THE INTERNATIONAL COUNCIL MEETING was extremely productive with many projects and tasks being completed as well as new ideas discussed on how we can make the Skål experience even better for the membership. Topics included medical tourism; how we engage with Young Skål; the presentation of the Skål Ambassador Programme; the Skål 2020 Road Map with the latter being a fantastic brainstorming session amongst the Councillors.

THE EXECUTIVE COMMITTEE met at the same time as the International Council so we could review the tasks and projects they presented to us and ensure action can be implemented with no delay. The Executive Committee also took the opportunity while in Bangkok to meet with the senior executive team at PATA to share ideas on how our two organisations can work together.

WELCOME TO OUR FIRST E-MAGAZINE OF 2014

As I told you all in my President's Message in the printed magazine, published in February, we are committing to two E-Magazines this year and only one printed version. There are two reasons for this. Firstly we must live by our creed of being a sustainable organisation and secondly the costs we save in printing and distribution can be put to other uses to help manage and grow membership.

May and June have been very active months for the organisation with the International Council Mid-Year meeting in Bangkok, followed by the Asian Area Congress in Bali, Indonesia.

I was very proud of the Councillors and Skålleagues who attended the meeting in Bangkok as they showed their support for the tourism industry in Thailand despite many travel warnings and negative coverage in the media following the military takeover. The decision was more than justified with all having a very safe and enjoyable stay in Bangkok. Many also took the opportunity to take post tours to other parts of Thailand.
Following this meeting I attended, together with Director Nigel Pilkington, the 43rd Asian Area Congress in Bali where we met with the board to share ideas and hear from them what they expect from the Executive Committee. Two workshops were also held, the first on Membership Development where the ISC Board updated on a daily basis with “a morning message from Bangkok”. This message was then forwarded to all Councillors and Executive Committee members every day right up to the meeting.

The ISC board arrived in Bangkok on Wednesday 27 May to have its first meeting about the arrangements. The same evening a casual dinner with the Local Organising Committee took place and final details were decided upon. By Thursday 28 all Councillors had arrived and it was time for the traditional Get-Together Party at Rembrandt Hotel.

This party was attended also by several local Skålleagues from Thailand and the Asian area. Greetings were exchanged and chatting got louder and louder as new and old friends caught up with the latest news and events since our world congress in New York.

On Friday 28 May the Committees started their preparatory meetings. Senior Vice President Paul Follows had Committee A members with him discussing Individual Membership, how to cut down the costs of ISC and a new membership category namely Medical and Wellness Tourism. Parallel to this session Junior Vice President Bernard Whewell’s group had their own agenda discussing sponsorship. Statutes and By-laws, Form 4 and FVF.

The plenary session took place on Saturday 29 May and the Executive Committee was naturally present to hear the numerous task presentations from both Committees. After the reports from ISC President, Vice Presidents and Secretary we had two presentations from President Karine Coulanges. She introduced ideas for the new congress set up as well as the Ambassador Concept. We are sure to hear more about these at the world congress in Mexico. For the 2015 Mid-Year meeting we had received nine bids and this must be a long time record! The Council Board was excited to have this many bids from around the world (USA, South-America, Spain, Italy, Netherlands, and Germany) as this surely tells us that the clubs are interested in hosting our meeting in their home towns. The final vote will take place during the Mexico Council meeting. We also put four names towards the director position, namely Paul Follows (UK), Rafael Milan (Mexico), Susanna Saari (Finland) and Jason Sammut (India).

Finally the Councillors were introduced the results from the Road Map Survey conducted earlier this spring.

As usual President’s Gala dinner was the final highlight of the meeting. The evening was once again lively with Skålleagues enjoying delicious food, cold drinks and Thai dancing. The guest of honour Mr. Khun Siripakorn Cheawsamoot – Director of The Americas Market Division for the Tourism Authority of Thailand - said that the decision by the Skål International to stage these meetings in Bangkok, despite recent political events, was an important signal to business and leisure travellers that Thailand remains open for business.

Our thanks go to the Local Organising Committee and all Skålleagues who made this meeting possible. Until we meet again in Mexico – SKÅL!
THE FLORIMOND VOLCKAERT FUND

FLORIMOND VOLCKAERT, BORN ON 23 FEBRUARY 1898 AND DIED ON 17 JANUARY 1968, WAS THE ACKNOWLEDGED FOUNDER OF SKÅL THE FIRST WORLD PRESIDENT OF SKÅL INTERNATIONAL.

Discussions commenced on the setting up of a benevolent fund in 1949 and in recognition of the tireless work that Florimond Volckaert put into Skål, the fund, approved by the General Assembly of Clubs during the Congress held in Mallorca, Spain in October 1953, was named in his honour. As a result the Florimond Volckaert Fund was set up in 1954 to provide assistance to Skålleagues and their immediate families who are encountering serious problems which cannot be resolved through other means.

The purpose of the fund is to extend the amicale of Skål to fellow Skålleagues who, due to circumstance, find themselves in need of financial help. The assistance can be in the form of a gift or a loan but usually it is provided as a gift because the members in need of help can be expected to have difficulties paying back a loan.

THERE ARE INNUMERABLE REASONS WHY HELP CAN BE REQUESTED SUCH AS, FOR EXAMPLE:

- Death of a Skålleague whose spouse then needs assistance to pay schools fees for their children.
- Cost of surgical/hospital services which cannot be obtained elsewhere.
- Equipment for a physically disabled Skålleague so that the quality of life can be improved.
- Help for members and their immediate families affected by natural disasters.
- Financial assistance in special circumstances because of reduced income or as a result of prolonged illness.
- Criminal damage (not covered by insurance or other means).

THE MONIES IN THE FUND COME FROM DONATIONS FROM INDIVIDUAL SKÅLLEAGUES, CLUBS, NATIONAL AND AREA COMMITTEES.

Any paid-up Skålleague can appeal for assistance and the Trustees have seen many instances where members who were leading comfortable lives have suddenly encountered a crisis through no fault of their own and have fallen back on the Fund to help them get through. As one recipient of help said: “In all the years that I was soliciting donations for the FVF, I never dreamed that I would, one day, be asking for help from it.”

In today’s world where we see a dramatic increase in natural disasters that impact heavily on the tourism industry it is rather sad to see that less than 10% of Skål members contribute to the Fund. Some clubs have made it easy for their members to contribute by including a small donation as part of their annual fees.

So why do we neglect one of the most important founding pillars of our organisation – amicale and helping our fellow Skålleagues in time of trouble? Yes, Skål members do contribute fantastically to natural disaster situations such as the recent cyclone and flooding in Australia and the devastating super cyclone that hit the Philippines. Yet sometimes a small donation to the Florimond Volckaert Fund can also do wonders for a Skålleague in trouble. There is a regular flow of requests for assistance and so donations are constantly needed to keep us in funds. And donating has never been easier. Simply log onto the skål.org website, enter the members only area, click on the Florimond Volckaert Fund link on the left hand side and then choose donate. You can do so securely by credit card.

SOME MAY SAY THE FUND IS STRONG ENOUGH AND DOESN’T NEED ANY HELP. THIS IS INCORRECT. WITH THE WORLDWIDE DEPOSIT RATES BEING AT RECORD LOWS THE INTEREST INCOME RECEIVED IS NOT COVERING THE ANNUAL CALL ON THE FUND – WE DO NEED YOUR HELP, AND WE NEED IT NOW!

This is your Fund. Remember, you never know when you might need help from it. Any assistance given is completely confidential. Unless the recipients want to tell anyone about the help they have received, only the recipients, the sponsors and the Trustees will know. So why not log onto the website and donate today?

TO ASSIST SKÅLLEAGUES CONSIDERING APPLYING TO THE FUND THE TRUSTEES RECOMMEND THAT ALL SKÅLLEAGUES BE AWARE OF THE FOLLOWING:

- The By-Laws are very specific as to how the Fund is to be used and administered. Councillors and others making applications for a grant should read through the By-Laws which are available on our site. (www.skal.org)
- Briefly, the By-Laws specify that the Fund is for use in certain old age situations, death, illness, medical expenses, accidents and criminal damage. It cannot be used by a Skålleague just because he has fallen on hard times, sad though his situation may be. It cannot be used for providing business loans.
- The more information the person who is making the application can give the better and all questions on the application form which is available on the Skål Website should be answered if possible. Support from a Councillor also helps. The Trustees try to clear the appeals as fast as they can and are sympathetic to such appeals but they also have a duty to the Association and its Members to ensure the Fund is used wisely so must be satisfied that the appeal is genuine and deserved.
- When grants are given they always make a difference, usually a substantial difference, to the well-being of the recipient, sometimes to the point of being the difference between life and death.

YOUR TRUSTEES ARE:

Richard Hawkins (President 2000)
Coordinating Trustee
richard.hawkins@hawkrentacar.com

Mary Bennett (President 2003)
marybennettjpalley@gmail.com

Jan H. Sunde (President 2006)
jan.sunde@tide.no

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YOUR TRUSTEES ARE:
Come and discover the magic, mystery and enchantment of our ancient land, its blend of sophistication and art as well as the smiles and warmth of its people. It is sure to be a trip long remembered.

We encourage our members to register for the Congress and enjoy the warmth and hospitality of the Mexicans.

President Karine Coulanges pictured with her husband Alain, Yolanda Ruano and Rafael Millan at Chichenitza during the inspection visit.

See you soon in MÉXICO?
Click here.

WHY MEXICO?
Click here.

REGISTRATION
Register online here or on the Congress website.

PRELIMINARY PROGRAMME (subject to changes)

<table>
<thead>
<tr>
<th>Day</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saturday 25 October 2014</td>
<td>Arrivals Get-together Party at San Ildefonso College</td>
</tr>
<tr>
<td>Sunday 26 October 2014</td>
<td>Opening Ceremony Lunch at Restaurant Arroyo (will be a Mexican Party where you will enjoy local food, typical dances, piñatas, charreada, folklore and some handicrafts of our states) Dinner</td>
</tr>
<tr>
<td>Monday 27 October 2014</td>
<td>General Assembly at Sheraton Maria Isabel for delegates and observers Full day excursion to Taxco for non-delegates Dine around</td>
</tr>
<tr>
<td>Tuesday 28 October 2014</td>
<td>Tourism Forum at Sheraton Maria Isabel B2B at Sheraton Maria Isabel Afternoon excursions or at leisure President’s Gala Dinner at Sheraton Maria Isabel</td>
</tr>
<tr>
<td>Wednesday 29 October 2014</td>
<td>Full day excursion to Teotihuacan Lunch at Restaurant Teocalli Farewell Party at Sheraton Maria Isabel</td>
</tr>
<tr>
<td>Thursday 30 October 2014</td>
<td>Departures</td>
</tr>
</tbody>
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The LOC, lead by an energetic Yolanda Ruano, and the PCO, with a staff team headed by Manuel Vivas, that has proved to be professional and experienced, will deliver a very well organised Congress.
AIRLINE INFORMATION

STAR ALLIANCE

SAVE UP TO 20% ON TRAVEL WITH THE STAR ALLIANCE™ NETWORK

The Star Alliance member airlines are pleased to be appointed as the Official Airline Network for the 2014 Skål World Congress.

Registered participants plus one accompanying person travelling to the event can qualify for a discount of up to 20%, depending on fare and class of travel booked.

The participating airlines for this event are: Avianca, Copa Airlines, Ethiopian Airlines, Air Canada, Air New Zealand, Austrian Airlines, Lufthansa, Scandinavian Airlines, Singapore Airlines, THAI, United, Asiana Airlines, TAP Portugal, SWISS International Air Lines, South African Airways, Air China, Turkish Airlines, EgyptAir, Adria Airways, Croatia Airlines, Brussels Airlines, EVA Airways.

Discounts are offered on most published business and economy class fares.

Full details at www.skalmexico2014.com/air-information.html

COPA AIRLINES

Copa Airlines www.copa.com is pleased to offer a 35% discount on the published fare available at the time of booking.

The deadline to purchase the ticket is three days from the time of reservation.

Please contact your nearest Copa Airlines office – click here to locate it.

The discount code is G5524.

MEX CONGRESO MUNDIAL SKÅL 2014
25 - 30 OCTUBRE 2014
35DSC CAM/CAR/NAM/SAM
COD: *G5524*

AEROMEXICO

Aeromexico www.aeromexico.com is pleased to offer the following discounts:

Domestic: 20% discount on all fare basis except classes W, V, R, N, E.

International: 15% discount on all fare basis except classes W, V, R, N, E.

The discount code is IT20RGC0914N1.

Terms:
• Travel dates 23 October - 1 November 2014
• Applicable on flight series AM 001 – 4999
• Not applicable on code share flights
• Booking and selling in Aeromexico ticket offices and call center only
• Discount applicable at the time of issuing the ticket
• Presentation of the Congress Confirmation is required
• In case of changes, the applicable penalties and charges of the fare basis will apply and possible fare difference if the original class reserved is not available

More information available on the Congress website: www.skalmexico2014.com

VISAS

Please obtain the requirements for travel to Mexico from your local Mexican embassy or consulate.

For information and reservation, please contact our PCO, Koch Overseas, at preypostours@kochtravel.com.mx

PRE & POST-TOURS | Click here

More information available on the Congress website: www.skalmexico2014.com
THE BENEFITS SECTION IN THE MEMBERS AREA OF THE SKÅL WEBSITE IS YOUR DOORWAY TO FANTASTIC SAVINGS ON ACCOMMODATION, SIGHTSEEING, CRUISES AND MUCH, MUCH MORE – EXCLUSIVE TO YOU AS A SKÅL MEMBER.

So how do members view the current offers made by fellow Skålleagues and/or create their own? Very easily in only three steps.

1. Access the Benefits Section on www.skal.org
2. Click on “View Current Offers” or “Create a Benefit”
3. Log in:
   User name
   Password (the default setting is the Skål membership number found on your Skål membership card)

We encourage you to use this section and to offer travel benefits for fellow Skål members.

What are you waiting for? Your fellow members have given you the chance to save on great deals that you can use for business or leisure. The next step… let your mouse do the walking!

An exclusive and unforgettable weekend in the City of Lights!

Skål International will celebrate the 80th Anniversary of its foundation in the French capital, in the very city where it all started - in April 1934 - with the historical founding meeting of Skål International.

A complete programme of events, including a cocktail dinner on a private boat on the River Seine, a guided city tour and a special Gala Evening in the picturesque and traditional neighborhood of Montmartre, has been arranged by Skålleagues in Paris from 11-13 July 2014. For more information contact skal@skal.org

SKÅL INTERNATIONAL HISTORY BOOK
UPDATE TO THE ONLINE EDITION

On the occasion of the 80th Anniversary of Skål International, a review of the History Book was considered appropriate. This update takes the form of a new foreword to the book by the current International President Karine Coulanges and an addendum to the first edition, printed in 2009.

Members can read, download or print the whole book from the Skål website www.skal.org

PERU
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Independent research of World Travel Market's exhibitors shows WTM 2013 will generate a massive £2.223.445.308 billion of deals, either through contracts signed at the event or from negotiations with WTM Buyers’ Club members, which will lead to deals signed before WTM 2014.

WTM 2012 generated almost £19 billion in business deals, either on the exhibition floor or in the 12 months that followed, which was a 12% increase on WTM 2011’s £16.633 billion. WTM 2010 facilitated almost £1.5 billion.

The increase in business generated by WTM 2013 can, in part, be accredited to the 8% increase in WTM Buyers’ Club members to more than 8,500 (8,544). Furthermore, there was an impressive 5% increase in overall trade visitors compared to 2012, with WTM overall welcoming more than 50,000 participants over the four days (Monday 4 – Thursday 7 November).

The WTM Buyers' Club is the leading business network for travel buyers and WTM facilitates networking opportunities, including the hugely popular WTM Speed Networking sessions which match the right buyers to exhibitors.

The traditional Monday morning Speed Networking session was phenomenally well attended with a record number of both exhibitors (760) and WTM Buyers’ Club members (211) discussing business deals before the exhibition floor opened.

The Thursday Speed Networking took place for the second year running to facilitate post-WTM business deals, attracting 370 exhibitors and almost 90 members from the WTM Buyers’ Club.

Furthermore, the resounding success can also be accredited to the increased focus put on travel technology with the inaugural Travel Tech Show at WTM and the luxury sector with A Taste of ILTM at WTM.

The dedicated show within a show concept of The Travel Technology Show at WTM saw an impressive 59 new exhibitors compared to WTM 2012, with more than 7,000 visitors attending the event interested in buying travel tech products. While, in total 10,000 of WTM’s visitors also experienced The Travel Tech Show at WTM.

A taste of ILTM at WTM also debuted last year, engaging key international luxury suppliers with UK luxury buyers, seeing more than 1,000 pre-scheduled appointments conducted over the first two days of WTM, leading to a raft of business deals.

WTM’s record business figure of £2.2 billion is further supported by announcements from a number of exhibitors highlighting the business they conducted due to WTM 2013.

- Specialist ticketing company Encore will generated more than £5 million of new business deals as a result of World Travel Market.
- Popular European holiday hotspots Andalucía and The Canary Islands confirming they had both seen a huge uptake in business deals as a result of the four day event, held in London
- MyBookingRewards.com, a rewards programme which connects travel agents with suppliers, also expanded its business in to a number of new countries due to deals agreed at World Travel Market 2013.

World Travel Market, Senior Director, Simon Press said: “I am delighted with the amount of business conducted at World Travel Market, which increases each year. This success firmly positioning WTM as a must-attend exhibition for national and regional tourist boards, global brands, luxury and technology companies.

“The phenomenal increase in buyers and visitors, the WTM Speed Networking programme, the new The Travel Tech Show at WTM and the inaugural A Taste of ILTM at WTM all played very important roles in the success of WTM 2013, offering all stakeholders increased opportunities to meet new contacts, sign contracts and conclude deals.

“The amount of business conducted and the findings from the exhibitor research show WTM is delivering on its commitment to facilitate business in the travel and tourism industry.

“The amount of business conducted at WTM clearly demonstrates WTM. Means Business.”
COUNCILLOR’S CORNER

The wonders and benefits of being a member of Skål never cease to amaze me. I share with you some of the rewards of actively participating in our organisation.

I joined Skål International Panama after several requests from the current President of Northern Latin American Area Sora Pardo. Little did I know that this organisation would become such an important part of my professional and social life!

My first experience while attending the Budapest Congress prompted me to set a goal to become a Councillor for my area. A friendship born in this congress with a group of Spanish Skål leaguers resulted in our two clubs twinning which opened the horizons for other events of this kind for our club. Furthermore, during my visits to beautiful Barcelona I have been introduced to a series of other members and industry professionals resulting in business opportunities and, the most wonderful of all gifts...friendships!

All these events have made our local club stronger and, increased its impact with other clubs, membership of other members and industry professionals, heightening the importance of doing business with members...think of a Skål member first! This was brought up by President Karine during a recent visit to our club in Panama.

Attending the congress in New York last year I had the opportunity of meeting our current president Karine Coulanges. Her enthusiasm, energy and interest in Latin America prompted me further into working for a place as a Councillor and participating actively in the organisation. I am now the proud Councillor for the Northern Latin American Area Committee. In the short time I have been in this position I have been a part of many exchanges of ideas, plans and vision for the future. I foresee exciting times for our association and hope to continue bringing our worlds closer by reaching out to other clubs for best practices and activities. I strongly believe that by constantly reaching out we will grow a stronger organisation thereby benefiting our membership.

By Annette Cardenas, International Councillor, Skål Northern Latin American Area

TOURISM INDUSTRY

ONLINE TRAVEL AGENCIES

UPDATE

Tourism has been one of the main industries affected by the Internet explosion. Until just a few years ago, travellers were required to go to a travel agency to book air flights and accommodation, buy tourism packages, or simply seek information about any new offers, latest prices and general tourist services.

Today, it is all so different. The increasing use of the Internet and the fact that people have less time available for leisure has led to the birth of online travel agencies. These days, the Internet is a key tool for those planning a trip. Millions of people around the world make their reservations online, as it is quick, simple and extremely convenient.

The range of information provided by an online agency is wide and varied: holiday package prices, special offers, news, destination searches, tourist hotels and links, agency press releases, last-hour faxes, agencies’ own offers, and a long etcetera. It also has one other advantage: the opportunity of comparing different offers and prices at the same place.

This new process has become a strong threat to traditional travel agencies, which have – since the rise of the Internet – been losing market share to online travel agencies, such an important role in the future of tourism. The way we see sights and travel is changing. These new technologies also offer a virtual experience.

Nevertheless, more and more Internet users are opting to reserve and buy their tickets online, no doubt due to the benefits this provides (comfort and convenience, flexibility of hours, 24-hour service, seven days a week, throughout the year, powerful search engine system, constantly updated information, ease of making reservations, limited consultation time...) and to a growing confidence in electronic payments.

Internet is just the tip of the iceberg, however. The key issue is that telecommunications – including the Internet – enable destinations, producers, GDS and wholesalers to bypass the distribution channel and contact clients directly, both companies and consumers. To that end they are able to take advantage of two major benefits of telecommunications: an inexpensive distribution channel and no impediments created by lack of space.

In fact, online travel agencies have defied the economic crisis, maintaining steady revenue and even, in some cases, experiencing slight growth. Noting this encouraging panorama, traditional travel agencies have realised the importance of reinventing themselves and incorporating online trends in their businesses, at the same time as online travel agencies are now obliged to confront this vigorous competition by analysing the quality of the e-commerce they offer clients via their Internet portals.

By Ana Maria Vera

General Secretariat Skål International

YOUNG SKÅL: THE FUTURE OF SKÅL

Young Skål is a special membership category for tourism students or young professionals in the travel and tourism industry.

The requirements to become a Young Skål member are:
(a) Young Skål Student is a student at an authorised, tourism, educational establishment which grants a degree or recognised diploma upon completion of studies. They must be a minimum of 18 and a maximum of 27 years of age.
(b) Young Skål Professional is a young professional training for or working in the industry. They must be a minimum of 20 and a maximum of 29 years of age.

More information at www.skal.travel

HOLOCAUST MEMORIAL BERLIN

VIRTUAL CONCERT IN THE MEMORIAL | A NEW KIND OF MUSIC

On 9 May 2008, a unique concert took place at the Memorial to the Murdered European Jews. Specially composed for the occasion, Vor dem Verstummen by Harald Weiss was premiered in the Field of Stelae, when it was performed by musicians of the Kammersymphonie Berlin Orchestra (Chamber Symphony of Berlin) under the baton of celebrated conductor Lothar Zagrosek, for an enthusiastic audience of thousands. The sound experience for each listener was different, depending on his or her precise location amongst the stelae.

Now it can be experienced again, as the first virtual concert in the world, using an app on your smartphone!

It is based on a brand new technology which will play an important role in the future of tourism. The way we see sights and travel is changing. These new technologies also offer a virtual experience.

The virtual concert increases the cultural value and enriches the experience for the visitor of the Holocaust Memorial. It offers the possibility to communicate and stay in contact with the visitors. The virtual concert is only one example of the many possibilities these new technologies offer. Part of the challenges of the tourism industry have to deal with the inclusion of this new technology.

For more information please visit our concert website www.virtuelleskonzert.com
LINENS FOR LIFE

From Despair to Hope

People made homeless by a devastating typhoon that hit the southern Philippines at the end of 2011 have been rebuilding their lives by making and selling useful items from recycled linen in a unique project supported by Diversey Care in collaboration with a number of major hotels in the region.

Typhoon Washi (known locally as Sendong) hit the Cagayan de Oro area of the Philippines at the end of 2011. In addition to hundreds of deaths caused by the storm thousands more people saw their homes destroyed and were forced to move to temporary relocation camps where many are still living.

Diversey Care in Asia and Middle East responded to a call for help from a local charity, Elmer Frascisco Foundation (EFF). The team worked with EFF and hotels including Crowne Plaza Changi Airport (Singapore), Grand Hyatt Singapore and Shangri-La Hotel Dubai to devise the unique Linens for Life project.

Linens for Life has a simple but powerful objective: several families are able to make a small livelihood by converting linens provided by the hotels into new and useful items that they can sell. At the same time, the hotels have a meaningful way to recycle their unwanted linens that makes a real difference to people who lost everything during the typhoon.

Anyone living at the Makapaya Relocation Camp can sign up for the project which started in mid 2013. They receive basic training on how to sew and use sewing machines donated to the charity. After this they can work at the camp’s communal building to give a new lease of life to the linen donated by the hotels. Items created include pillow cases and simple clothing which is then sold to gain a small income for the people who made them. The participants receive a certificate when they complete their training and organise regular fashion shows to help sell their wares.

The project has helped bring the community together and provide much-needed support for the families involved. The charity says that helping the internally displaced people get back on their feet in this way is a very fulfilling. It gives them the tools and necessary skills to stand on their own two feet and make success happen.

The initial project has been so well received that a second project has now been started in Indonesia with the support of the Conrad Bali Hotel.

Linens for Life is another excellent example of a new type of corporate social responsibility (CSR) programme that creates shared value (CSV) for communities through engagement with local businesses. The idea is that companies should create shared value for society and not economic value for their own sake.

Diversey Care’s experience with Linens for Life shows how a simple idea delivered effectively can make a huge and sustainable difference. With basic equipment and support from the project team residents at Makapaya Relocation Camp learn a new skill to earn a livelihood that allows them to contribute to their own welfare rather than relying on charity or a conventional CSR project.

“Linens for Life demonstrates the massive potential for hotels and other businesses to work with partners such as Diversey Care to deliver shared value through low-cost projects with an excellent return on investment that builds business and strengthens relationships,” says Stefan Phang, Regional Director, Sustainability & CSR at Diversey Care.

Follow Diversey Care on social media:
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LinkedIn
Twitter
Read Diversey’s blog

Diversey Care is a division of Sealed Air Corp., a leader in food safety and security, facility hygiene and product protection. For more information about Diversey Care, please visit www.diversey.com.

About Sealed Air: Sealed Air Corporation creates a world that feels, tastes and works better. In 2013, the Company generated revenue of approximately $7.7 billion by helping our customers achieve their sustainability goals in the face of today’s biggest social and environmental challenges. Our portfolio of widely recognized brands, including Cryovac® brand food packaging solutions, Bubble Wrap® brand cushioning and Diversey™ cleaning and hygiene solutions, ensures a safer and less wasteful food supply chain, protects valuable goods shipped around the world, and improves health through clean environments. Sealed Air has approximately 25,000 employees who serve customers in 175 countries. To learn more, visit www.sealedair.com

A.I.S.C. STATUTES AND EARLY CONGRESSES


Once the A.I.S.C. was founded and the Statutes were approved, Skål International began a long journey to our current times – now 80 years. I don’t believe there is any other international tourism association that can match that longevity and experience. I did not want to continue with this series without mentioning the first Statutes.

Article 2. The Association Internationale des Skål Clubs (International Association of Skål Clubs, or I.A.S.C., in English) comprises all the existing Skål Clubs and its objective is -

a) To bring together the Skål Clubs as a bond of union among them all, to extend the Skål...
ideology and to undertake strong efforts to create new clubs.

b) To represent Skål at all the major touristic events, without becoming involved in professional and commercial issues. Among the key points discussed and approved on 28 April 1934, I would like to highlight the following, within the Statutes' five chapters and 25 articles.

There will be an Honorary Committee and an Executive Committee, comprising a President, four Vice Presidents, Secretary, Treasurer, Press Director and two Accounts Auditors, elected by the Assembly. All decisions will be reached by a majority vote, and postal votes will be valid, signed by the delegates.

Elections, admission of new clubs and expulsions will always be by secret vote.

The Executive Committee will meet at least once a year, and the rest of the time the President and Secretary will have responsibility. A Congress will be held every two years.

The Association will not be permitted to have any political, union, religious or professional inclinations, and will remain of a private nature.

INVITATION BY THE THIRD REICH

Skål had crossed boundaries. Three of our founders, Voldaer, Genestie and Rouquerol, travelled to Germany in May 1934, invited by the Third Reichs' touristic industry. The visit was organised by two German members of the Paris Skål Club, Streibel and Von Winterfeld. The welcome was very cordial, and they had the opportunity to outline the Skål ideology – which was distributed extensively and passed official censure – to German professionals. Thanks to German Railways, the schedule proceeded as planned. Von Winterfeld had taken leave from his work at Luftansa to organise the event. Representatives of several German organisations attended the dinner, including Fuhrmann, President of the German Association of Travel Agents, who apologised on behalf of the Ministry for Propaganda, Dr. Joseph Goebbels, unable to be present at the time how history would change those plans.

Finally, after many years, the Paris Skål Club’s dream of having a permanent venue became a reality. It was established at 9 rue Aubier in Air Francés' commercial services premises.

- within the sphere of international tourism. Serving Skål should be the byword of those who took an interest in our Association. It was not acceptable to discuss private commercial issues during meetings, but discussions of subjects of general tourist interest were encouraged if they served to inform members.

The II A.I.S.C. World Congress was held in Brussels from 28 November to 1 December, attended by 33 delegates from 14 clubs in seven countries. The Congress approved the membership card and organised a competition to find a new model for the insignia. Other matters discussed included National Committees and an Annual Directory with the names of all members.

In 1935, the Insurance Fund was set up and there were ongoing Skål conferences, study trips, parties and dinners. Only those with senior positions in the various companies could become active members, and members who joined before 15 March 1933 were considered to be founders. The benefactors paid a fee of 500 francs and active members, 50 francs.

The III World Congress in Lucerne was held from 26 to 29 September, with 54 delegates from 25 clubs in attendance, representing 12 countries. With this number of participants it was possible for hotels and restaurants to offer a programme for a symbolic price.

The year before, clubs had been invited to send in designs for a new insignia, and the one chosen was submitted by Côte d’Azur (a club still to be formed): substituting the letters “S” and “C” with the word “Skål” - the same as used today.

The following year, there were clubs in Athens, Antwerp, Basel, Batavia, Brussel, Budapest, Copenhagen, Côte d’Azur, Stockholm, Geneva, Holland, Interlaken, Lausanne, Liège, London, Lucerne, Luxembourg, Marseille, Montreux, Paris and Zurich.

The IV World Congress in 1936 was held in Stockholm, with an attendance of 175 delegates from 30 clubs in 14 countries.

Approved as the venues for the next World Congresses were Paris (1937), London (1938) and Berlin (1939). No one could have imagined at the time how history would change those plans.

The final meeting of the Executive Committee was held in London on 2 December, where it was decided that clubs from the same country could set up a National Committee and name their national delegate, with a maximum of three votes.

Finally, after many years, the Paris Skål Club’s dream of having a permanent venue became a reality. It was established at 9 rue Aubier in Air Francés commercial services premises.

WHY DO GOVERNMENTS MARGINALISE THE BENEFITS OF TOURISM?

SKÅL INTERNATIONAL COMMENTS:

GLOBAL TOURISM REPRESENTS OVER 9% OF GDP (DIRECT, INDIRECT AND INDUCED IMPACT). ONE IN ELEVEN JOBS GLOBALLY IS IN TOURISM. TOURISM REPRESENTS 6% OF WORLD EXPORTS AND GENERATES OVER US$1.3 TRILLION DOLLARS ANNUALLY. (SOURCE: UNWTO TOURISM HIGHLIGHTS 2013)

Yet governments continue to raise taxes and damage this vital industry.

- The UK’s Air Passenger Duty introduced in 2013 is the world’s highest aviation tax
- The 2013 US budget cuts to air traffic management threaten safely standards and flight scheduling.

SKÅL INTERNATIONAL WORLD PRESIDENT, KARINE COULANGES, STATES

“IT IS TIMELY THAT GOVERNMENTS CALCULATE THE REAL BENEFIT AND INCOME STREAMS GAINED FROM OVERSEAS VISITORS BEFORE IMPOSING YET MORE TAXES AND LEVIES TO TRY AND BOLSTER THEIR TREASURY FUNDS. EVEN A SMALL INCREASE IN CHARGES CAN SEE A FAR GREATER LOSS OF REVENUE AS A RESULT OF TOURISTS VOTING WITH THEIR WALLETS AND TRAVELLING TO OTHER DESTINATIONS.”

“AS THE WORLD’S ECONOMIES SEE THE FIRST SHOTS OF GROWTH AND CONFIDENCE AFTER SIX YEARS OF TURNOVER IT IS TIMELY TO REMEMBER THAT TOURISM WAS ONE OF THE ONLY SECTORS TO SEE GROWTH DURING THAT TIME AND LIKE ALL INDUSTRIES IT WILL CONTINUE TO NEED FOSTERING AND CARE TO ENSURE THIS GROWTH CONTINUES AND NOT POLICIES OF ADDITIONAL TAXATION FOR SHORT TERM GAIN.”

Tourist revenue in many countries is in the top five of their total GDP, yet many continue to hinder tourism through unnecessarily long visa application periods; the high cost of visa on arrival systems, as well as increasing airport taxes and border control levies. How would these governments react if tourist numbers fell by 10 – 20% with the resulting downturn in revenue? And what flow on effect would that have to their economy? An example can be seen in the decline in tourists visiting Thailand as a result of the unrest in Bangkok. While not related to this issue it does illustrate the effect a drop in tourism can have on a country’s economy. According to Thailand’s Minister of Tourism, arrivals in the country fell by 1 million visitors in January 2014 as compared to January 2013. The Tourism Council of Thailand estimated the revenue loss as 22.5 billion baht (approximately USD690 million).

How many countries could absorb losses like that? Remember tourists vote and travel with their wallets and if they perceive the cost and time required gaining visas, plus the cost of additional charges and levies imposed by both central and local governments, are too high, they will reconsider where they travel to.

These examples are just the tip of the iceberg and all are additional burdens on an industry that in many cases cannot take much more before seeing drastic reductions in revenue and the resulting detrimental flow on effect to many economies. Why do governments then continue to impede the industry with the introduction of more and more taxes and levies?

• The 2013 US budget cuts to air traffic management threaten safely standards and flight scheduling.

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How many countries could absorb losses like that? Remember tourists vote and travel with their wallets and if they perceive the cost and time required gaining visas, plus the cost of additional charges and levies imposed by both central and local governments, are too high, they will reconsider where they travel to.
The spring brought not only sunny days, but also good news for and about Bucharest. The city became the first capital to be awarded the title of “Peace City” by the prestigious Institute for Peace through Tourism (IIPT) and Skål International. The title was awarded in a ceremony organised on Friday 25 April 2014 in the Herăstrău Park in Bucharest, as part of the second edition of the Young Skål International Symposium, an event that brought together young professionals in the field of tourism from over 10 countries of the world.

During the ceremony, Young Skål Bucharest, Skål International Romania, the General Council of Bucharest and the Lakes, Parks and Entertainment Administration (APLAB) designated a “bosco sacro” (peace grove) in the Herăstrău Park in Bucharest, and planted 12 trees, symbols of peace, endurance and rejuvenation. The participants were asked to write messages related to the natural environment. Last but not least, the organisers emphasized that tourism promotion should begin with tourist destinations being appreciated not only by visitors, but foremost by the local communities. “I challenge you to love the places you live in and speak of them with pride. We all know how important promotion is in the field of tourism. If we as tourism professionals do not promote the destinations we come from we cannot expect others to promote them,” stated Ms. Anamaria Răvar, member of Young Skål Bucharest and Coordinator of the ceremony. The ceremony was attended by approximately 60 persons.

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SKÅL INTERNATIONAL WILL HOLD ITS ANNUAL ELECTION OF OFFICERS ON MONDAY 27 OCTOBER DURING ITS 2014 WORLD CONGRESS, HOSTED BY SKÅL INTERNATIONAL CIUDAD DE MEXICO.

FOR PRESIDENT

MARIANN KROHN | SKÅL INTERNATIONAL HANNOVER

Celle Tourismus and Marketing GmbH
Markt 14-16
29221 Celle
Germany
49-5121.12189
krohn.marianne@web.de
www.celle-tourismus.de

Marianne Krohn began her career in 1976 in the hotel business as Front Manager and became later Assistant to the General Manager. In 1980 she joined Hapag-Lloyd, the largest German travel agency, and was Regional Vice President when it was bought by TUI in 1999. From 2000 to 2001 she was Managing Director of Consedis Business Service & Consulting, a branch of TUI Business Travel and from 2001 to 2003 Managing Director Operations – Germany and EMEA for TUI Business Travel. In October 2003 she set up her own company, Krohn & Partner Travel Logistics. From 2004 to 2008, she was Managing Director of Hannover Tourismus Service. From 2008 to 2011 she was Manager Marketing, Press and Public Relation, Economic Development of City of Hannover. She is currently Managing Director of Celle Tourism and Marketing GmbH.

1991 to 2004 Member, Skål International Berlin
1992 to 1999 Secretary, Skål International Berlin
1999 to 2001 Vice President, Skål International Berlin
1999 to 2006 Director, Skål International Germany
2001 to 2003 President, Skål International Berlin
2003 to 2007 International Skål Councillor, Germany
2004 to 2014 Member, Skål International Hannover
2005 to 2006 Director, Skål International Hannover
2007 to 2009 President, International Skål Council
2009 to 2010 Director, Business Affairs, Skål International
2010 to 2012 Director, Finance, Skål International
2012 to 2013 Vice President, Finance, Skål International
2013 to 2014 Vice President, Membership Development & Young Skål, Skål International

V. SALIH ÇENE | SKÅL INTERNATIONAL ANTALYA

Gencilik Mah 1313 Sokak 9/6
07100 Antalya
Turkey
90-242.243.3295
salih@salihcene.com

V. Salih Cene started his professional carrier in 1969 as a Receptionist. He then moved to England for his education. During his studies in Hastings and London he also worked in various hotels and restaurants. After completing his higher education, HND in Hotel & Catering Admin., in Westminster Technical College – London, he moved back to Turkey in 1978 to continue his carrier in Hotel Management. Since then he worked in various Hotels & Companies as GM, General Coordinator, General Director, Board Member and Chairman of Board. Since 2006 he is giving consultancy services to hotels and investors. Languages: English (fluent), German (fair), French (beginner).

He is a member of various national and international Associations and Institutes. He writes articles in newspapers and tourism press; appears in TV interviews on Tourism; participates as a key-note speaker in symposiums and conferences on Tourism. He has given lectures in various Universities. He is also involved in social projects concerning Children. He joined Skål first in 1980 and since 1990 he has participated in various international Skål events, which are 22 World Congresses before Mexico City; 13 ISC Mid-year meetings before Bangkok; Asian and Mediterranean Area Committee Meetings; Amsterdam Initiative; Anniversaries of Skål International Paris, Inauguration of Skål International Beijing, Installation Ceremony of Skål International Atlanta (2014), and various national and international Club visits.

1980 to 1991 Member, Skål International Istanbul
1992 to 2014 Member, Skål International Antalya
1992 to 1993 Treasurer, Skål International Antalya
1993 to 1996 Secretary, Skål International Antalya
1993 to 1996 Director, Skål International Turkey
1996 to 1998 Secretary, Skål International Turkey
1996 to 1999 President, Skål International Antalya
1998 to 2000 International Skål Councillor, Turkey
2000 to 2003 President, Skål International Antalya
2003 to 2005 Vice President, Skål International Turkey
2005 to 2011 International Skål Councillor, Turkey
2006 to 2009 Chairman, ISC Membership Development Committee
2007 to 2009 President, Skål International Turkey
2009 to 2010 Chairman, ISC FVF & Finance Committee
2010 to 2011 Vice Chairman, ISC External Affairs Committee
2011 to 2012 Director, Development & Business Affairs, Skål International
2012 to 2013 Director, Membership Development (primary responsibility) & Business Affairs (secondary responsibility), Skål International
2013 to 2014 Vice President, Statutes, Skål International
FOR VICE PRESIDENT

NIGEL PILKINGTON | SKÅL INTERNATIONAL AUCKLAND

De La Mer Communications
P.O. Box 337-70
Takapuna, Auckland 0740
New Zealand
64-9.445.4351
nigel@delamer.com
www.delamer.com

From 1970 to 1980 Nigel Pilkington was a Commissioned Officer with the Royal New Zealand Navy. In 1980 Nigel entered the commercial world and commenced a career in marketing, holding various senior positions in companies as diverse as Seiko Time, New Zealand News, and as a Director of Gurney Nagel Advertising. Nigel founded De La Mer Communications Limited in 1990 as a public relations and marketing communications consultancy specialising in the travel and tourism industry, of which he is still Managing Director today. In the intervening 24 years Nigel has worked in senior marketing, public relations and representation roles for various tourism organisations, as well as representing/advising individual operators in Australia and the South Pacific who are active in the New Zealand market. Nigel has undertaken a number of volunteer service roles over the years including Scout/Group leader and Chairman of Sea Scout troops in Auckland; coaching local sports teams; committee member and treasurer for a local secondary school rowing club, as well as assisting with public relations (pro bono) for a number of local and national, volunteer, non-profit organisations.

2001 to 2014  Member, Skål International Auckland
2005 to 2006  Vice President, Skål International Auckland
2006 to 2007  President, Skål International Auckland
2006 to 2012  Director, Skål International New Zealand
2008 to 2009  Vice President, Skål International New Zealand
2009 to 2012  President, Skål International New Zealand
2012  International Skål Councillor, New Zealand
2012 to 2013  Director, Business Affairs (primary responsibility) & Membership Development (secondary responsibility), Skål International
2013 to 2014  Director, Communications & PR, Skål International

After completing his Bachelor of Arts in Business Administration, Lou Conkling worked for South Central Bell and AT&T from 1976 to 1985. In 1985 he formed Knights Travel, serving as Vice President. In 1994 Lou obtained the title of ICTA Certified Travel Counselor (C.T.C.), a title he continues to hold today. In 2005 he set up his own travel consulting business, TravelbyLou LLC, a job he is still doing today as an integral part of the international travel agency, Altour Travel. Lou has attended 10 world congresses and 15 NAASC Congresses.

2003 to 2014  Member, Skål International Louisville
2004 to 2005  Secretary, Skål International Louisville
2005 to 2006  Treasurer, Skål International Louisville
2006 to 2007  Vice President, Skål International Louisville
2007 to 2008  President, Skål International Louisville
2008 to 2009  Treasurer, Skål International U.S.A.
2009  Secretary, Skål International U.S.A.
2010 to 2011  President, Skål International U.S.A.
2012 to 2013  International Skål Councillor, U.S.A.

DAVID FISHER | SKÅL INTERNATIONAL NAIROBI

Maniago Travel & Cruises
P.O. Box 43401
00100 Nairobi
Kenya
254-20.444.9461
djfisher@maniagotrvl.com
www.maniagosafaris.com

David Fisher started work with the Bank of America in the United Kingdom in 1968 as an operations clerk. He was then selected to go on a management trainee programme. Upon its successful completion, he was sent to Birmingham, England as Deputy Operations Officer of that unit. After a 5-year stint there he was sent on short-term assignments as a trouble-shooter to Cairo, Bahrain and Luxembourg after which he was assigned to the Commercial Bank of Africa in Nairobi, Kenya as Special Projects Officer. In 1993 after a 25-year career in banking he moved on and for the next six years did various consultancy work and also co-owned two restaurants. In 1999 he joined Maniago Travel and Cruises as a shareholder and Director, a role he continues in today. He is involved in all aspects of this company. David has attended nine world congresses and eight International Council Mid-Year meetings.

LOU CONKLING | SKÅL INTERNATIONAL LOUISVILLE

TravelbyLou LLC
2525 Bardstown Road
Louisville, KY 40205
U.S.A.
1-502.292.4750
lou@knightstravel.com
www.knightstravel.com

After completing his Bachelor of Arts in Business Administration, Lou Conkling worked for South Central Bell and AT&T from 1976 to 1985. In 1985 he formed Knights Travel, serving as Vice President. In 1994 Lou obtained the title of ICTA Certified Travel Counselor (C.T.C.), a title he continues to hold today. In 2005 he set up his own travel consulting business, TravelbyLou LLC, a job he is still doing today as an integral part of the international travel agency, Altour Travel. Lou has attended 10 world congresses and 15 NAASC Congresses.

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2004 to 2005  Director, Skål International Louisville
2005 to 2006  Treasurer, Skål International Louisville
2006 to 2007  Vice President, Skål International Louisville
2007 to 2008  President, Skål International Louisville
2008 to 2009  Treasurer, Skål International Louisville
2009 to 2010  President, Skål International Louisville
2010 to 2011  International Skål Councillor, Louisville
2012 to 2013  Director, Finance & FVF, Skål International
FOR DIRECTOR
PRESENTED BY THE INTERNATIONAL SKÅL COUNCIL:

PAUL FOLLOWS | SKÅL INTERNATIONAL LONDON
(Recommended by the Succession Committee)

Red Carpet Concepts Ltd.
32 Rochester Way
Crowborough, TN6 2DT
United Kingdom
44-1892.66.15.32
paul.follows@btinternet.com
www.redcarpetconcepts.co.uk

Paul Follows started his career in the tourism industry working for Thistle Hotels in various management positions leading to general management. From 1985 to 1987 he was General Manager of Bloomsbury Park Hotel, London. From 1987 to 1988 he was General Manager of Great Western Royal Hotel (now Hilton Paddington), London. From 1988 to 1993 he was General Manager of Grims Dyke Hotel, London. From 1993 to 1996 he was General Manager of Prince Regent Hotel, Woodford Bridge, Essex. From 1996 to 2007 he was Board Director and General Manager of Grims Dyke Hotel, London. In 2008 he formed his present company Red Carpet Concepts Ltd. assisting clients with operational projects in hospitality including marketing and sales, PR and event planning. He also at this time became a Director of European Development for Distinguished International Hotels. Red Carpet’s main clients included 2008 to 2012 Bell International Language School, where he managed international student accommodation, safety, etc. for up to 250 students. Since 2012 he has been representing Magna Hospitality in the UK and Europe and in 2014 Millstream Management Company developing an event management strategy within a retired lifestyle organisation. Paul has been a member of several other associations.

PERSONAL OBJECTIVES:

Having used the Skål network for my own business, I see this as a massive selling point for future membership development and sponsorship. Additionally Young Skål Professionals as well as students is our future. I want to see our world-wide network of potential benefits become more of an attraction to their business careers. This can play a massive part in Skål’s attraction to these young professionals. I want to see this more developed.

I also want more transparency in the EC workings with minutes of meetings being published subject to removing any personal confidentiality. Additionally to see ISC proposals considered and responded to by the EC far quicker than they presently are. The agenda must have sufficient time set aside to do this.

Finally my hotel directorship background has given me the necessary experience and discipline in sales, marketing and PR plus financial control and creativity.

RAFAEL MILLAN PEREZ | SKÅL INTERNATIONAL CIUDAD DE MEXICO

Brisas Hotel Collection
Ave. Universidad 1571-3º
01030 Mexico City
Mexico
52-55.5339.1045
rafael.millon@brisas.com.mx
www.brisascollection.com

Rafael Millan Perez started his professional carrier with Arthur Andersen & CO., a world class accounting firm consulting, audit and taxes in 1972. From 1978 to 1991 he was General Manager and Corporate Director of Internal Audit for Grupo Posadas de Mexico at several properties located in different cities of Mexico. From 1991 to 2000 he was General Manager of Starwood Hotels & Resorts at the Westin Ixtapa, Guerrero, and Hacienda Jurica, Querétaro. Since 2000 he has been General Director and CEO of Grupo Hotelero Brisas in Mexico.

PERSONAL OBJECTIVES:

I am convinced that Skål is a great association that promotes friendship and offers the opportunity of business on an international level. My financial experience in international auditing companies will allow me to recognise immediate actions for the efficient movement of our funds, expenses, financial forecasts and projections for the financing, together with my experience of operating and developing new hotels, openings, changes and hotel groups, international brands, gives me an ample vision of the strategy and development to grow the membership of Skål. Proof of this is the six Clubs I have already formed in Mexico and an additional two will be formed in the next six months.
The time I have been a member of Skål and my experiences during 34 years of membership prove to me that we should have a more updated, modern vision which integrates new technologies, the necessities of generations of Skål-leagues to come to whom I can offer experience and the desire to create synergies between new members. Promote the influence of Mexican and Latin American Club in Skål to create a greater presence for them in our organisation.

My passion for Skål is my best reference as an ambassador for our vision. My participation as a Director is an opportunity to demonstrate growth and promote the desire to continue to belong to our organisation and to continue to bring in new members who will love Skål the way I do.

Susanna Saari has worked for Turku University of Applied Sciences, since 1998 and currently holds a position as a Senior Lecturer in Hospitality Management. Her main tasks include the development of continuing education offered by the Degree programme, lecturing on service product development, sustainable tourism, hotel operations management and strategic human resources management at the Degree Programmes in Hospitality Management and International Business as well as tutoring student R&D projects. During the past 5 years she has been a project manager for research projects funded by the European Commission, namely the WelDest (2012-2014, Health & Well-being in Tourism Destination) with 15 EU partners and a total budget of EUR 456 289 and ILIS (2008-2010, Innovations and learning in Spa Management) with 5 EU partners and a total budget EUR 364 923. Susanna holds a Master in Social Sciences majoring in Leisure and Recreation studies and tourism. She has done specialisation studies in eBusiness in Tourism and Fair & Congress Management. Her hospitality industry experience is mainly in the field of hotels and she has worked for, Hyatt Regency hotels in Dubai in mid-90’s and Sokos Hotels chain in Finland. Susanna is a representative of TUAS at Turku Tourism Academy, a network of universities teaching hospitality and tourism in Finland and a board member of The Finnish Society of Tourism Research.

PERSONAL OBJECTIVES:
As a member of Executive Committee I would emphasise the aim of becoming the contemporary travel & tourism association we should be. This development process includes using a project management approach on strictly chosen subjects (e.g. branding, Corporate Social Responsibility and sustainability, and development of Young Skål) and the use of technology and internal/external research data in all we do.

Susanna Saari | Skål International Turku
(Recommended by the Succession Committee)

2004 to 2014  Member, Skål International Turku
2005 to 2009  Secretary, Skål International Finland
2007 to 2012  President, Skål International Turku
2008 to 2009  Treasurer, Skål International Finland
2010 to 2011  President, Skål International Finland
2011  Organising Committee, Turku 2011 Skål World Congress
2011 to 2012  Deputy International Skål Councillor, Finland

2012 to 2013  Treasurer, Skål International Finland
2012 to 2014  International Skål Councillor, Finland
2012 to 2014  Secretary, International Skål Council

JASON SAMUEL | SKÅL INTERNATIONAL BOMBAY
(Recommended by the Succession Committee)


PERSONAL OBJECTIVES:
1) Double the Skål membership.
2) Reduce the membership fees.
3) Drastically reduce the Skål Congress fee to enable more members to attend.

Jason Samuel | Skål International Bombay
(Recommended by the Succession Committee)

2000 to 2014  Founding Member, Skål International Bombay
2000 to 2005  Director, Skål International Bombay
2003 to 2005  Treasurer, Skål International India
2005 to 2009  President, Skål International Bombay
2007 to 2010  Vice President, Skål International India
2010 to 2011  President, Skål International India
2011 to 2013  Director, Skål International Asia
2012 to 2014  International Skål Councillor, India
2013 to 2014  Vice President (West), Skål International Asia

2000 to 2005  Director, Skål International Bombay
2003 to 2005  Treasurer, Skål International India
2005 to 2009  President, Skål International Bombay
2007 to 2010  Vice President, Skål International India
2010 to 2011  President, Skål International India
2011 to 2013  Director, Skål International Asia
2013 to 2014  Vice President (West), Skål International Asia

2000 to 2014  Founding Member, Skål International Bombay
2000 to 2005  Director, Skål International Bombay
2003 to 2005  Treasurer, Skål International India
2005 to 2009  President, Skål International Bombay
2007 to 2010  Vice President, Skål International India
2010 to 2011  President, Skål International India
2011 to 2013  Director, Skål International Asia
2012 to 2014  International Skål Councillor, India
2013 to 2014  Vice President (West), Skål International Asia

PERSONAL OBJECTIVES:
1) Double the Skål membership.
2) Reduce the membership fees.
3) Drastically reduce the Skål Congress fee to enable more members to attend.
FOR AUDITOR AND DEPUTY AUDITOR

PETER NEILSON | SKÅL INTERNATIONAL LAUNCESTON

Cable Hang Gliding
P.O. Box 283
Launceston 7277
Australia
61.4.1931.9300
61.3.6330.1567
peter@cablehanggliding.com.au
www.cablehanggliding.com.au

Peter Neilson’s career in tourism started over forty years ago with the Tasmanian State tourism agency and progressed with employment by a national airline through to travel agencies and a peak tourism industry representation body. Further experience in tourism was gained and given in convention/organisation, marketing groups and strategic planning forums. Over many years he has held various positions on a continual basis to administer and improve prospects for tourism operators in Tasmania on a local, regional and state-wide basis including involvement as a board member of the Tourism Industry Council of Tasmania. In 1988 his company introduced Cable Hang Gliding to the attractions sector for tourism and it continues to be a popular adventure attraction. He is also the Director of Hovercraft Tasmania. As a Quality Management auditor for 15 years, he has gained knowledge from reviewing both small and large companies to the International Standard ISO9001:2008 throughout Australia, Thailand and Vietnam. His auditing experience has taken him through, for example, manufacturing companies, civil and construction contractors, consultants (e.g. architects), training organisations and others, and further through second party organisations.

1996 to 2014  Member, Skål International Launceston
2000 to 2004  Board Member, Skål International Launceston
2002 to 2004  President, Skål International Launceston
2003 to 2007  Vice President, Skål International Australia
2007 to 2009  President, Skål International Australia
2010  Club Liaison Coordinator (Australia) for the 2010 Sydney World Congress
2012 to 2014  Board Member, Skål International Launceston
2012 to 2014  Auditor, Skål International

ASUMAN TARIMAN | SKÅL INTERNATIONAL ANTALYA

Asuta Tourism
Atatürk Caddesi 29/8
07100 Antalya
Turkey
90-242.242.9778
90-242.247.6891
asuman@asutatourism.com
www.asutatourism.com

After completing her Bachelor of Education degree Asuman Tariman opened her own travel agency in 1985 which she still owns and manages today. Asuman has attended 15 world congresses and several International Skål Council and regional meetings.

1989 to 2014  Member, Skål International Antalya
1989 to 1993  Secretary, Skål International Antalya
1993 to 1995  P.R. Director, Skål International Antalya
1995 to 1998  Secretary, Skål International Antalya
1998 to 2000  Vice President, Skål International Antalya
1998 to 2001  P.R. Director, Skål International Turkey
2000 to 2003  Secretary, Skål International Antalya
2003 to 2005  President, Skål International Antalya
2003 to 2007  Chairman, Organising Committee, Antalya 2007 Skål World Congress
2013 to 2014  Deputy Auditor, Skål International

FOR MEMBRE D’HONNEUR

RUSSELL BUTLER | SKÅL INTERNATIONAL SYDNEY

Avis Australia
15 Bourke Street, Level 2
Mascot 2020
Australia
61-2.9353.9065
russell.butler@avis.com.au
www.avis.com.au

Russell Butler started his career in travel and tourism more than 40 years ago working within the domestic and international airlines and car rental sectors in New Zealand and Australia. Currently he is a Senior Executive with Avis Budget Group in Australia with responsibility for national and international travel industry sales.

1993 to 2014  Member, Skål International Sydney
2001 to 2002  Secretary/Chairman, Joint Skål Clubs of Sydney Ball Committee
2001 to 2003  Director, Skål International Sydney
2003 to 2005  President, Skål International Sydney
2005 to 2009  Vice President, Skål International Australia
2005 to 2010  Chairman, Organising Committee, Sydney 2010 Skål World Congress
2009 to 2014  President, Skål International Australia
2010 to 2011  International Skål Councillor, Australia
EIBTM 2014
EIBTM CONSULTS TOP INTERNATIONAL ASSOCIATIONS FOR A NEW FOCUS AT THIS YEAR’S SHOW

EIBTM (WWW.EIBTM.COM), THE LEADING GLOBAL EVENT FOR THE MEETING AND EVENTS INDUSTRY, HAS GONE OUT TO THE ASSOCIATION INDUSTRY TO STRATEGICALLY DEVELOP ITS ANNUAL DEDICATED PROGRAMME FOR THE BUYERS ATTENDING THIS YEAR’S EVENT.

The independently run focus group research combined current Association sector attendees and potential Buyers, aiming to consult with these representatives to shape how their time would be best spent at EIBTM as well as what they would look for across the IBTM portfolio of events.

The results of this research will then help determine the design of this year’s EIBTM Association Programme and demonstrate how integral association meetings are to destinations, venues and the supplier community.

Graeme Barnett, Senior Exhibition Director, Reed Travel Exhibitions, EIBTM, commented, “Listening to our Advisory Board, investing in research and providing more time on the show floor are all key to why we are dedicating time to structure this year’s Association Programme around their needs and those of the exhibitors. We are hearing that time is key, meetings matter and networking is a vital ingredient to the show experience. We are to give more time in Barcelona for every Association Buyer, flexible travel arrangements, a new dedicated afternoon of education streams plus of course the usual networking, and opportunity for one to one appointment time and we will be announcing the full programme over the coming months so watch this space”

EIBTM 2014 will take place from 18th – 20th November.

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Our three types of hotels, BEST WESTERN®, BEST WESTERN PLUS® and BEST WESTERN PREMIER®, provide everything your clients need for a business trip, a quick overnight stay or a vacation with more time to relax. You can rest assured, there’s a Best Western that’s right for your clients.

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*Numbers are approximate and may fluctuate. Hotel photos shown top to bottom, left to right: BEST WESTERN Hotel Ara Solis Taranto, IT; BEST WESTERN Hotel-de-la-Breche, Niort, FR; BEST WESTERN PLUS Travel Hotel Toronto Airport Ontario, CA; BEST WESTERN PREMIER Ivy Inn & Suites Cody, Wyoming. Each Best Western® branded hotel is independently owned and operated. Best Western and the Best Western marks are service marks or registered service marks of Best Western International, Inc. ©2014 Best Western International, Inc. All rights reserved.