



**SKÅL INTERNATIONAL**

International Association of Travel and Tourism Professionals  
Founded 1934

**Skål International Stockholm member Martin Ahlberg  
of travel marketing agency FIN-S gets award**



The Swedish Association of Travel Journalists has awarded Martin Ahlberg at the travel and tourism marketing agency FIN-S the prestigious Information Officer of the Year Award.

Stockholm-based FIN-S does much of its work under brands such as the Stockholm Travel Show, its own consumer and B2B trade fairs in Stockholm, and the trend-watching newsletter *Travel Trends*. Ahlberg, who started his career in the hotel before going on to posts like marketing director of Silja Line in Scandinavia, is also general secretary of the Baltic Sea Tourism Commission and president of travel industry network Skål International in the Nordic and Baltic countries.

“We see this award as a sign that after 20 years as consultants we have achieved the goal of being personal and open. We want to be generous and to deliver – delivery is the most important thing for us and for our clients and guests,” he says. “The next opportunity is on March 12, when we have the premiere of our new Stockholm Travel Show B2B Business Edition at Finlandshuset Konferens in central Stockholm.” The next Stockholm Travel Show B2C Consumer Edition will take place on April 23-24 at Stockholm Central Station.

*Source: TTG Nordic [pictured: Martin Ahlberg receives the award during the Swedish Association of Travel Journalists annual meeting at Sturehof, March 4; photo: Tibor Barany © TIBORFOTO.com]*