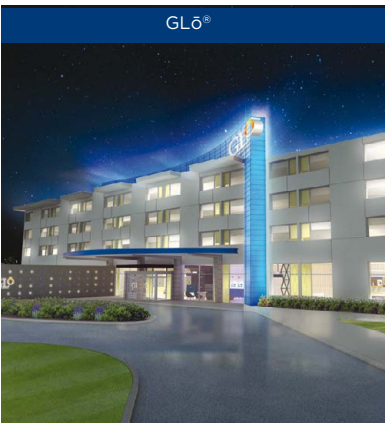
The charter festivities were held at the Addis Ababa Ramada, drawing considerable national media attention, participation of then Ethiopia Tourism Organisation President Solomon Tadesse, and a good crowd of new members and tourism industry executives.



A Club banner for the Club's use was presented by Richer as a gift from Skål Washington. Skål Nairobi provided a donation gift offered by President Tonny Kosgey. Skål San Francisco presented the Club with its first visiting Club banner, offered by Past President Brigitta Ammonn.

In conjunction with the Club charter night, some of the participants toured Addis Ababa and then met with the African Union on establishing a strategic tourism partnership with Skål International prior to the official reestablishment of the Club. The two Americans went on a tour of historic Ethiopia for a week following the event.





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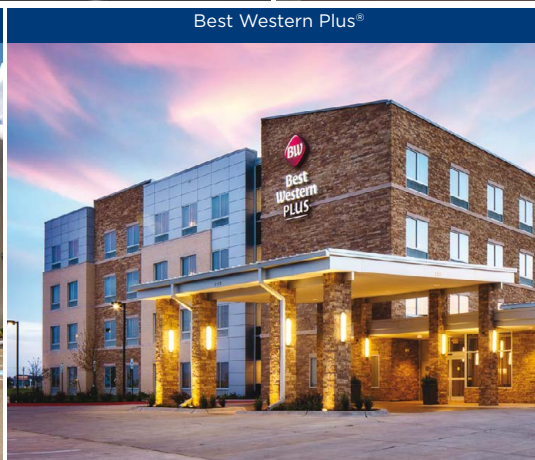
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