



Club No. 334

## PRESS RELEASE

### The 38<sup>th</sup> Skål Asia Congress in Incheon, Korea from May 21-24

[Seoul ; March 18, 2009] The 38th Skål Asia Congress will be held in Incheon, Korea from May 21 to 24(Thursday-Sunday), 2009. Located about 80 kilometers west of Seoul, Incheon is a gateway to Korea through Incheon International Airport serving over 170 international cities and also known as a hub of tourism, transportation and logistics in Asia. It is Korea's third largest city with 2.7 million people.

The 38<sup>th</sup> Skål Asia Congress Organising Committee is expecting a larger attendance with an expected turnout of over 250 delegates, including 170 persons overseas. Korea is an important source market for both outbound tourism with 12 million Korean departures and inbound tourism 6.9 million arrivals in 2008 to many ASEAN and long haul destinations and the Congress will provide all delegates with excellent networking opportunities at one platform. Further the Congress in Korea is timely as Visit Korea Year is scheduled for the upcoming three years, 2010 – 2012, with a variety of promotions and campaigns under way.

The Incheon Metropolitan City Government Korea, Incheon Tourism Organization, Korea Tourism Organisation and Seoul Tourism Organization are supporting and sponsoring the Congress. Korean Air, an official carrier for the event, is offering special 50 percent to 75 percent discount airfares to all delegates, who can expect not only excellent value but also a red carpet welcome.

The hotels are providing attractive three nights packages with breakfast. They are Hyatt Regency Incheon Airport (Official Hotel), the headquarter hotel that located just in front of Incheon International Airport ; Best Western Premier; Ramada Songdo Hotel and Paradise Hotel Incheon.

All of the details including an official registration form are currently available at [www.skalkorea.com](http://www.skalkorea.com) that is also an official website for Skål International Seoul. Skål International Seoul was established in 1969, with more than 80 active members currently. The Skål Congress this year will be the third in Korea as Skål International Seoul keeps a proven record of hosting the 6<sup>th</sup> and 16<sup>th</sup> Skål Asia Congress in 1977 and 1987, respectively, with a recorded number of delegates.

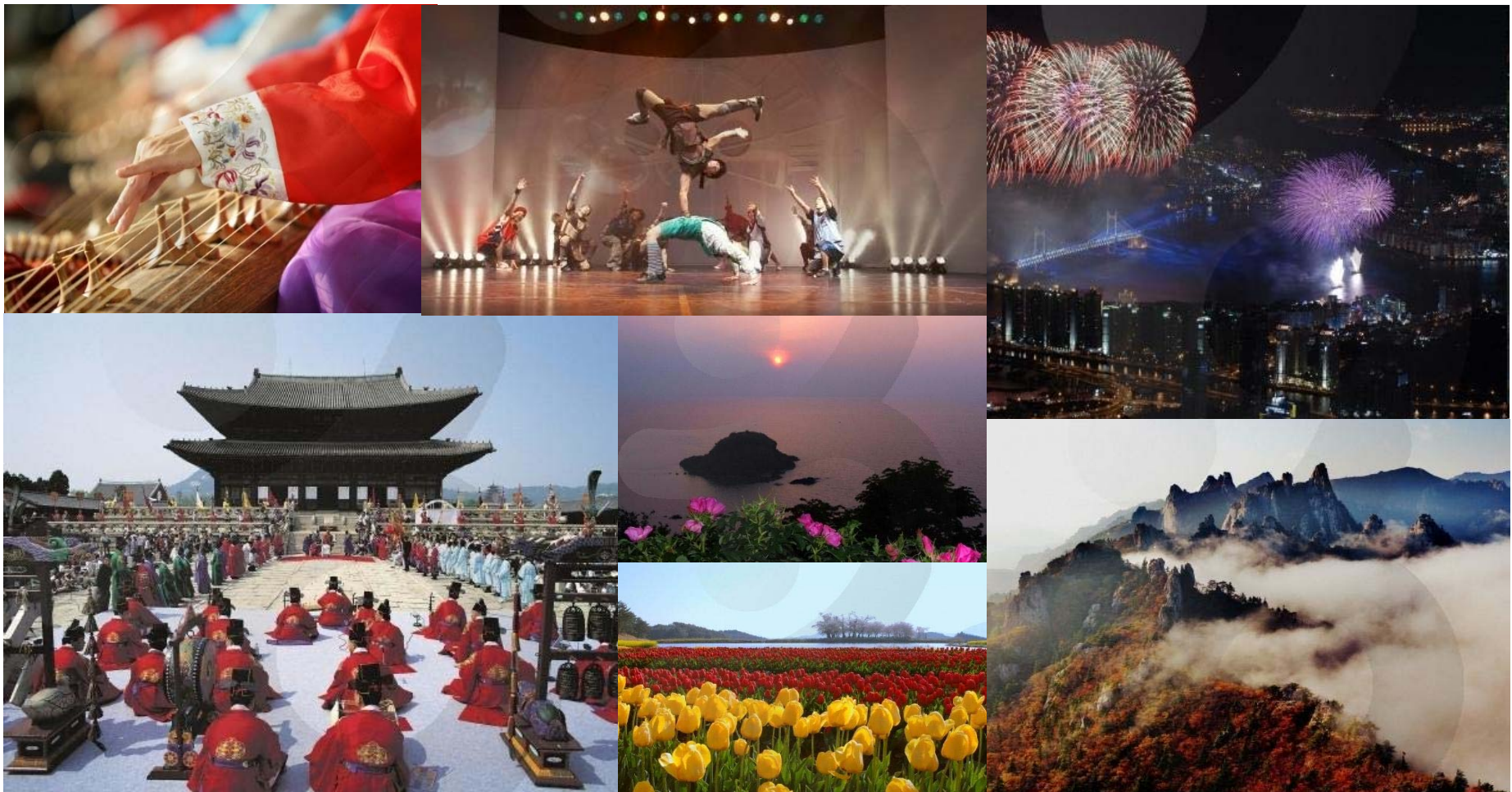
Skål, founded in 1934, is a professional organisation of tourism leaders around the world, promoting global tourism and friendship. It is the only international group uniting all branches of the travel and tourism industry. Its members – the industry's managers and executives – meet at local, national, regional and international levels to discuss and pursue topics of common interest. Skål International today has approximately 22,000 members in 500 clubs throughout 100 countries.

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**For further information or inquiries, please contact Kay S. Lee, Secretary for Skål International Seoul: T: 822-535 0077 [kslee@conciergeseoul.com](mailto:kslee@conciergeseoul.com)**

# 38th SKAL Asia Congress

Incheon, Korea 21-24 May 2009





# 2009 SKAL AA CONGRESS SCHEDULE

	21 May (Thu)	22 May (Fri)	23 May (Sat)
08:00			
09:00	Arrival / Hotel Check-in		Asia AA General Assembly
10:00	Hyatt Regency Incheon/ Best Western Airport	Opening Ceremony at Songdo Convensia	Tea Ceremony event with City Tour
11:00			
12:00			
13:00	AA Committee Lunch Meeting	Luncheon at Songdo Convensia	Luncheon host by Seoul Tourism Organization
14:00		Golf Tournament / City Tour	
15:00			
16:00	Arrival / Hotel Check-in	AA President Meeting	B2B Travel Mart
17:00	SKAL AA Board Meeting		
18:00		Golf Tournament / City Tour	
19:00			
21:00	Welcome Dinner Host by Incheon Tourism Organization	Gala Dinner Host by Korean Air	Farewell Dinner Host by Korea Tourism Organization