



SKÅL INTERNATIONAL

International Association of Travel and Tourism Professionals
Founded 1934

Skål International participation at PATA Travel Mart 2018



The 47th Skål Asia Area Congress 2018 hosted in Macau between 21 to 24 June 2018, marked also the historic signing of a MOU between PATA and Skål International to pledge the increasing co-operation between both associations. The MOU was signed during the opening ceremony by Skål International CEO, Ms. Daniela Otero and PATA CEO Dr. Mario Hardy.

As part of the co-operation, President of Skål Macau, Engr. Joao Manuel Costa Antunes, represented Skål International to participate with a booth at the PATA TRAVEL MART in LANGKAWI this year promoting Skål.

PATA Travel Mart 2018 officially opened in Langkawi, Malaysia on 12 September with the PTM 2018 Welcome Reception, presided by the Right Honorable Dato Seri Dr. Wan Azizah Dr. Wan Ismail, Deputy Prime Minister of Malaysia, taking place at the Langkawi International Convention Center (LICC).

The PTM 2018 has attracted over 1,400 delegates from 70 global destinations. The delegate numbers embraced 389 sellers from 208 organizations and 33 destinations with local sellers comprising 32% of the total, along with 252 buyers from 241 organizations and 53 source markets. The Skål booth has created awareness and attractions to targeted audience and of which many visitors are Skål members as well.