



# SKÅL INTERNATIONAL

International Association of Travel and Tourism Professionals  
Founded 1934

## **Skål International London Ensures visibility at World Travel Market**



*From left to right: Ms. Daniela Otero, Chief Executive Officer Skål International; Paul Hoskins, President Skål UK & Fulcrum Travel Marketing; Ms. Cara Stewart-Clark, Skål London & Tour Manager; Mr. Brian Donnelly, Skål London Secretary/Treasurer; Mr. Eric Etienne, National President Skål UK & Managing Director VP Tours*

The three days of WTM'18 from 5 to 7 November saw Skål International's attendance at the Market headed up by Skål London, UK and the global Skål members' team manning this year's Stand No. EU555, including CEO Daniela Otero.

London's World Travel Market is an exceptional event, attended by leading figures of the travel and tourism industry from all corners of the globe. Attending means staying on top of key industry trends and networking with peers. With over 5,000 destinations, technology and private sector companies exhibiting and meeting with some 51,409 attending travel professionals, key buyers, digital influencers, journalists and students from every corner of the world.

Visiting Skål members from the UK and around the world were warmly welcomed as were the many trade visitors to the Market who called by the Stand to enquire about Skål and the benefits of membership.

**WTM London 2018** was given a greater regional focus with the introduction of five regional **Inspiration Zones** – UK&I and International Hub, Europe, Asia, Americas and Middle East and Africa. These Inspiration Zones led to an increase in content, ideas and inspiration for participants to take back to their business and implement to help fuel the growth of the travel and tourism industry.

This strategy saw a greater number of senior CEOs and tourism ministers take part in the content programme – including easyJet’s CEO Johan Lundgren and UK tourism minister Michael Ellis.

The working day on Tuesday 6 November was followed by the highly successful annual Skål-WTM “Get together” Party held once more on the Stand. Attracting more than 50 visiting Skål members, guests and membership prospects in attendance.

The gathering was welcomed by Skål London President Paul Hoskins, Skål UK National President Eric Etienne and Skål CEO Daniela Otero.

Technology developments in travel and tourism were very much to the fore at this year’s Market and chimed well with Skål’s own digital transformation programme with systems of presentation, back-office and database management being emphasised by technology exhibitors as being vital new ways to connect with members and industry partners.

WTM London is undoubtedly a global showcase event and the Market has once again brought together strategic players from the travel and tourism market for decades. Establishing itself as an arena in which it is possible to check out what is new in the sector, debate the trends, improve knowledge and generate business. The 2018 edition was full of excellent options in all aspects and brought together thousands of visitors from all parts of the world.

WTM London 2019 – the 40<sup>th</sup> event – will take place at ExCeL London on Monday 4 to Wednesday 6 November.

Ends.

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**Prepared by:** Paul Hoskins, Skål-WTM'18 Organiser; President Skål International London and Immediate Past President Skål International United Kingdom.

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