



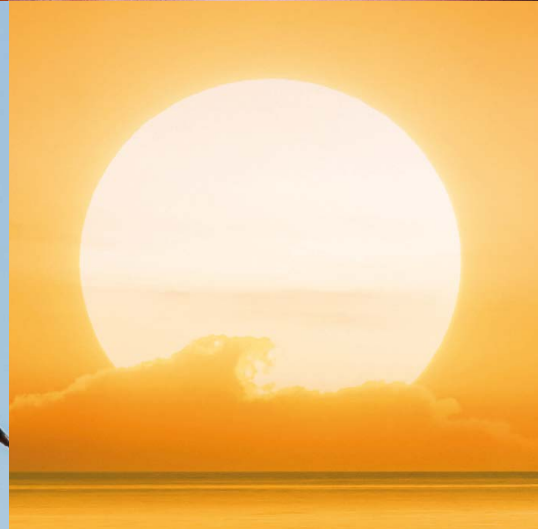
SKÅL

MAGAZINE

International Association of Travel and Tourism Professionals • Founded 1934
A Trusted Voice in Travel and Tourism

WORLD TOURISM DAY 2016





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MESSAGE

from the

PRESIDENT

DEAR SKÅLLEAGUES, DEAR FRIENDS,

We are now reaching the most important part of the Skål year, the World Congress and AGM, where we have the opportunity to discuss and make decisions on the direction we want our great organisation to move in. This is a vital time for Skål and I urge those who have not yet registered to attend the Congress to do so now so you too can be part of our future. Too many times we hear negative feedback from Skålleagues about how and why we do things; yet they fail to take part in the process of making these decisions; it is your organisation and to make it work we need your involvement and commitment.

This year our Congress will be held in the Principality of Monaco and I know the Local Organising Committee, led by Antonio Ducceschi, have really worked hard to ensure all Skålleagues will have an enjoyable and fruitful time. It's not too late to register, simply log onto the Congress website – www.skalcongress.org – and all the information is there for you.

It is interesting to note that to date over 100 Skålleagues and partners have registered from Oceania (Australia, New Zealand and the Pacific Islands) as well as 50 from South and Central America. This is a tremendous effort and it shows that Skål is important enough for these people to travel half way around the world to have their say and enjoy the camaraderie of other Skålleagues and friends – this is what Skål is all about. My question to those who live and work a lot closer to Monaco – why haven't you registered? It can't be cost – those travelling from the Southern Hemisphere have negative exchange rates, high airfares and long distances to travel – they know how important it is to be part of Congress – so again I ask those, especially in Europe, why haven't you registered yet?

There is still time!

Talking of events – on the 27th of this month we celebrate World Tourism Day. This is a day that we, the professionals of the industry, need to celebrate and at the same time reflect on where our industry is moving. In 2015 over 1 billion people travelled according to the UNWTO and this figure is expected to grow over the next 20 years – our industry is healthy but we must also ensure its growth honours the environment and the communities whose lands and seas we visit. Skål, as the largest multi-discipline travel and tourism organisation in the world, must take a leadership role in ensuring we do protect our environment and the human rights of all peoples involved in our industry. If we can show by our individual actions that we respect these core pillars of our industry, we will not only enhance our own businesses, but also show the rest of the industry how Skålleagues act.



It is also an opportunity for national committees and clubs to promote Skål and what we stand for to the wider travel and tourism industry. To this end I urge all national committees and club PR officers to use the trade media to promote Skål and look to use their September functions as an opportunity to invite potential members along and show them the benefits of Skål membership.

Skålleagues – we are part of a great organisation that has a long and proud heritage and I ask that we all continue along the path our founders started and ensure we remain relevant in the modern industry we all love and work in.

I look forward to seeing you all in Monaco!

Nigel A Pilkington
President Skål International 2016

77TH SKÅL INTERNATIONAL WORLD CONGRESS MONACO

29 OCTOBER – 2 NOVEMBER 2016

A MID-OCTOBER MONACO DREAM

Why not start this unforgettable trip to Europe with a Pre-congress tour to one of the most beautiful cities in the world...

PARIS... OR VENICE....





OR TAKE THE TIME TO ENJOY A MEDITERRANEAN CRUISE....



It has not been easy to decide...so many possibilities...

I decided to visit Venice, the unique floating city in the world and I did not regret the choice as my trip started in a very glamorous way!

That is what I did before arriving in the South of France where I started one of the best experiences I have ever lived!

I was welcomed at the Nice-Cote d'Azur International Airport by a pretty hostess who gave me all the useful information about how to get to my wonderful hotel in Monaco....

The lady told me that there was public bus transport every 30 minutes - an affordable and safe way to reach my hotel directly from the airport.

Private transfers can also be arranged at preferential rates, either by helicopter or private chauffeur driven vehicles.

I definitely chose not to miss the possibility of having a transfer by HELICOPTER ... not much more expensive than a private transfer, it makes you arrive in style!



...by the way, it was not easy at all to choose between the 4 and 5* hotels that the Congress Organising Committee proposed:



MONTE-CARLO BAY & RESORT



FAIRMONT MONTE-CARLO



MERIDIEN BEACH PLAZA



NOVOTEL MONTE-CARLO



COLUMBUS HOTEL



RIVIERA MARRIOTT HOTEL

I really looked forward to arriving in the Principality of Monaco and to living some days as a VIP...

I asked the concierge of my hotel which bus I should take to get to the congress centre and he answered to me... with a smile, saying that in Monaco everything is walking distance...5 or 10 minutes walking from almost all the hotels to Grimaldi Forum, the congress centre... what a surprise for me!!

Oh! the Grimaldi Forum...

What a technological, modern and huge congress centre overlooking the Mediterranean

I started my Monaco congress experience with the Get-Together Party. How nice to meet and greet old friends and make new ones!

I was told a great programme was being organised for Skålleagues: educational seminars, B2B and Travel Forum... I was not disappointed, I met and talked with the very smart speakers presenting very interesting subjects and projects, many ideas to consider...

The whole programme was built around the theme of **GAME CHANGERS: New frontiers in Travel & Tourism**



During the Congress, I learned more about successful tools, ideas and trends emerging in the travel and tourism market. I discovered more about Monaco as a global luxury brand in Tourism, and so much more....

Always with the idea of not losing a thing during my trip to Monaco I decided to take the opportunity and visit neighbouring France by joining the trip to Eze Village, one of the several excursions proposed by the congress organisers.



...perched on a rocky spur overlooking the Mediterranean, with narrow paved streets, beautiful ancient stone houses, and little handicraft shops. I also discovered how a perfumer or a “nose” masters the art of fragrance creation a while learning about the history of the perfume... It was fantastic!

... Even though I already had the feeling that I was living a dream, I could not know what the dream was until I arrived at the President's Gala Dinner organised for all the Skålleagues in **THE ROTUNDA OF STARS...** (Salle des Etoiles)



And as a star, we have been greeted and pampered all night!

The dinner was delicious, the entertainment was elegant and I spent great moment with fellow Skålleagues, talking and dancing all night long...



I realised that my great experience was about to end and I decided to extend my dream by registering for the post congress tour to Langhe, a region of San Remo and Alba.

I enjoyed the good-humoured and brawling character of Italian people and Italian paradise of truffles during the Famous World Alba truffle Fair, as well as the discovery of a very good wine, the Barolo.

Oh... what a great moment I spent and what good food and wine I tasted, it was really an amazing experience.

But as all good moments, even the Monaco dream came to an end... I was happy to spend three weeks in three different countries and happy to see so many wonderful places and to meet such interesting people.

I was also happy to meet the team who did its utmost to organise this unforgettable Skål International World congress and who let me live a dream during my stay in Europe!

SKÅL!





What a wonderful dream I had!

Let your dream come true and register TODAY for the 77th Skål International World Congress Monaco by clicking on <http://www.skalcongress.org/registration>

Do not miss this amazing experience, Monaco is waiting for you!

SPEAKERS

Professional and distinguished keynote speakers will provide presentations on motivating and topical issues during the business sessions within the Monaco World Congress.

Guillaume Rose

Monaco Government Tourist Office Director, since 2011

The title of his presentation is: Monaco: How has Monaco become a successful luxury brand?

Most of his career has been spent in tourism and hotel businesses, notably working for Monte-Carlo's prestigious SBM.

He studied screenwriting, graduating from the Sorbonne in Paris with a Master's in film studies and going on to work in the French capital for four years, occupying different production positions in TV and film. For example, he worked in Marin Karmitz's company and on documentaries for the channels Arte and La Cinquième.



He returned to the land of his birth, Monaco, in 1997 to work in communications for the Société des Bains de Mer. Scaling his way up the ladder, he became head of the department responsible for promoting gaming. After a Corporate MBA from the International University of Monaco had rounded off his management and marketing training, he set off for Las Vegas and the MGM Mirage for a six-month internship. He thus gained insight into every type of job within a hotel with a casino and experienced several of them first-hand during his stay.

On his return to Monaco, an audit was carried out of all of the reservations and sales departments within SBM, and he was appointed Assistant Manager before taking responsibility for the group's entire Communications Department.

Throughout his years with SBM, he nurtured links between the latter and the movies, notably by authorising filming for Ocean's 12, Iron Man 2, The Counterfeiters, Priceless, The Girl from Monaco and Heartbreaker. He also hosted poker tournaments (MonteCarlo Millions, PokerStars European Poker Tour) for which he was directly responsible within SBM until he left in 2010.

Driven by a desire to serve his country more directly, Guillaume Rose joined the Principality's Tourism Department in June 2010, as Assistant Manager. The following year he became General Manager.

He set about promoting the Principality of Monaco as a premium tourist destination as well as opening up new incoming markets. He also grew the congress business, reflected clearly in the success that Monaco's hotel industry has enjoyed over recent years.

A hands-on manager with a team of 50 in the Principality and 50 scattered around the world, he believes that well-being at work is a key factor of success.

Guillaume Rose also continues to pursue a political career. He was a founding member of the Union pour la Principauté and then the Union des Monégasques, and was elected into Monaco's parliament from 2008 to 2013 and as Chairman of the Social Commission from 2011 to 2013.



Bertrand Petyt

Managing Partner at Vitruvius Partners Group, Director of Operations at Parkview Private Collection, Adjunct- Professor of Management at IUM

The title of his presentation is: Luxury Travel: Ultra High Net Worth Trends in China about the theme of what are the trends of Ultra- High-Net-Worth in China today and how can we better understand the luxury codes for Chinese high net worth individuals.

Bertrand Petyt is an enabler of excellence, helping organisations to achieve their goals by rejuvenating management and operational processes.

His methodology includes deep-dive business and operational analysis focusing on growth results and personnel retention. Bertrand is a strategic thinker and incisive communicator and currently holds the role of Chief Operating Officer at Parkview Private Collection and Adjunct-Professor of Management at the International University of Monaco.

Leadership Acquisition Executive Mentoring Leadership Coaching Business Design and Redesign Strategic Partnership Models Stakeholder Management Employee Motivational Programmes Employee Engagement are his characteristics.



Anastasiia Terenteva

Young Skål, International Monaco University

The title of her presentation, which will be done with other young Skål students of the International University of Monaco is: How Millennials approach the travel experience

Having just finished her Master's Programme at IUM, she is currently having on a six-month internship in the Marketing Department of Hotel Metropole Monte-Carlo.

She is best known for speaking 4 languages:

Russian, English, French and Italian. She is known as a proactive worker and she is always very passionate about what she does. She is deliriously hard-working and usually multitasking at work and studies.

Her long-term goal is to develop a family hotel back in St. Petersburg (Russia) into a high quality establishment with the most loyal and happy guests that could ever be imagined.



Henri Fissore

Ambassador Adviser to the Minister of State of Monaco

The title of his keynote speech is: The secrets of Monaco's Attractiveness

Henri Fissore, was born on 2 January 1953, graduated from ESSEC (Higher School of Economic and Business Sciences) and IEP (Institute of Political Studies) in Paris and is a former pupil of ENA (Ecole Nationale d'Administration).

He entered the Monegasque Administration in 1980 as Special Advisor to the Minister of the Interior, and was appointed Secretary General of

the External Relations Directorate before becoming CEO of the Ministry of Interior and Inspector General Administration.

He was then elected to the National Council (Assembly) before being called by HSH the Sovereign Prince to the Government as Minister of Finance and Economy, a position he held for five years.

After serving as Ambassador of Monaco functions in Italy, Henri Fissore was Minister of Foreign Affairs before being appointed Ambassador on a mission to the Prime Minister (in particular responsible for the attractiveness related files).



Carolyn Pearson

CEO and founder maiden- voyage.com, Committee Member of GBTA Risk Committee, Head of Commercial Systems EasyJet, Head of Technology KLM Royal Dutch Airlines

The title of her keynote speech is: What Women Want – The Big Business of The Female Travel Market

The business travel market is worth \$1.25Trillion, 50% of business travellers are women and female consumers control 85% of purchases. Are you doing enough to tap into this valuable market?

In this insightful talk, Carolyn Pearson, CEO and founder of the Women's Travel Network will tell us what women really want from the travel industry, what you can do attract them and, more importantly, keep them.

Carolyn Pearson is the founder and CEO of the world's only dedicated solutions provider for female business travellers. With over 8000 members in over 80 countries and over 45 global ambassadors, maiden-voyage.com connects women as they travel with each other and those brands that know how to cater for this growing and influential market.

Clients of maiden-voyage.com include BP and luxury brand house Richemont and maiden-voyage.com

partners with leading travel industry providers including Avis, CTI, International SOS and Priority Pass and numerous quality hotel brands.

The organisation has won numerous travel industry and innovation awards and been widely featured in the global press, including CNN, New York Times, BBC, The Business Travel Magazine and the Economist. Carolyn is a renowned speaker on the subject of female traveller trends and preferences at events such as The World Tourism Forum and World Travel Market.

This year maiden-voyage.com produced the world's first comprehensive piece of research into Women and Business Travel.



PRE & POST TOURS

Before or after your meeting with friends during the Skål International World Congress in Monaco, you can make your journey even more enjoyable by visiting some of the best destinations in Europe!

Thanks to partner clubs, the 77th Skål International World Congress Monaco offers a large number of pre and post congress tours which offer you exciting and unique experiences!

For further information and to book your favourite tour please click [here](#).

Click here to view the [CONGRESS PROGRAMME](#)



COUNCILLOR'S CORNER

BY JORGE LUIS MOYA HUERTA, COUNCILLOR, SKÅL INTERNATIONAL MEXICO

A few years ago once I had formed a family and had stability in my professional life, my most important objective was to join a very prestigious, international organisation. The majority of tourism executives aspire to becoming a member of Skål.



On the invitation of the President of Skål International Mexico I had the honour of becoming a member of our magnificent Club and to becoming part of the Skål family. I had and have the good fortune to make friends with the great personalities of the world tourism industry and of doing business among friends.

As International Councillor I have had the opportunity to spend time with great friends, members of the Executive Committee and International Skål Council and participate in the meetings which propose modifications to the Statutes to the General Assembly in order to make our Association valid.

The Mexico City Club, of which I am a member, was formed 66 years ago. It has more than 80 members, is located in the Mexican capital and we are proud to have organised the 2014 World Congress. Two years ago we welcome our first Young Skål members and continue to welcome new Young Skål members. To date

the Clubs of Cancun, Ixtapa, Los Cabos, Monterrey, Puerto Vallarta and Queretaro have incorporated Young Skål members and in this way we continue to promote the future leaders of our Association. Last year a Young Skål member from Cancun was selected to help during the Torremolinos Congress and this year members and the National Committee have contributed so that a Young Skålleague from Puerto Vallarta could participate in a SIUSA meeting in Little Rock, USA.

The Board of Skål International Mexico which is made up of 19 Clubs holds four meetings a year in different cities. During these meetings improvements, problems on a local and international level, the modifications announced for the General Assembly during the World Congress, the matters dealt with during the Mid-Year meeting of the International Council are discussed. The meetings last three days, over a weekend, and we are normally accompanied by our spouses thus ensuring that the friendship extends to our families as well. Thanks to this, our sons and daughters, future Skålleagues feel attracted by all the benefits of our organisation.

In an effort to increase relations between friends and Skål families we organise cultural outings in the city of the Club and, on occasion, we also organise weekend trips which ensures a captive participation and in this way the bond of friendship is strengthened.

Skål, on a national level, has remained valid and there is great interest from high profile executives to become members of our organisation and we are proud to make know that in spite of the world economic crisis, we have maintained our membership numbers and hope to increase it by 10% this year because we are already well advance with the formation of two new Clubs.





TOURISM FOR ALL

World Tourism Day 27 September 2016 **PROMOTING UNIVERSAL ACCESSIBILITY**

27 SEPTEMBER IS WORLD TOURISM DAY! TOURISM FOR ALL!

Accessible Tourism for all is about the creation of environments that can cater for the needs of all of us, whether we are traveling or staying at home.

May that be due to a disability, even temporary, families with small children, or the ageing population, at some point in our lives, sooner or later, we all benefit of universal accessibility in tourism.

Which is why, we want to call upon the right for all of the world's citizens to experience the incredible diversity of our planet and the beauty of the world we live in. On this year's World Tourism Day help us spread the word of both the importance and immense benefits universal accessibility has and can bring to society at large. #tourism4all #WTD2016

Ever since its inception, World Tourism Day is celebrated on 27 September to foster awareness among the international community of the importance of tourism and its social, cultural, political and economic value. As the official day set aside in the United Nations Calendar the celebration seeks to highlight tourism's potential to contribute to reaching the Sustainable Development Goals (SDGs), addressing some of the most pressing challenges society is faced with today.

The official World Tourism Day 2016 celebrations will be held in Bangkok, Thailand from 26 to 29 September 2016.

*Official message by UNWTO Secretary-General
Taleb Rifai on World Tourism Day*

Tourism has experienced a revolution in the past 50 years. In 1950 there were 25 million international tourists; today there are around 1.2 billion people travelling the world. Travelling has become a huge part of many lives.

When travelling, we come across new people, new sights, and new ideas. Often our perception of the world changes as we see more of it. However, we must not forget that for many, travelling can be quite a difficult process.

15% of the world's population is estimated to live with some form of disability. That is 1 billion people around the world who may be unable to enjoy the privilege of knowing other cultures, experience nature at its fullest and experience the thrill of embarking on a journey to explore new sights.

Accessibility for all should be at the center of tourism policies and business strategies not only as a human right, but also as a great market opportunity.

With the world's population ageing, all of us will benefit sooner or later from universal accessibility in tourism.



As we celebrate World Tourism Day, let us recall that all of the world's citizens have the right to experience the incredible diversity this planet has to offer.

We thus urge all countries and destinations, as well as the industry, to promote accessibility for all in the physical environment, in transport systems, in public facilities and services and in information and communications channels.

I wish you a very happy World Tourism Day and a future full of enriching and compelling travel experiences to be enjoyed by all.

Thank you very much!

More info on World Tourism Day 2016 at www.wtd.unwto.org

FLORIMOND VOLCKAERT FUND

Raffle

WE NEED YOUR SUPPORT!

The Skål World Congress is approaching. We are again this year planning the annual Florimond Volckaert Fund Raffle. As we are certainly aware money raised from this raffle goes to the Skål Benevolent Fund which helps members and their immediate families in need.

As a Skål member, we hope that you will be willing to donate a prize voucher for the raffle (hotel stays, airline tickets, car hire, cruises, tickets for attractions, etc.). The voucher should, ideally, be valid until 31 December 2017. Any suitable prize you are able to offer for the raffle will be much appreciated. Please indicate the approximate value of the prize.

If the establishment will accept an electronic voucher to redeem the offer, please send to sandra.vera@skal.org or to the following address, prior to 30 September 2016:

**Skål International | Avenida Palma de Mallorca, 15 - 1st Floor - 29620 Torremolinos (Malaga), Spain
Tel: 34 95 238 9111**

Tickets will be on sale during the Monaco Congress, however, you can already buy tickets by contacting the General Secretariat. The cost of tickets is €5/USD 5 per ticket or €50/USD for 12 tickets. This way, members who cannot attend the Congress will also have the opportunity to buy tickets to support the Fund and, of course, win prizes. The General Secretariat will send a scanned copy of the raffle tickets purchased, which will of course be included in the draw.

The draw will take place during the Monaco Skål World Congress. The list of prizes and winning ticket numbers will be published on the Skål website after the Congress so you will be able to check if you are a lucky winner even if you do not go to Monaco.

For more information, please contact: sandra.vera@skal.org.

Thank you in advance for your kind generosity.

3BAYSOVER

MEET THE CEO AND FOUNDER OF 3BAYSOVER, ANDY RYAN



Andy Ryan is founder & CEO of 3BaysOver, the online business-to-business networking and collaboration platform for the world's tourism professionals. Andy is dedicated to building and leading a world-class team to work with him on his mission to transform how travel professionals around the world connect, communicate, and collaborate with each other. Andy grew up in Switzerland, and has also lived in the UK, the USA, Australia, and Argentina. He studied Geography at Cambridge University, and completed his Master's thesis in Sustainable Tourism and Indigenous Communities, subjects in which he maintains a great interest.

Andy began his career as a business analyst at JP Morgan Private Bank in Geneva and New York. He made the decision to leave finance and dedicate himself to tourism while watching the sun set into the Pacific Ocean from a Costa Rican beach. Since then, he spends most of his time learning from – and being inspired by – passionate tourism professionals, and seeking ways to help them to succeed in their work. In his spare time, Andy plays soccer, chases storms, and, of course, likes to make friends as he travels. He speaks fluent English, Spanish, and French.

3BaysOver was in fact originally going to be a B2C platform. Like so many other travel startups, I saw a problem as a traveller and I set out to resolve it. That problem was the lack of a simple and efficient way to connect a traveller and his or her need for reliable, expert local advice about a destination with experienced travel professionals in that particular destination. However, the more I worked on that initial idea and the more I met with travel professionals at trade fairs and networking events around the world, the more I realised that there was in fact a much greater problem: the inability for travel professionals to connect amongst themselves, and to share their own expertise, product updates, and market news in a simple and efficient way with each other. In other words, there was a huge networking and collaboration problem on the B2B side which no one seemed to be addressing, and which seemed to be a pain-point for nearly every tourism professional.

At 3BaysOver, we therefore set about resolving this industry-wide problem by building tourism's first B2B-only networking and collaboration platform. 3BaysOver's vision is to make it easier, quicker, and cheaper for industry members to find, connect and interact with each other - no matter where they are in the world, and no matter their role within the industry. For example, if a travel agent in the USA wants to expand her network in Thailand

and learn about new products there, then she can use 3BaysOver to do this from the comfort of her own office or home (without having to go on a FAM tour or attend a trade fair or get her information from outdated brochures).

I want to point out an important point however: 3BaysOver does not want to replace all face-to-face interaction in our industry. On the contrary, we believe that in tourism – where relationships and trust are more important than anything – in-person interaction will always be critical. However, in such a fast-paced business environment, where trends such as product personalization and a growing appetite for local experiential travel mean that travel agents, tour operators, and other travel professionals need to be more responsive and more competitive than ever, there really needs to be a way to find new contacts and to collaborate with partners online. Also, not all travel professionals can afford to attend, much less exhibit

3BaysOver

person and where relationships go well beyond business and into friendship. However, that is not to say that members around the world will not benefit from having easier access to each other online, and from using 3BaysOver to communicate with other members they already know, or to discover ones that don't personally know yet. On the contrary, we believe that this online dimension will add a new layer of networking opportunities to Skål. In this day and age, it is also a simple reality that no network can exist exclusively offline, because things like events and job opportunities and the promotion of the organisation itself also need to happen online.

at big trade fairs, but we believe that shouldn't be a reason for them to suffer from limited market access.

We hope that Skål as an organisation, and all of Skål's members, will enjoy significant business and personal benefits from being active on 3BaysOver. We understand perfectly well that Skål is mostly an 'offline' organisation, where interaction is mainly in-

We hope that Skål's members realise that while 3BaysOver is designed to make it easier for them to connect and interact with each other, the platform also enables them to engage more effectively with all their tourism contacts, not just those within Skål. That is the very idea behind 3BaysOver: to make it easier for all industry members to connect, communicate, and collaborate. Also please remember: 3BaysOver only launched in March of this year, so it is still very much in its infancy. By being part of the platform so early on, Skål's members will inevitably see some early growing pains, but they will hopefully also enjoy being part of the adventure from its very beginning! At 3BaysOver, we are delighted to have partnered with Skål at this stage to make sure that as the platform grows it brings ever-greater value to Skål's members around the world.

GOOD NEWS STORY

COME FLY WITH ME...



Flying around the world solo in a small single engine aircraft is not an easy undertaking. For young 18 year Lachlan Smart, grandson of a Skålleague from the Sunshine Coast, Queensland, Australia it was a mission with a message.

Lachlan Smart created Wings Around The World (WATW) in order to send a message of hope and inspiration for the youth of the world, endeavouring to make a generational change. Dreams can be achieved no matter how big or how small, age, size and circumstances are not limiting factors, instead they lie only as challenges to a final outcome.

As a family member of his support team I was charged with arranging his accommodation around the world. Naturally, my first call went out to fellow Skålleagues around the world, wherever there was a club at his landing destination, most of which were not at international airports but local General Aviation airfields.

His first stop after a 10 hour long flight on this mammoth journey from the Sunshine Coast, Australia on 4 July 2016 was Nadi, Fiji. Fellow Skålleague Errol Fifer, GM at the Nadi Bay Resort immediately responded with offering 2 night's accommodation and breakfast as his resort. Their proximity to the airport was great for refuelling and the early morning departure on the next leg.

I received this same wonderful response from Skålleagues everywhere, the friendship, camaraderie and support overwhelming Lachlan. In Las Vegas, Ann Parsons was very helpful with alternative suggestions when the distance to her Fiesta Henderson property was not logistically viable because of time and media commitments with the aircraft at North Vegas Airport.

While there is not a Skål Club in Pago Pago, American Samoa, true Skål hospitality came from David Vaeafe, Executive Director of the American Samoa Visitors Bureau with a very generous offer to not only pick up his tab at the hotel but to drive him wherever he needed to be, including transfer back to the plane for a 4.30 am departure.

In St Johns, Newfoundland, Canada he was met with a very special welcome from Treasurer Gwen Bannister, who kindly hosted Lachlan in her home. Skål President Greg Fleming GM at the Ramada Hotel hosted a welcome supper along with Gwen who writes:

"How blessed you are to have such an amazing grandson. It was a great pleasure to meet and host him during his stay in Newfoundland. What a career he has ahead of him."

We thank Stéphane, President of Skål Var-Provence and Julie, Secretary of Skål Côte d'Azur, (both clubs are situated either side of Cannes) who tried to find assistance for him but again the distance from members properties to Cannes Airport where he landed just wouldn't work with his prearranged commitments there.



In Sri Lanka, President of Colombo Club Dushy Jayaweera along with Keethi Jayaweera were the perfect hosts, from arranging accommodation at fellow member hotel. This was courtesy of Shiromal Cooray Managing Director of the magnificent hotel Jetwing Blue Hotel, beachfront in Negombo to meeting him on his arrival, taking him out for dinner and making sure he was comfortably settled at the hotel. They also organised media contacts who wanted to interview Lachlan.

<http://www.ft.lk/article/563016/SKAL-International-Colombo-and-Jetwing-Blue-extends-support-to-a-World-Record-attempt>

Lachlan's first touchdown on Australian soil was in Broome, Western Australia. I travelled over to the west coast to welcome him back on home soil. He taxied in through an archway of water from the airport fire department, a bit of a tradition in Australia for special occasions. It is not every day an 18 year old pilot achieves what this extraordinary young man has over 8 weeks on this roller coaster ride of 45,000 kilometres. Not only did Maude Telfer (Broome Skålleague) owner of King Leopold Air organise the water cannon welcome, King Leopold Air also refuelled his plane and attended to the regular plane service due as part of their sponsorship for Wings Around the World.



Don Bacon, President of Skål Broome along with all the members of Broome Skål welcomed him at their “Sundowner” event the night he landed, which became even more special with the appearance of the breathtaking natural moon and tide phenomenon known as Staircase to the Moon. Don and Kylie also hosted Lachlan in their home and gave an intimate BBQ on the Saturday night before he flew out early Sunday morning for Darwin.

Darwin Skål also supported his Australian return with complimentary accommodation for 2 nights at Melaleuca on Mitchell courtesy of Sheena Matthews who was impressed from the first moment she heard Lachlan speak at the Australian Skål National Assembly hosted by the Sunshine Coast Club in September 2015. In conjunction with member Mike Scott GM of the Crocosaurus Cove, they gave Lachlan an experience of a lifetime with a Cage of Death dive with the crocodiles.

The final touchdown on 27 August 2016 to claim the Guinness Record for the youngest person ever to fly around the world solo in a single engine aircraft came 54 days of long tiring flights. What a special day. Airport manager Peter Pallot (also a Skål Sunshine Coast member) really welcomed him home. From another water cannon arch arrival to the Mayor presenting Lachlan with the keys to the city of the Sunshine Coast to the red carpet and guard of honour from the Air Cadets from Lachlan’s hometown Squadron.

What a wonderful way to demonstrate how well Skål can be connected to the world, how Skålleagues around the world do recognise the value which can be achieved by embracing young people in their endeavours. Lachlan has gained world-wide media attention, and Skål has been an integral part of this in many locations. We thank you all and urge to think “outside the box”, the exposure for Skål can be fantastic!

If all prospective members around the world could experience this true meaning of Skål camaraderie and friendship, we would triple our membership!

There were also many supportive people who were not Skålleagues, this came from Andy Mullen, Smyrna, Nashville, USA:

“I thoroughly enjoyed having him as a guest in our home, he is truly an outstanding individual. In my life, I have had the pleasure of knowing multi millionaires, international business owners, political officials, and more. Still, the drive and motivation that he possesses as a person, especially one so young, is not only commendable but infectious.

Further, he was a very humble man. Through our talks he regularly corrected Kari and I when we would credit him with something, stating ‘my team did this or that’. He was also gracious, regularly thanking everyone around him, and despite being very tired, made time to speak with anyone that wanted a moment. Between his drive and modesty, I think anyone would be hard pressed to find a more likable man.”

A SINCERE THANK YOU TO MY FELLOW SKÅLLEAGUES WHO SHARED THIS JOURNEY OF A LIFETIME WITH US!

Skål!

By Lynne Ryan, Past President, Skål International Sunshine Coast (Australia).

INDUSTRY UPDATE

THE RISE OF EXPERIENTIAL TRAVEL AND ITS IMPACT ON TOURS AND ACTIVITIES

Experiential travel is a form of tourism in which people focus on experiencing a country, city or particular place by connecting to its history, people and culture.



As modern life has become globalised and significantly homogenized due to the widespread adoption of new technologies, the expectations and desires of travellers have changed. They are more connected than ever, and yet, paradoxically, they are also increasingly isolated and disconnected from that kind of travel experience that gives great emotional reward. So today travellers feel the need to specifically look for those experiences: hence the rise of the experiential traveller. Indeed, one-size-fits-all itineraries and pre-packaged tours for groups have lost their appeal. The discerning experiential traveller yearns for authentic, engaging, life-enhancing activities. Activities that tap into their individual passions – be it in the realm of food, wine, sky-diving, history, architecture, football or epic natural landscapes.

This rise of the experiential traveller has clear implications for the travel market, since it entails a shift in the very concept of travelling. The market needs to embrace technological sophistication and individual requirements

and adapt accordingly. The task for tour operators is to understand how a travel experience can truly change us and provide customers with a new, unique, and authentic way to understand our world.

- o Show how an experience is authentic, rather than stating that it's authentic
- o Provide inspiring experiences that teach travellers something about themselves
- o Focus on authenticity and inspiration in their marketing,

especially using visual content

- o Partner with a network of small and individual operators who share their local focus
- o Personalize the experiences they offer and leave room for spontaneity
- o Offer social travel experiences and connect tourists to the local community
- o Gift experiential travel experiences using online discount or voucher codes

Experiential travel is also changing the role of destination marketing organisations. Digital innovation is leading tourists away from DMO websites and towards review sites such as TripAdvisor for honest user-generated content, which makes a

creative approach from DMOs essential. It is key for any DMO to understand where their audience is and reach them there, even if it means taking their efforts away from their own website.

Overall, travel companies today can take advantage of many tools: they can use the latest technology, efficiently aggregate activities and use profiling techniques. A recent survey by the World Travel & Tourism Council reported that 2015 has been the 6th consecutive year of positive growth for the sector, which has contributed US\$7.2 trillion to world GDP, i.e. 3.1% more than in 2014.

By Skål International

SKÅL INTERNATIONAL

SUSTAINABLE TOURISM AWARDS

The 2016 edition of the Sustainable Tourism Awards has once again been a success with 42 entries from private sector companies, government bodies or NGO's submitted in eight out of nine available categories. Unfortunately, no entry has been received for the Transportation category this year.

A panel of three independent judges who are experts in sustainability have carefully revised the entries, scoring them according to different evaluation criteria. The scores given by each judge to each entry have been totalised at the General Secretariat and the project getting the highest score in each category will be declared the winner.

The name of the judges and the winners will be kept confidential until the official announcement is made during the Awards Ceremony that will take place on Sunday 30 October, in the frame of the Opening Ceremony of the 77th Skål World Congress in Monaco.

We invite you to view the list of all participants [here](#).

The winners will have the opportunity to travel to Monaco to personally collect the awards and experience the Skål atmosphere and true friendship.



Since their launch in 2002, the Sustainable Tourism Awards have gained considerable prominence in the tourism industry and we would like to take this opportunity to thank all the participants who have worked hard to submit their entries and encourage all those who have not been so lucky to enter next year!



ibtm[®] world
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29 november - 1 december 2016

CONNECTIONS MEAN EVERYTHING...

Why ibtm world? What's in it for me?

Barcelona is one of the most visited cities in Europe and some say, the world. It's trendy, modern and also traditional and it is home to ibtm world. Every year some 15,500 meeting professionals make it their home for the week, so we asked Graeme Barnett, Senior Exhibition Director ibtm world, what's new and what's in it for you in 2016.

How can I attend ibtm world?

Depending on whether you want to apply to be a Hosted Buyer or register as a trade visitor, both are easy to do via www.ibtmworld.com.

Once again the Hosted Buyer programme is tailored to your needs. As a Corporate Buyer you will have access to a variety of invitation only events, and for those from an Agency we are working to your agenda too, with flexible attendance options, access to VIP lounges onsite and networking opportunities. Unique to the industry, for Association Buyers we also have My Association | My Club, which offers a range of benefits that include your own hub hotel, and the exclusive Associations Connect event.

For those wanting to attend on their own, follow their own agenda and make their own plans, then choose the trade visitor option. Simply register online and take advantage of all the travel and accommodation deals.

What's new this year?

With innovative technology, a packed Innovation Zone with new exhibitors showcasing the next generation of technology for events, plus real hands-on demonstrations and networking, it's not just the sheer diversity of thousands of international exhibitors inspiring the meetings professional. The Knowledge Programme is bursting with education, and this year it's been created by the industry for the industry so topics and themes are what you want to hear about, current and on trend. Check it out at www.ibtmworld.com and see for yourself. We have a special surprise for you... the design of the ACS Knowledge Village will be themed like a circus - yes we are in the business of creating impact at our events as well!

What's in it for you?

We will get you from the airport to the venue in the quickest time yet due to the new Metro Station opening at the Fira Gran Via. The journey from the airport to ibtm world is just 19 minutes, making your connections as fast as the onsite wi-fi!

We have a full diary of events starting on 29th November with the Welcome Reception, celebrating Catalonia's European Year of Gastronomy and enticingly called "Deliciously Barcelona". It's all about the region's wines, food, and culture, from the sea, land and countryside. The following night exhibitors will hold events on their stands from 18.00 to 19.00, giving you even more networking and fun. For those who want to continue on, Club Night becomes Rendezvous, hosted in partnership with the MPI Foundation and Holland, creating the party of all parties. New this year, attendees are asked to purchase entry tickets to this exclusive party. Entry includes open bars, entertainment and dancing while connecting with industry friends and it's all for a good cause, the MPI Foundation.

"We could meet suppliers from 5 continents in less than 3 days... you can't beat that!"

Bouchra El Bacha, Omni Destination Management, United States, Hosted Buyer



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MEMBERSHIP

SKÅL INTERNATIONAL WELCOMES TWO NEW HIGH POSITIONED PERSONS TO OUR ORGANISATION

Skål International is proud and honoured to welcome The Honourable Premier of Tasmania, Minister for Tourism, Hospitality and Events Mr. Will Hodgman as a member, as well as The Mayor of Christchurch Ms. Lianne Dalziel as an Honorary member to our organisation.

This is a perfect example of how the collaboration between the private and public sectors can enhance our vision, maximise networking opportunities and develop a responsible tourism industry for all sectors of the travel and tourism industry.

David Reed, President, Skål International Hobart and Bruce Garrett, President Skål International Christchurch talk about the importance of these membership within their local Club.



The Hon. Will Hodgman with the President of Skål International Hobart David Reed.

**THE HON. WILL HODGMAN, PREMIER OF TASMANIA,
MINISTER FOR TOURISM,
HOSPITALITY AND EVENTS
SKÅL INTERNATIONAL HOBART**

Why was the Hon. Will Hodgman chosen and how did you approach him to become a member?

One of our Hobart Skål Club Members, Ben Targett was appointed to the Premiers staff as his Advisor on Tourism in 2014. Ben invited him to a lunch and he accepted and realised the network that this provided and after a committee meeting discussing the options, we reached out to the Premiers Staff about whether he would like to become an honorary member. He accepted gladly.

How beneficial is it to Skål International to have the Premier of Tasmania join our organisation?

Our Club sees the Premier's membership in two lights – one prestige and the other in terms of meeting numbers. There is no doubt that we attract a larger participation in meeting lunches when we can announce that the Premier will be coming, and it offers us a great chance to profile our club with his imprimatur. One of the key ingredients to winning the Skål International Club of the Year 2015 was the video piece that the Premier did on our behalf in our nomination. Our Australian National Assembly also included the Premier addressing the

forum in Hobart to open the proceedings and that added great kudos to the event – our Australian counterparts are very impressed that we have an active and participating Premier as one of our Members – who so readily espouses the great vision of Skål – “being a trusted voice in tourism”.

How would he benefit from Skål membership?

We see the Premier's view about Skål and his involvement as a great networking opportunity where he can sit down with between 40 to 60 Hobart tourism business professionals and get real time, frank

updates, unfiltered from his bureaucracy. Gaining this first hand advice on how the industry is faring, local issues of concern, latest trends and developments is a hallmark trait of this particular engaging Premier who is a very approachable gentlemen and who mixes across all the tables, not just with whom he is sitting. He genuinely believes we are a trusted voice in tourism and as his portfolio responsibilities include Tourism and Hospitality – he seeks out and trusts this frank advice.

What other interesting stories can be relayed to the global membership about him and functions your Club has attended because of his membership?

The Hon. Will Hodgman is the State Premier and also Minister for Tourism and Hospitality – the most senior politician in Tasmania. We were invited in 2015 to host our lunch in the private dining room of Parliament House and the Speaker of the House as protocol dictates was the host. It was very interesting to see the Speaker at the top table with the Skål President with the Premier amongst the rank and file – just attending as a member! He enjoyed the anonymity and stayed for a few drinks afterwards to catch up with members.

**THE MAYOR OF CHRISTCHURCH, NEW ZEALAND,
MS. LIANNE DALZIEL
SKÅL INTERNATIONAL CHRISTCHURCH**

Why was the Honorary Lianne Dalziel chosen and how did you approach her to become a member?

The Mayor of Christchurch, Lianne Dalziel, was initially approached to be guest of honour for the President's dinner during the Skål International Councillors' conference held in Christchurch earlier this year. As a city that is rebuilding after the devastating earthquakes of 2010 and 2011, tourism is a major focus to help drive economic recovery for the city. As such the Mayor is a passionate supporter of tourism and was an ideal guest of honour to welcome the International Councillors to Christchurch.

How beneficial is it to Skål International to have the Mayor of Christchurch join our organisation?

Such was her obvious empathy for tourism and the Skål organisation, the Skål World President, Nigel Pilkington, was moved to offer Her Worship an honorary membership of the Christchurch Club. Having the Mayor of the city as a member obviously lends credence

and stature to the organisation and this is useful when campaigning for support of various causes. Recently the Christchurch Club was successful in bidding for funding support from the City Council for its tourism student exchange programme with the Skål Club in our sister city of Adelaide, Australia.

How would she benefit from Skål membership?

Having the Mayor on board is added incentive for new members as there is then opportunity for them to potentially network with the Mayor and gain the sort of access that is generally not available to the average citizen. From the Mayor's perspective membership provides an insight and connections within the local arm of New Zealand's largest export industry – tourism.

What other interesting stories can be relayed to the global membership about her and functions your Club has attended because of her membership?

The Christchurch Skål Club is taken seriously by the city's leaders and key members of the Club are invited to participate in strategic planning sessions helping to chart the future of the tourism, visitor, events and economic development strategy.



Mayor Lianne Dalziel with Skål World President Nigel Pilkington.

FORTHCOMING INTERNATIONAL TRADE FAIRS

TTG INCONTRI

13-15 October 2016 | Rimini Fiera

MEETING POINT FOR ALL SKÅLLEAGUES
HALL A7 – LANE 1 – STAND NR. 63



TTG INCONTRI is currently the leading B2B Exhibition for the Tourism Industry in Italy and one of the most important fair in the world. Last year about 60.000 professionals met in Rimini with the largest and most qualified national and international tourism offer. [More information](#)



IMEX AMERICA

JOIN THOUSANDS OF KEY PLAYERS AT IMEX AMERICA, THE NATION'S LARGEST TRADE SHOW FOR THE INTERNATIONAL MEETINGS, EVENTS AND INCENTIVE TRAVEL INDUSTRY.

Forge ahead to Las Vegas for face-to-face connections, blockbuster business and free education. You could accomplish up to a year's worth of work in three days. [Register now!](#)

Members of Skål International Las Vegas and SIUSA will be delighted to welcome all Skål members present at IMEX America on the Skål International stand nr.2735.

WORLD TRAVEL MARKET LONDON

PROMOTE YOUR COMPANY TO 50.000 TRAVEL TRADE PROFESSIONALS AT WORLD TRAVEL MARKET 2016*



Dear Skålleagues,

Skål International is delighted to present you with the opportunity to reserve your own private B2B Desk on the Skål International official Stand nr. EU1535 at WTM London, 7 – 9 November 2016.

For more information about Skål at WTM'16 and the competitively priced B2B Desk rental opportunity please contact Jean at: jean@skallondon.co.uk

We look forward to welcoming you in London!

*Exclusive to Skål members. Limited availability.



This year, **Skål International London** is delighted to offer a unique programme for all Skål members around the World Travel Market.

The **Skål WTM 2016** programme will feature **three key events**:

- 18sqm Skål Stand with **4 B2B desks** to rent and a **lounge area** for Skål members
- **Executive Dinner** for up to 50 guests on Monday 07 November in a Historic venue
- **Young Skål Night** for up to 150pax on Wednesday 09 November in a Trendy central London venue

On the Monday and Tuesday evenings there will be an opportunity for Skålleagues to mingle on the Stand for the traditional Skål WTM 'Get Together Party' from 5pm to 6pm when the lounge area will be transformed into a sparkly reception space.



Monday 07 Nov. Executive Dinner - for up to 50 guests.

One of the rare occasions where Skål International's most influential members from around the world will gather for an exclusive dinner at one of central London's most prized historic venues. Featuring a leading Industry guest speaker, along with light entertainment.

Please register your interest with Jean-Moussa by September the 30th on Jean@Skallondon.co.uk

Wednesday 09 Nov. for up to 150 guests. The brightest of young professionals under 35 along with tourism, hospitality and event students will gather at one of central London's funkiest bars for the launch of the Skål University Clubs around the UK, featuring an informal and fun networking evening. A top young industry leader will inspire the audience in between cocktails, mini-burgers and heated dancefloor moves!



If you are after increasing your business and company's exposure, a limited number sponsorship packages are available to Skål members.

For B2B Desk bookings, Sponsorship packages, Skål Events tickets and further information please contact Skål International London's Event Director on: Jean@skallondon.co.uk.

IMEX AMERICA

Harnessing the power of the present and looking forward to the future:

IMEX America launches comprehensive education programme

Harnessing the moment and preparing for the future are themes running throughout the comprehensive education programme at IMEX America this year.

How to communicate and develop a personal brand delivering immediate impact as well as how to anticipate and prepare for the future are challenges facing many industry professionals both in and out of the office.

Education sessions at IMEX America, taking place 18 - 20 October in Las Vegas, have been tailored to help meet those challenges. Planners can benefit from an extensive education programme taking place throughout the show, beginning with a dedicated day of education on Smart Monday (17 October), powered by MPI and supported by other association partners. With three days of business meetings and networking, IMEX offers an unparalleled opportunity to connect with like-minded individuals from across the world. Education sessions at the show are designed to help visitors to make the most of these valuable opportunities, including sessions covering communication and networking skills which can be used both in and out of work. One of the themes running throughout the programme is Where personal meets professional which explores various elements of self-development, including building a personal brand, in order to address and cope with the rapid pace of change in the sector.

The importance of a personal brand and its power to expand networks is covered in one of the education sessions, What's your competitive edge? The three steps to a personal brand that creates career stability (Monday 17 October). Sales and marketing expert Judi Holler is set to explain how 'an understanding of why your personal brand is the best job security on the planet.'

Using the power of positivity and laughter to build a personal brand will be covered by MPI keynote and self-confessed 'perpetual optimist' Tami Evans. Tami will encourage delegates to

'put perfection on pause' in favour of personality and passion in her keynote Half full of it: activating optimism and other hard-core soft skills (Thursday 20 October).

When it comes to interacting with others, first impressions count and in the Meetology® guide to connecting with others in an instant, Jon Bradshaw will share the important ingredient needed for connectivity as well as tips on body language and perception. His MPI keynote delves into the science behind our ability to connect, interact and communicate effectively, Meetology®: The fascinating science powering interpersonal communication (Monday 17 October).

Other education sessions at IMEX America focus on how anticipating future change can create opportunities for professional success and personal satisfaction. In his MPI keynote Disrupt you! Strategies for billion dollar success in this era of endless innovation (Tuesday 18 October), serial entrepreneur and digital guru Jay Samit shows how the forward-looking strategies that help the world's fastest growing companies flourish can be applied at an individual level. His later Q&A explores how recognising disruption and anticipating change can positively impact meetings and events. The future of business, attendance and budgets will be previewed by Jessie States from MPI based on MPI's recent Meetings Outlook research in Meetings outlook: deep dive into the industry's business trends (Monday 17 October).

Yma Sherry, Vice President of American Express Meetings & Events, North America, also look to the future, exploring the trends likely to impact next year in Be proactive to 2017-meetings trends! (Tuesday 18 October).

These are some of the hundreds of education sessions at IMEX America this year, enabling meeting professionals to gain from the best minds in the business and profit from up-to-the-minute trends and technologies from experts with sharp instincts about the future. MPI will present daily keynote speakers each morning during IMEX America, and all show floor education takes place at the Inspiration Hub, sponsored by Maritz Global Events, covering 10 tracks of specialist interest.

For more information about registering to be a hosted buyer at IMEX America please visit www.imexamerica.com

For more information visit [IMEX America 2016](#)

The go-to show in our industry in North America.



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OCTOBER 18-20, 2016

LAS VEGAS

WTM LONDON 2016 REGISTER NOW!

World Travel Market London, the leading global event for the travel industry, has opened registration to the new-look three-day WTM London 2016.

WTM London 2016, which takes place between Monday 7 – Wednesday 9 November, is poised to be the most successful yet. The new-look three-day format has been universally well received from all participant groups. Delegates will be able to conduct even more business than last year's record £2.5 billion and save on the ancillary cost with WTM London being one day shorter. Opening hours have been extended from 10am to 7pm on all three days of the event, to increase the business opportunities available.

The WTM Inspire Theatre, a new 300-seater amphitheatre, will be added to the exhibition floor in the North Hall of ExCeL – London, while the WTM International Press Centre has been moved on to the exhibition floor for the first time (in the South Hall). More than 80 conference seminars will take place throughout the three days covering all the key sectors including aviation, hotels, sports tourism, responsible tourism, blogging, social media and travel technology.

Monday 7 November will remain an exhibitor invite-only day, allowing exhibitors to conduct business meetings with key suppliers. The event will kick off with the WTM Speed Networking in the WTM Global Stage at 9am – before the exhibition floor opens at 10am. A taste of ILTM at WTM returns for the fifth year across the Monday and Tuesday.

Tuesday 8 November is the new day for World Responsible Tourism Day, keeping sustainability at the heart of the event.

Wednesday 9 November is the new day for the UNWTO & WTM Ministers' Summit, which is this year celebrating its tenth edition. WTM London 2016 will conclude with the WTM Festivals, which will see a number of exhibitors hosting parties showcasing their culture, music and cuisine.

WTM London 2015 saw almost 50,000 participants, including 9,100 buyers conducting business worth more than £2.5 billion with almost 5,000 exhibitors from 182 countries and regions.

World Travel Market London, Senior Director, Simon Press said: "World Travel Market London continues to improve every year, with 2016 poised to be the most successful yet.

"We are really excited by the new-look three-day WTM London. Feedback has been universally positive from all participant groups. There are a number of new initiatives including the Inspire Theatre and the press centre being on the exhibition floor for the first time."

To pre-register visit: wtmlondon.com/register.

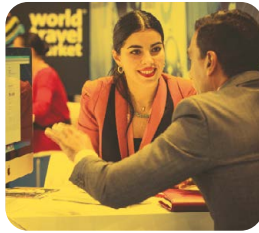
To book discounted air fares with oneworld and hotels through HotelMap visit wtmlondon.com/discounts. Savings on Eurostar, Europcar, Thames Clippers and the Emirates Airline Cable Car are also available.



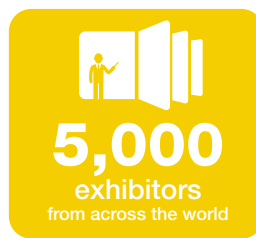
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I IPT | A BRIEF HISTORY OF THE INTERNATIONAL INSTITUTE FOR PEACE THROUGH TOURISM

The original seeding of the International Institute for Peace through Tourism (IIPT) occurred in the mid-1970's when the firm of L.J. D'Amore and Associates was commissioned by the Government of Canada to conduct the world's first study on the future of tourism. L.J. D'Amore and Associates continued to be futurists to the tourism industry of Canada for the following 20 years with its "TOURSCAN" service tracking societal and global trends and their implications for the industry.



These trends included increasing environmental deterioration, early signs of climate change, a growing gap between have and have not regions of the world, "Cold War" tensions between countries of the East and West, and a growth in terrorism - most of it aimed at the travel and tourism industry.

The International Institute for Peace through Tourism (IIPT) was born in 1986, the UN International Year of Peace, as a travel and tourism industry response to these global issues. It was born with a vision of Travel and Tourism becoming the world's first "Global Peace Industry" - an industry that promotes and supports the belief that every traveler is potentially an "Ambassador for Peace."

The IIPT First Global Conference: Tourism - A Vital Force for Peace held in Vancouver in 1988 with 800 delegates from 68 countries participating has since been credited with being the launch of the "Peace through Tourism Movement." The Conference first introduced the concept of Sustainable Tourism - and also introduced a new paradigm for a "Higher Purpose of Tourism" - a paradigm that includes the role of tourism in:

- Promoting international understanding
- Collaboration

- among nations
- Protecting the environment and preserving biodiversity
- Enhancing cultures and valuing heritage
- Sustainable development
- Poverty Reduction, and
- Healing Wounds of Conflict.

IIPT has organized 18 international conferences and summits as well as seminars and workshops in regions throughout the world bringing together both public and private sector leaders of the industry, educators, students, practitioners, and non-governmental organizations as well as leaders from related sectors including economic development, environment, sport and culture.

Outcomes have included for example a series of Declarations including the Amman Declaration which has been enshrined as an official document of the United Nations and the Lusaka Declaration on Sustainable Tourism Development, Climate Change and Peace; the dedication of IIPT International Peace Parks as a legacy of each conference; Launch of the Uganda Martyr's Trail; an MOU between Pacific Asia Travel Association (PATA) and Africa Travel Association (ATA) with the aim of nurturing an "Asia - Africa Bridge of Tourism, Friendship and Collaboration;" the International Youth Hostel flagship program "Hosteling for Peace and International Understanding" in partnership with IIPT and UNESCO and more.

As 2017 will be the UN Year for Sustainable Tourism for Development, it is noteworthy that IIPT introduced the concept of Sustainable Tourism at its First Global Conference in Vancouver, as mentioned above - and that IIPT also:

- Developed the world's first Code of Ethics and Guidelines for Sustainable Tourism in 1992
- Conducted the first International study of Models of Best Practice, Tourism and Environment 1993.
- Organized the first major International conference on Sustainable Development, Montreal 1994.

IIPT will build on these initiatives as it commemorates its 30th Anniversary Year in 2017. In collaboration with Skål International, we have launched a "Travel for Peace" Campaign inviting all sectors of the industry to join in the movement to encourage travelers around the world to be Ambassadors for Peace by practicing the IIPT Credo of the Peaceful Traveler and the travel

ethic inherent in the belief that we are “One Earth One Family” as portrayed in the iconic “Portrait of the Global Family” by artist Padre Johnson.

Also with Skål International, the IIPT/Skål Cities, Towns and Villages of Peace Program built on the foundations of IIPT’s 1992 Peace Parks across Canada Project commemorating Canada’s 125th Birthday as a nation. Three hundred and fifty cities and towns dedicated a park to peace on October 8th, as a National Peacekeeping Monument was being unveiled in Ottawa and 5,000 UN Peace Keepers passing in review.

The highlight of IIPT’s 30th anniversary year will be its 30th Anniversary Global Summit, September 17 to 21, 2017 in Montreal, Canada as Canada celebrates its 150th birthday and Montreal its 375th birthday. The Summit will be formally announced at World Travel Market, 9 November 2017 with Skål International Vice President, Susanna Saari joining us as a featured speaker.



For more information on any of the above, please contact IIPT Founder and President, Louis D’Amore, email: ljd@iipt.org – or louis.damore@gmail.com.

SKÅL CLUB'S SUCCESS CORNER

SKÅL INTERNATIONAL AUSTRALIA ON TRACK TO HAVE MORE THAN 90 SKÅLLEAGUES ATTEND THE SKÅL WORLD CONGRESS MONACO



Skål Australia is now the second largest Skål country in the world with 22 Clubs and 1004 members and will have a further two new Clubs to be formed by the end of this year.

The secret to having such a large attendance at the World Congresses is all down to communication. Since the 1990’s Skål International Australia has been holding two National Assemblies per year with a near perfect attendance record. The Australian National Assembly is moved around the

country and each Club is rebated airfare and Gala dinner costs as an incentive to attend from Skål International Australia. Each Club gives a report and at our National Assembly in Adelaide earlier this month, our Clubs set their own membership targets and will endeavour to lower the average age of Skål Australia by five years in the next five years.

Skål Australia looks forward to seeing Skålleagues from around the world in Monaco – you will not miss us in our new colourful Aussie shirts!

**Denise Scrafton
International Councillor
Skål International Australia**

GENERAL ASSEMBLY OF SKÅL CLUB DELEGATES

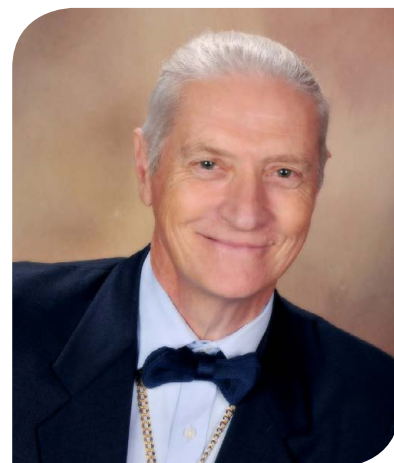
CANDIDATES FOR ELECTIONS

SKÅL INTERNATIONAL WILL HOLD ITS ANNUAL ELECTION OF OFFICERS ON MONDAY 31 OCTOBER DURING ITS 2016 WORLD CONGRESS WHICH WILL BE HELD IN MONACO.

FOR PRESIDENT

DAVID FISHER **SKÅL INTERNATIONAL NAIROBI**

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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 the company. David has attended 11 world congresses and 10 International Council Mid-Year meetings.

2003 to 2016	Member, Skål International Nairobi
2004 to 2005	Director, Skål International Nairobi
2005 to 2008	Treasurer, Skål International Nairobi
2007 to 2011	Treasurer, Skål International Kenya
2008 to 2009	Vice President, Skål International Nairobi
2009 to 2011	President, Skål International Nairobi
2009 to 2013	International Skål Councillor, Kenya
2010 to 2011	Secretary, International Skål Council
2011 to 2013	Vice President, International Skål Council
2013 to 2014	Director, Finance and Florimond Volckaert Fund, Skål International
2014 to 2015	Vice President, Finance and Florimond Volckaert Fund, Skål International
2015 to 2016	Vice President, Business Development & Trade Fairs, Skål International

SUSANNA SAARI **SKÅL INTERNATIONAL TURKU**

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Susanna Saari has worked for Turku University of Applied Sciences, since 1998 and is currently a Senior Lecturer in the Faculty of Business, ICT and Chemical Engineering. Her main tasks include participating in the work of the "Future Learning Design team" which develops innovation pedagogy solutions and virtual learning for the whole university and lecturing. She has been a Project Manager for two major research projects funded by the European Commission on Spa management and Wellness destination development and is presently working on developing tourism offerings in the Turku Archipelago with 14 local entrepreneurs in a project titled "Productizing Finnish Lifestyle". Susanna holds a Master in Social Sciences and currently is a Doctoral student at University of Lapland working on her PhD on urban wellness destinations. Her hospitality industry experience is mainly in the field of hotels and she worked for Hyatt Regency Hotels in Dubai and Sokos Hotels in Finland before becoming a teacher. Susanna is a representative of TUAS at the Turku Tourism Academy, and a board member of The Finnish Society of Tourism Research, as well as at The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism representing Skål International.

2004 to 2016	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
2014 to 2015	Director, Membership Development & Young Skål (Europe, Asia, Oceania, Middle East, Africa), Skål International
2015 to 2016	Vice President, Membership Development & Young Skål, Skål International

FOR VICE PRESIDENT

RAFAEL JUAN MILLAN PEREZ SKÅL INTERNATIONAL CIUDAD DE MEXICO

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Rafael Millan Perez, after obtaining his university degree in accounting at the National Autonomous University of Mexico, started his professional carrier in 1972 with Arthur Andersen & Co., a world class accounting, audit and taxes firm, where he worked until 1978.

From 1978 to 1991 he was General Manager and Corporate Director of Internal Audit for Grupo Posadas de Mexico at several hotels located in various Mexican cities.

From 1991 to 2000 he was General Manager of Starwood Hotels & Resorts at the Westin Ixtapa and Hacienda Jurica, Querétaro.

From 2000 to 2014 he was General Director and CEO of Grupo Hotelero Brisas in Mexico. From January 2015 to date he is Advisor to the Presidency of Grupo Hotelero Brisas and Advisor of the Mexican Association of Hotels and Motels, A.C.

Member of la Chaîne des Rôtisseurs.

Rafael has also founded seven Skål Clubs in Mexico.

1980 to 1983 / 1986 to 1990	Member, Skål International Mazatlan
1983 to 1986	Member, Skål International Puerto Vallarta
1990 to 1997	Member, Skål International Acapulco
1994 to 2005	Director, Skål International Mexico
1997 to 2000	Member, Skål International Ixtapa
1997 to 2000	President, Skål International Ixtapa
2000 to 2016	Member, Skål International Ciudad de Mexico
2005	Treasurer, Skål International Mexico
2006	President, Skål International Mexico
2006	Order of Skål Merit
2010	Membre d'Honneur, Skål International
2011 to 2014	International Skål Councillor, Mexico
2014 to 2015	Director, Membership Development & Young Skål, Skål International
2015 to 2016	Director, Finance & Florimond Volckaert Fund, Skål International

LAVONNE WITTMANN
SKÅL INTERNATIONAL CAPE WINELANDS

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Lavonne Wittmann started her retail travel career working for Travel and Tourism International in Pretoria where she started as a Junior Travel Consultant in 1983 until she left in 1991 in the position of Branch Manager for one of their seven branches in South Africa. She then established her own travel agency Travel Fair in December 1991 which she managed until March 2013. She now consults with different organisations on all matters relating to Travel and Tourism through her consulting company Lavonne Wittmann Consulting which she established in April 2013, while also working as a Sales and Marketing Director for Belskye Travel in Pretoria and Cape Town.

She served on the board of ASATA (Association of South African Travel Agents) for region One and was one of the Founder members of ITAC (Independent Travel Agents Consortium) in South Africa which later formed part of the South African Travel Centre Consortium, owned by South African Airways. She served on the Partners Advisory Council for this consortium for seven years and represented the franchisees in the provinces of Gauteng, Limpopo and Mpumalanga.

Lavonne is a board member for the Capital City Business Chamber in Pretoria and serves as a Director for their Tourism Portfolio. She obtained a Postgraduate Diploma in Tourism Development and Management from the Buckinghamshire Chilterns University and is a qualified Facilitator, Assessor and Moderator for CATHSSETA (Culture, Arts, Tourism, Hospitality, Sports sector) in South Africa. Lavonne is also a qualified life coach.

1991 to 2015	Member, Skål International Pretoria
2015 to 2016	Member, Skål International Cape Winelands
1993 to 2004	Board Member, Skål International Pretoria
2004 to 2007	Vice President, Skål International Pretoria
2008 to 2011	President, Skål International Pretoria
2011 to 2013	Vice President, Skål International South Africa
2013 to 2015	President/International Councillor, Skål International South Africa
2014 to 2015	Secretary, International Skål Council
2015 to 2016	Director, PR & Communications, Skål International

In 2014 Lavonne received the Skål Ambassador of the Year Award and she is her Club's Skål Greeter.

JASON SAMUEL
SKÅL INTERNATIONAL BOMBAY

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Jason Samuel started his career in 1981 with Eskay Travels. He was Assistant Manager with Diners World Travel from 1984 to 1988. Later Manager - Sales & Operations Mercury Travels Ltd. (Oberoi Group) from 1988 to 1992. Sales Manager for East West Airlines from 1992 to 1994. Sales Manager - GSA Tower Air from 1994 to 1995. General Manager - Forvol (Forbes Group) from 1996 to 2003. Head-Futura Travels (Essar Group) from 2003 to 2013. Currently partner in Jadozes International handling F.I.T., inbound and outbound and exclusive marketing of select new hotel properties.

Jason has attended 10 world congresses, seven International Council meetings and eight Asia Area Congresses.

2000 to 2016	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 2015	International Skål Councillor, India
2013 to 2015	Vice President (West), Skål International Asia
2015 to 2016	Director, Statutes & Manuals, Skål International

The candidates for Director and Auditor have kindly agreed to submit a video presentation on their objectives if elected. To view the videos with subtitles in Spanish or English please click on the CC button on the Youtube navigation bar.



FOR DIRECTOR

PROPOSED BY THE SUCCESSION COMMITTEE:

MARK W. ALEXANDER
SKÅL INTERNATIONAL NORTHERN IRELAND

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mark@maconsulting.biz | [Video presentation*](#)



Mark Alexander started in the Hospitality Industry in 1977 as a Trainee Hotel Manager with British Transport Hotels working in England, Scotland and France. In 1981 he took up his first position as General Manager in Cornwall before joining Stakis Hotels where he managed hotels in Scotland and England for 9 years.

In 1991 Mark set up a Destination Marketing Company in Nottingham where he had been a General Manager for Stakis.

The company – Conference Nottingham – was focussed on attracting business tourism to the City and in the next 6 years attracted £13 million of new business.

In 1996 Mark was awarded an award for outstanding contribution to Tourism in Nottinghamshire, England. Also in 1996 Mark was elected the President of the UK Meetings Industry Association

From 1996 to 2001 Mark was the Deputy Chief Executive of the Northern Ireland Tourist Board, marketing Northern Ireland to the world in rather challenging circumstances!

In 2001 Mark set up MA Consulting where his business provides consulting and mentoring services to many private and public sector businesses in the Hospitality, Tourism and Leisure Industries.

1987	Member, Skål International Scotland
2001 to 2016	Member, Skål International Northern Ireland
2002 to 2016	Council Member, Skål International Northern Ireland
2003	Vice President, Skål International Northern Ireland
2004 to 2006	President, Skål International Northern Ireland
2005 to 2010	Member, National Executive, Skål International United Kingdom
2007	Vice President, Skål International United Kingdom
2008	President, Skål International United Kingdom
2012 to 2016	Treasurer, Skål International Northern Ireland
2015 to 2016	International Skål Councillor, United Kingdom

Skål International Northern Ireland was awarded the World Club of the Year in 2003/4.

From 2004 to 2016 Mark has attended nine world congresses.

PERSONAL OBJECTIVES:

If elected to the position of Director my objective would be to make the organisation more attractive to young professionals who hold managerial positions in our industry by developing the commercial benefits of our organisation while still holding “amicale” at the heart of what we are.

PETER MORRISON
SKÅL INTERNATIONAL CHRISTCHURCH

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www.theclassicvilla.co.nz | [Video presentation*](#)



After leaving his Secondary Schooling at Wellington College where he was the Head Boy (Head Prefect) in his last year 1975, Peter Morrison started working for Lion Nathan Ltd. He was chosen at 17 years of age to be a Management Cadet in their Hotels Division. Peter completed a Diploma in Hotel Management in his first 2 years with Lion. He worked for Lion for 15 years, managing his own Hotel at the young age of 20. His career with Lion culminated in him being appointed to the position of General Manager of their “Flag-Ship” Hotel – The Hotel Russley in Christchurch. He held this position for 10 years.

When Lion decided to sell all their Hotels in 1991, Peter with a group of local businessmen purchased the Hotel Russley.

At this time Peter started his own company – Morrison Hospitality Management Ltd. A few years later Peter sold his shareholding and opened a number of award winning Restaurant Bars in Christchurch, namely Morrisons on Merrin and Mansfield House.

Since 2006 his company has had the Management Contract of The Classic Villa.

This is a Qualmark 5 Star Boutique Hotel of 12 luxurious rooms and small convention areas. It has won many accolades and is one of the leading sponsors in Christchurch City of the Arts, Culture and Music. (Peter loves playing the Piano).

During his career Peter has been heavily involved in the Hotel Association of New Zealand (now called Hospitality NZ) – 3100 members.

He has been a Director (Board Member) of Hospitality NZ for the past 10 years and is currently (last 6years) in charge of Finance as the National Treasurer.

Peter is also entering his 13th year as President of the local branch of Hospitality NZ – Canterbury-300 members.

Peter is also currently Treasurer of The Friends of The Arts Centre in Christchurch.

This is a huge complex of Heritage buildings across the Boulevard from his hotel. They were badly damaged in the Earthquakes of 2010 and 2011. The repairs are costing NZ\$320 million. Our aim is: “to assist with fundraising, promote and encourage the use and enjoyment of the

Arts Centre as an outstanding cultural centre for the benefit of the people of Christchurch, New Zealand and Internationally”.

Peter is also involved with a number of other Tourism related associations in Christchurch, such as Christchurch and Canterbury Tourism and Christchurch City Council Events Strategy.

2004 to 2016	Member, Skål International Christchurch
2006 to 2008	Vice President, Skål International Christchurch
2008 to 2010	President, Skål International Christchurch
2008 to 2010	Vice President, Skål International New Zealand
2011 to 2012	President, Skål International New Zealand
2012	Acting International Skål Councillor, New Zealand
2013 to 2016	International Skål Councillor, New Zealand

PERSONAL OBJECTIVES:

Manaakitanga – to respect and look after the values and people that make up Skål.

In our native New Zealand Maori language: Manaakitanga .

Literally, manaakitanga means to “care for a person’s mana” (well-being, in a holistic sense). On a marae, it is often claimed that it is not what is said that matters but how people are looked after (or what is actually done, - not just talked about.) This is the essence of manaakitanga.

Manaakitanga also includes the respect we give to elders. Our elders are responsible for the manaakitanga (care) of the entire group connected to a marae. The manaakitanga they give is based on their knowledge, life experience, and wisdom.

By stating this I am saying I am a doer not a talker. If elected I will work with my fellow Executive Committee to:

- Carry on the “modernisation” of Skål. This is a must.
- Continue to really encourage younger members / bring down our average age of a club member. Another Must! This is future proofing the organisation.
- Further to this we must encourage more Young Skål (I prefer to call them Future Leaders).
- Doing Business amongst Friends is a massive selling point for future membership. I know because it has worked for me. Literally \$1000.00s.
- Become the Contemporary Travel and Tourism Association.
- As Lavonne said last year – “to live the Skål Brand”.

KAMER RODOPLU
SKÅL INTERNATIONAL ANKARA

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Kamer Rodoplu worked at the Institut National des Sciences Appliquées de Lyon, France from 1977 to 1986 as Instructor in the Department of Computer Engineering.

In 1986 he joined Bilkent University, Ankara, Turkey, where he still works today. He joined Turkey's first non-profit private university in September 1986 as the Director of the School of Computer Technology and Programming. He started a two-year vocational programme in Tourism and Hotel Services in 1987 and a four-year BSc degree programme in Tourism and Hotel Management in 1988. He is currently Director of three academic units: School of Applied Technology and Management, Vocational School of Tourism and Hotel Services, Vocational School of Computer Technology and Programming. Dean of Students since January 2014. Member of the University Senate since 1986. Member of the University's Procurement Committee, Student Housing Executive Board, Health Center Executive Board. Member of the Editorial Board of the University's Weekly "Bilkent News". Vice President of the Executive Board of Radio Bilkent.

Chevalier dans l'Ordre National du Mérite awarded by French President Jacques Chirac in 1998.

1992 to 2016	Member, Skål International Ankara
2000	Treasurer, Skål International Ankara
2001	Secretary, Skål International Ankara
2002	Vice President, Skål International Ankara
2003 to 2004	President, Skål International Ankara
2005 to 2008	Vice President, Skål International Turkey
2009 to 2010	President, Skål International Turkey
2011 to 2016	International Skål Councillor, Turkey
2014 to 2016	Vice President, International Skål Council

PERSONAL OBJECTIVES:

Since I became a member in 1992, I have witnessed a steady decline in the membership figures and observed how attempts to reverse this trend persistently failed, yet Skål is the only organisation that brings together professionals from all sectors. It is, therefore, time to reflect on why Skål is no longer the organisation that attracts professionals as before. Times change and the world is different now are true, but they are insufficient and unsatisfactory explanations. It is in our capacity to discover or invent the necessary approach to make Skål the leading organisation. We must rethink and redesign our strategies for retaining and recruiting members. Benchmarking, because organisations with similar issues as ours have achieved successful solutions and collaborating with academia and including them in re-structuring our strategies may be wise options.

The “aging face” of Skål is another important issue we must address. Without disowning their glorious past, organisations like ours must evolve and endeavour to “lift” their image to embrace changes in society and adapt to the transformation of the industry.

Lastly, the whole structure of Skål should be redesigned for better, more efficient and cost-effective operations to make the future brighter. This requires the international involvement of an increasing number of members all over the world. We are also witnessing that the Skål congresses have become less interesting and participation at this extraordinary platform has deteriorated. Expensive congress packages is one important reason; however, I am convinced that there are others. For instance, Club members’ disregard of the international character of Skål necessitates a closer look. The way the Council functions and the declining interest of the Councillors in the Council, which is an essential unit of Skål, are other important matters which should be assessed. The National and Area Committees that are experiencing economic difficulties represent one explanation.

Let me conclude by quoting former International President Richard Hawkins from recent correspondence: “The association is at a crossroads. It either has to find its direction to the future and be able to identify with and attract today’s breed of travel executives or it will die.”

PROPOSED BY THEIR CLUB:

MARIA TERESA DIAZ COMAS SKÅL INTERNATIONAL GIRONA

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www.nyuron.net | www.aromarhotels.es | www.eurocert.es



María Teresa Díaz Comas is a Key Account Manager with Nyuron Synaptics, a start-up in computer engineering for the prediction of human comportment (with applications in the tourism and other sectors). She is also Operations Director with Euro-Cert Spain (www.eurocert.es) for the tourism sector and is a freelance Auditor for TUV Rheinland Ibérica. She comes from a family of hoteliers and restauraters having been brought up between hotels and restaurants and is currently Director for International Expansion for Aromar Hotels and Restaurants, Councillor for Turisvall and Patroness of Fundació Gaspar Espuña-CETT (www.cett.cat).

Since February 2008 she is Chief Auditor for Systems Certifications in for ISO 9001:2008, ISO 14000:2004 and EMAS in the hotel sector, as well as UNE 182001:2008 and UNE 187001:2011 Q for tourism quality for hotels, apartments and beaches. She also works as an external auditor for Tüv Rheiland Ibérica S.L. and Euro-cert A.E for Spain.

Since October 2007 she has been part of the human resources team at Grupo CETT as a part time professor and President of CETT Alumni (since 2010 it is the University School of Hospitality and Tourism of the University of Barcelona).

Since November 2014 she has been part of the human resources team at EUHSt.Pol Barcelona where she gives classes in Total Quality Management and Sustainable Development.

From 1996 to 2014 she was founder and manager of de Langle Conocimiento y Calidad Turística in Playa de Aro which at its peak had 16 employees under her control. The company is still operating and invoices on behalf of all the aforementioned companies.

From 2000 to 2014 she was Human Resources Director and Quality Coordinator for Aromar Hotels, Playa de Aro, Gerona, Spain.

She was an active member of the Chamber of Commerce and Industry in St Feliu de Guíxols and Vice President of the Formation Commission. She was a founder member of the Young Rotary Club between 1990 and 1993. She is a member of the "The Networking Group" in Emporda and Gerona.

She has a degree in Economics from the Autonomous University of Barcelona and a Masters Degree in Management of Tourism and Hotel Company from CETT&UB.

2000 to 2004	Founding member, Young Skål Group Girona
2004 to 2016	Member, Skål International Girona
2009 to 2014	International Skål Councillor, Spain
2010 to 2013	President, Skål International Girona
2010 to 2013	Vice President, Skål International Spain
2013 to 2015	President, Skål International Spain

Maria Teresa was Founding Member of the Young Skål Group of Girona and she attended the first Young Skål seminar held in Frankfurt in 2001.

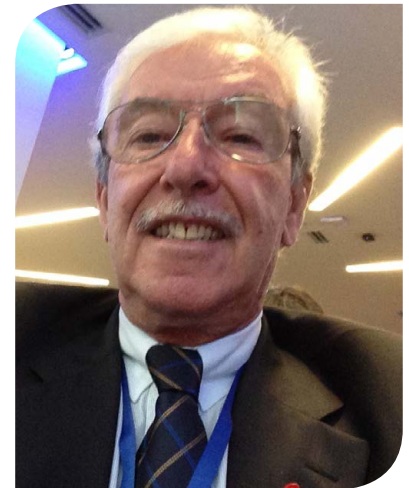
She has a perfect command of the three official Skål languages.

PERSONAL OBJECTIVES:

- Put my passion and my "savoir fair" to the benefit of Skål.
- Create a team to develop a programme for the retention of leaders in the tourism sector in hotel and tourism schools and universities in the framework of the agreement signed between Skål International and the UNWTO, in Europe and other countries that Skål International selects to increase the number of Active and Young Skål members worldwide, as well as help to form new Clubs.
- Increase the visibility of the Skål International database on the Skål International website to increase the synergies between companies among all the Skål members worldwide.

FRANCISCO MUÑOZ SANCHEZ
SKÅL INTERNATIONAL LANZAROTE

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Francisco Muñoz started his tourism carrier as Management Assistant and Reception Manager at the Garbi Park Hotel, in Gerona, in 1969. In 1970, he transferred to the President Park Hotel as Management Assistant. From 1972 to 1975, he served as Director at the Helios Hotel in Tarragona. From 1975 to 1977, he was Consultant and Assessor at Inversiones Franceses in Gran Canaria and Tenerife. In 1977, he was named Director of Viajes Aeromaritima in Las Palmas de Gran Canaria. From 1978 to 1979, he was Director of Viajes Intersol. From 1980 to 1981, he served as Director of Wagons Lits Cook. From 1982 to 1989, he was Director General and Manager of Apartamentos La Peñita in Lanzarote. In 1990, he bought the Rio Ucero Hotel in Soria where he was Director General. In 1991, he sold the Rio Ucero Hotel and returned to Lanzarote as Director General of Aparthotel Playa Club. From 1992 to date, he has been Executive Director of Sunlight Hotel Group. In 1998, Francisco was awarded the MBA in company administration by the School of Industrial Organisation. In 2005, he formed the company "Development and Tourism Investment Santa Isabel" in Venezuela. Francisco was President of the National Association of Tourism Company Technicians (1985-86), President of AETUR – Federation of Tourism Entrepreneurs of Lanzarote (1994-95), Vice President of ASOLAN – Association of Hotel and Extra-Hotel Entrepreneurs of Lanzarote (1996-99), Vice President of ZONTUR – Federation of Associations of Tourism Entrepreneurs of Spanish Tourism Areas (1999-2000), Vice President of the Spanish Confederation of Hotels and Tourism Apartments (1999-2000), Secretary General of the Board of Biosphere Hotels (1990-2001), representative of ASOLAN as Director of the Spanish Confederation of Hotels and Tourism Apartments (2005-2007) and President of the Board of Biosphere Hotels (2010).

1972 to 1976	Member, Skål International Tarragona
1976 to 1982	Member, Skål International Las Palmas
1982 to 2016	Member, Skål International Lanzarote
1987 to 1992	Director, Skål International Lanzarote
1993 to 1994	Senior Vice President, Skål International Lanzarote
1995	Secretary, Skål International Lanzarote
1996	Senior Vice President, Skål International Lanzarote
1997 to 1998	President, Skål International Lanzarote
1998 to 1999	Auditor, Skål International Spain
1998 to 1999	Director, Skål International Spain
2000	Junior Vice President, Skål International Spain
2001 to 2002	President, Skål International Spain
2002 to 2007	International Skål Councillor, Spain
2005 to 2006	President, Skål International Lanzarote
2015 to 2016	President, Skål International Lanzarote

PERSONAL OBJECTIVES:

If I was elected to the position of Director on the Executive Committee my efforts would be centred on the future development of our Association putting a special emphasis (given my knowledge in the matter) on making Skål International a standard-bearer for sustainable tourism worldwide. I would also work in depth on adapting the Statutes to the actual situation with regard to professional associations. Greater representation of our Association in world tourism forums.

FOR AUDITOR

EMILIO JORGE MAIORANO DI MAURO SKÅL INTERNATIONAL MONTEVIDEO

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Amongst his many professional activities, Emilio Jorge Maiorano de Mauro has been: 1986-1987 Accountant for C.O.T.A.L., 2000-2016 Auditor for the Association of Marketing Managers, 2009-2014 Auditor for Panathlon International Uruguay, 2010-2014 Auditors for the Lions Clubs in Uruguay, 201-2016 Auditors for the governorship of the Lions Club of Uruguay.

From 1956 to 1978 he was a Professor in Accounting at the Technical University of Uruguay. His professional positions include: 1959-1975 Accounting Director at the Technical University, 1975-1978 Tax Director for the National Education Council, 1973 Uruguay Representative of the I.D.B. Santo Domingo, with a grant from the Israeli Government and O.A.S. for the course on "Budgeting and Planning for Development" given by the Israeli Institute for Productivity. 1974 Symposium on the State Budget. U.N.D.P.

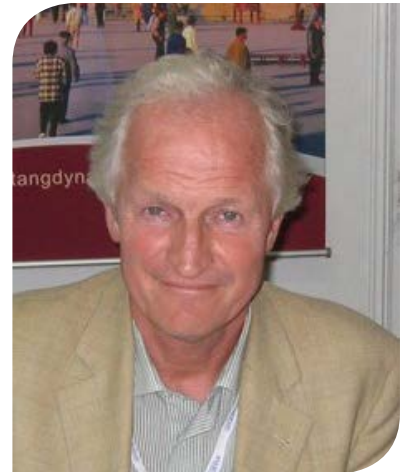
Commercial activity in tourism: 1960-1990 Emirano Viajes, 1990-1998 airport transfers, 1990-2009 E.M. Viajes, 2009-2016 Owner of E.M. Turismo.

1960-1990 Director of the Uruguayan Association of Travel Agents, 1980-1990 Director of C.O.T.A.L. (Confederation of Latin American Tourism Organisations)

1983 to 2016	Member, Skål International Montevideo
1995 to 2004	Treasurer, Skål International Montevideo
2004 to 2007	President, Skål International Southern Latin America
2007 to 2010	Advisor, Skål International Southern Latin America
2004 to 2008	Vice President, Skål International Montevideo
2008 to 2010	President, Skål International Montevideo
2009 to 2011	International Skål Councillor, Uruguay

FRANS STAAL SKÅL INTERNATIONAL AMSTERDAM-HAARLEM

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From 1973 (still at high school) to 1985 Frans Staal was a freelance Tour Guide and Tournament Coordinator at Euro Sportring, a tour operator specialised in sport tours. From 1985 to 1987 he was Junior Financial Employee in the Business Economy Department of NZH, a public transport company. In 1987 NZH asked him to start a new commercial department and NZH Travel was founded with Frans as CEO. NZH Travel was an outgoing and incoming tour operator and coach company. The company grew rapidly from one assistant and two coach drivers to 160 employees in 1997. Since 1997 he has been the Director and Owner of Frans Staal Travel Consultancy which offers consultancy to tour operators, travel agencies and coach companies and specialises in travel products and financial support. Since 2000 he has also been the Director and Owner of FS Travel, a tour operator company focused on special interest travel (sport, geology, wine & dine and music) and bicycle tours all over the world.

1997 to 2005	Member, Skål International Kennemerland
2003 to 2005	President, Skål International Kennemerland
2005 to 2016	Member, Skål International Amsterdam-Haarlem
2005 to 2009	President, Skål International Amsterdam-Haarlem
2011 to 2015	International Skål Councillor, Netherlands

FOR MEMBRE D'HONNEUR

JOSEF KOLLER SKÅL INTERNATIONAL SALZBURG

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Josef Koller started his professional carrier in 1945 at the Hotel Pitter in Salzburg. In 1949 he held the position of Revenue and Service Manager of the Bahnhofsrestaurant in Salzburg and was also Export Business Manager at Fa. Dr. Hans Heger. From 1950 to 1966 he was C.E.O. at Fa. W. Hering in Oberndorf. In 1966 he started his own hotel business in Salzburg, Koller & Koller, which became a multinational enterprise over the decades.

Josef held many relevant, official roles and positions within the tourism industry and received several awards and honours.

During his whole professional career he was truly engaged in establishing professional structures for the promotion of tourism and making it to an international business. This was one but just the professionals approach to foster the idea of Skål for long times.

As a Skål member he constantly encouraged promising young professionals in the managerial work field which was quite unusual during the heyday of tourism in the 1950s and 1960s. He always stuck to this idea and kept it until now which has made him a most respected member of the Skål community not just in Salzburg, but also in Austria and beyond borders.

1966-2016 Member, Skål International Salzburg
1976-1996 Board member, Skål International Salzburg

SYLVIA LIEBISCH **SKÅL INTERNATIONAL WIEN**

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Sylvia Liebisch started her professional carrier in 1965 with Air Canada where she worked until 1977 as Reservation & Ticket Office Agent, Supervisor of Reservations and Ticket Office and Sales Representative for Austria. From 1980 to 1986 she was Office Manager and Authorised Company Officer for Astropa – Tour Operator. In 1986 she joined Austrian Airlines where she held the positions of Head of Tourist Office, Deputy Head of Tourist Department and Head of Tourist Department. From 1992 to 1994 she was General Manager of Austrian Holidays, AUA Incoming. From 1994 to 2002 she worked for Austrian Airlines as Head of Office, Sales Promotion Business Travel, Congress and Conference Travel, Head of Customer Loyalty Programmes, General Manager (Travel Industry Side) Travel Agency and responsible person for Travel Agency Trainees. In addition from 1993 to 1998 she owned an Institute for IDP and Management Training. Since June 2004 she has been Business Trainer at WIFI Wien – Institute for Promotion of Economy Development. From 2007 to 2012 she was Personal Assistant to the Special Envoy for International Economy Affairs of the City of Vienna at the Municipality of the City of Vienna, Head Office for International Business Relations. From March 2013 to September 2013 she was Personal Assistant to the President at Vienna Boys Choir. Since September 2013 she owns Popularis, an agency for Event & Artist Management, P.R. and Trainings.

1981 to 2016 Member, Skål International Wien
1997 Board member, Skål International Wien and Austria
1998 to 2003 Vice President, Skål International Wien
1997 to 2015 International Skål Councillor, Austria
2004 to 2015 Secretary, Skål International Wien and Austria
2005 to 2009 Chairman, ISC Internal Awards Committee
Chairman, ISC Internal Awards & Communications Committee
2009 to 2011 Member, Task Force for Repositioning of Skål

Sylvia has attended 13 world congresses and in 2014 she was awarded the Order of Skål Merit.

THOMAS VINCENT SKÅL INTERNATIONAL TORONTO

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While living in London, Thomas Vincent created EuroLondon, a Guest Home organisation with 300 B&Bs in London. In 1975 he formed Vincent Travel and Tours, selling primarily travel to London and Europe. In 1975/76 he created VillaJamaica and Worldwide Villa Vacations. He was appointed the official rep of villas in Jamaica and branched out to represent over 10,000 villas and apartments, selling through the travel industry. In 1977 he created Executive Travel Apartments, offering fully furnished travel apartments to business travellers on a relocation, assignment or training programme. In 1980 he furnished 65 corporate apartments at 1101 Bay Street to become one of the largest corporate housing operators in Toronto. In 1981 he wound up the leisure travel companies and concentrated on the corporate housing business. In 1982-84 he raised \$40 Million to invest in corporate apartment properties in Toronto and Ottawa. In 1985 he bought land on Scollard Street in Yorkville and began to develop the property into 40 Scollard Street, a 100 unit executive, furnished, corporate residence. He expanded the corporate housing business to 40 cities worldwide, with over 500 suites in Toronto and renamed the business Global Travel Apartments. In 1998 he sold the corporate housing business. The business was renamed Bridgestreet and he became Executive VP of international business. In 2000 Bridgestreet, as a public company, was sold to Interstate Hotels and Resorts and he relocated to Washington DC as President of Bridgestreet International and Executive VP of Interstate Hotel Group with 410 hotels in America. In 2001 as President of Corporate Housing Providers Association (CHPA) he expanded CHPA horizons from the USA to Canada and the UK. In 2004 he retired from Bridgestreet USA and Interstate Hotels and Resorts. In 2005 he merged three corporate housing companies in Toronto, Bridgestreet, Minto and Skyline corporate housing. In 2006 he started a web-based Tech Company in SFO called Aaxsys as a reservations, property management and marketing technology for the corporate housing industry. He is presently Director of Business Development. In 2006 he purchased 24 acres of raw land in Collingwood to develop as an Adult Lifestyle and Age in Place Community. Breaking ground in February 2016. For the past ten years his focus has been on developing Aaxsys in the travel industry, as a leader in business travel technology for corporate housing providers. After 10 years, Balmoral Village is becoming a reality and culminating his vision for an Adult Lifestyle Community.

1978 to 2016	Member, Skål International Toronto
1990	President, Skål International Toronto
2000 to 2004	Board member, Skål International North America (NAASC)
2007 to 2011	International Skål Councillor, Canada

In 2009 Thomas Vincent was elected Chair of the Skål International Task Force to create a paper on the repositioning of Skål for the future. In 2011 he wrote the final Task Force Report for the Executive Committee.

In 2011 he received the Order of Skål Merit

He has attended 15 NAASC Congresses and 13 Skål World Congresses.



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