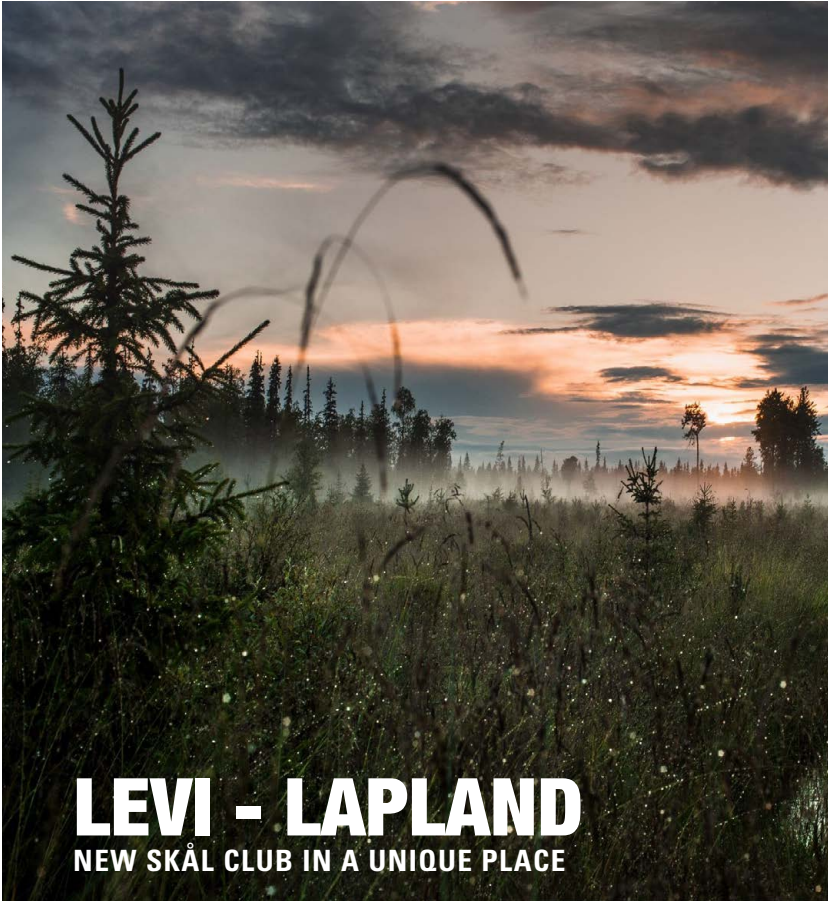




SKÅL

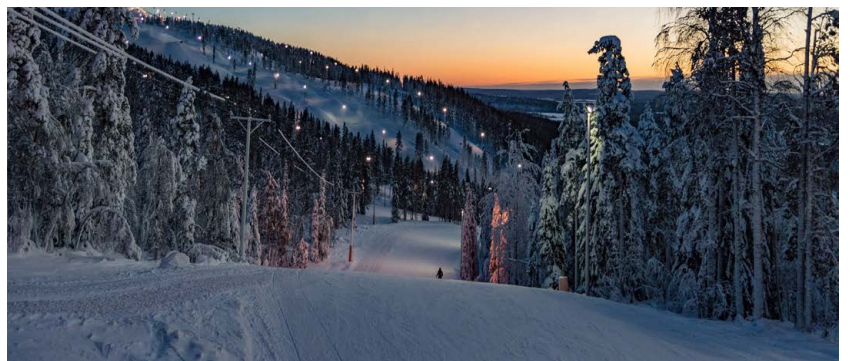
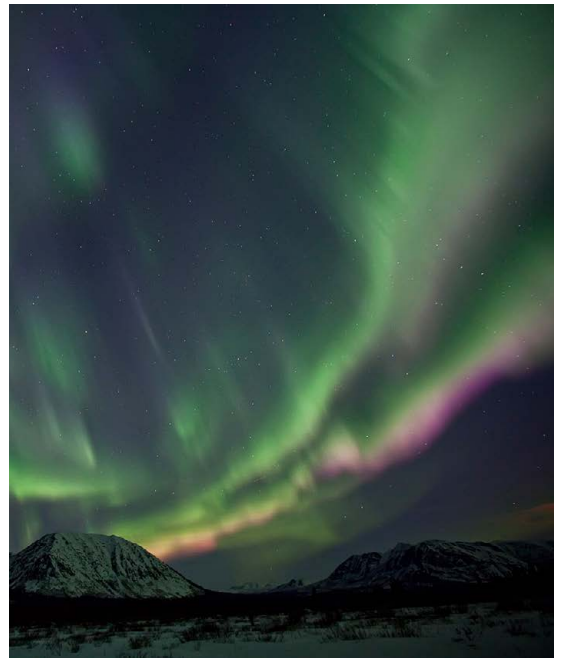
MAGAZINE

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LEVI - LAPLAND

NEW SKÅL CLUB IN A UNIQUE PLACE



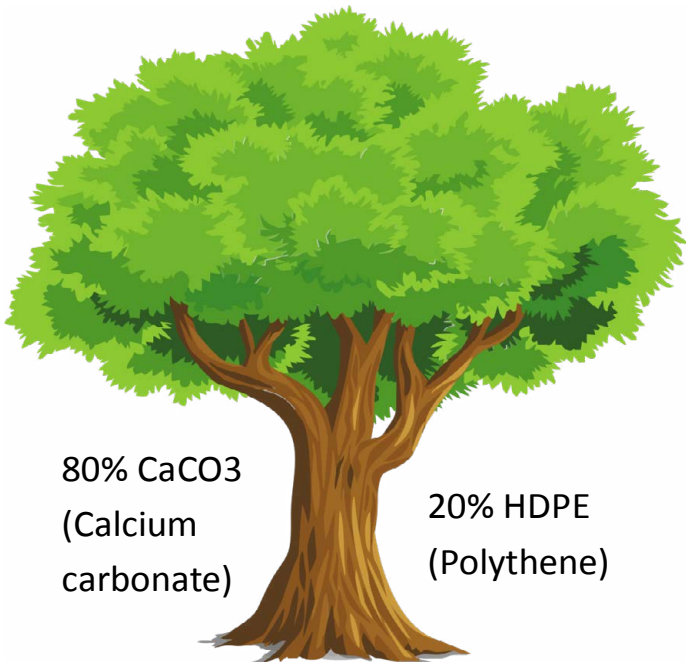


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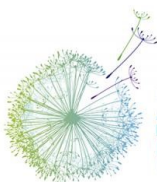
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2017
AÑO INTERNACIONAL
DEL TURISMO SOSTENIBLE
PARA EL DESARROLLO



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Message FROM THE PRESIDENT

— SUSANNA SAARI —

TIME FLIES! AS IT WAS ALMOST 5 MONTHS AGO SINCE THE HYDERABAD WORLD CONGRESS WHEN THE NEW EXECUTIVE COMMITTEE STARTED WORKING HARD ON CHANGES AND INNOVATIONS. EVEN THOUGH IT HAS BEEN AN EXCITING FEW MONTHS IT HAS MEANT HOURS OF HARD WORK.

The Executive Board, in conjunction with the International Skål Council, met in Kremmen, a small village just outside Berlin at a property owned by a Skål Member of Berlin during the first week in March for the Mid-year meeting. We discussed important issues including digital transformation, statutes update project and membership development and proved to be the most successful and effective meeting yet. Details of these **discussions** will be covered in the magazine.

CEO Daniela in **her report** will have links to explain the digital transformation so please do not miss this either. In short the idea of the project is to work in independent phases or modules meaning we will have “stand alone” solutions that allow the CEO to secure finances of the following phase(s) in the meanwhile. Phase 1 is already ongoing with money from the new sponsorships gained in 2017 as well as the unbudgeted profit from the world congress. If new money is not found, then no harm is done and no commitments are made for future steps and they can wait. The whole transformation process will change the Secretariat logistics and processes so e.g.

training and crossover of tasks have already started. All clubs will have their say during April and will be asked to help with Phase 2 tenders globally. This is the time to act and chip in!

Skål International has also appointed a new attorney firm and have been in regular consultation with them regarding our current statutes and by laws. Their message to Skål was quite clear: the current statutes are not entirely in-line with what they should be, e.g. they do not give us enough power or “legal muscle” to act globally. Clubs will hear more from Director Mark Alexander during the spring when a survey will be circulated to all members. By mid-August all Clubs will receive suggestions for completely new statutes that will be voted on at the congress in Mombasa. The aim is that in the future Skål will be operated by their by - laws and statutes do not have to be discussed every 2 years. We are also suggesting radical changes in the membership categories, once again the aim is to be able to recruit new members - not to turn them away. In this process the local Clubs will have much more say in the type of members they would like to invite to join the Club.



After the meetings we continued our trip to work at the **ITB2018 in Berlin** which was a total success! Almost 100 members attended the get-together lunch by local Berlin club and both Happy Hours evenings at Skål booth were attended by dozens of happy members and potential members. A big thank you goes to President Hartwig Bohne as well as Roswitha Adlung.

Finally, VP Lavonne Wittmann made us all proud participating a panel by IIPT India chapter "Celebrating Her" event and discussing "Gender equality in tourism". Lavonne's professional approach was noticed and she was quoted by all the other panellists, including the Minister of Tourism in Haiti. One of my personal aims was to make sales calls to attract future members from Iceland in the hope to re-launch Reykjavik Club. I hope this will happen and Sandra is currently working on all global leads made during ITB.



Soon after Germany it was time to pack again and this time it was Australia calling as I was invited to attend their National Assembly and the AGM in Canberra. I arrived in time to attend Skål International Canberra's monthly lunch which took place at Jamala Wildlife Lodge. The Executive Committee of Australia and their guests were surprised by a real treat - a limo ride to the event (by a company owned by a Skål member). We had a great time overlooking lions and other exotic animals. The following morning some of us got up before 6 am to see the hot balloons take off as part of a yearly balloon festival and then it was time for me to participate in the Australian NC board meeting as a guest. The local team had a surprise for me for lunch having heard I have never had KFC there was a full menu available for all of us. To prove we are really gone viral I even received an email from Myanmar from a member who was surprised to see me eating KFC chicken nuggets in Australia for the first time ever!

The Australian National Assembly and AGM were both very interesting and also covered in this magazine in more detail. I was given a chance to address the delegates and all the clubs (100% attendance!) on burning Skål issues including the Digital transformation and statutes change. It was great to hear that all clubs supported the future digital direction and work being done by the CEO, EC and Council which they also stated in the press release I saw today. The cherry on the cake was the fabulous gala dinner which lasted until 3am with everybody dancing, laughing and having a jolly good time! Thank you Fiona McFarlane, Patina Farnham and all the lovely team members for a work well done!

After the success of Canberra it was time to fly over to Sunshine Coast. This part of the trip was completely hosted by the members of Skål who were excited to showcase the fabulous area from

the sunny beaches to the lush hinterlands. One of the highlights was when we had to get up at the crack of dawn and head down to Sunshine Coast Airport. There we were greeted by a new Skål member Gerry from Air Fraser. I could not believe my eyes when we were told to hop on to a little airplane and off we were just to land 40 minutes later on a 75 miles long stretch of white sand at Fraser Island.

Skål International Sunshine Coast lunch was booked for Tuesday and I had a pleasure to do many inductions as well as to meet with the local Councillor with tourism in his portfolio. Susan Maynard and her board did a great job with this meeting. The location was right on the beach which gave me a wonderful opportunity to enjoy the hospitality of Bill Darby from Rumba Beach Resort. I was also hosted by Vikki Done at Noosa Anchor Motel as well as Joanne and Mark Skinner at Narrows Escape. There are no words to express my gratitude to all the skålleagues who so generously shared their time and opened their doors to host me. The past weeks have really reminded me of the core value of Skål - friendship!



You may be wondering about the cover photos?

They are from Levi, a resort in Lapland of Finland and the latest addition to the Skål family with a Club of 21 members eager to bid for a future world congress under the Northern Lights! Levi is located 170 km above Artic Circle which makes it the northern most Club in the world. We have been very fortunate lately to open several new clubs globally and I would like to express my gratitude to all those members who have made this possible. For example in USA they just launched their third new club in Virginia with new clubs also in Florida and California.

We are also working on getting AIMs (Active Individual Members) in those areas where there is no Clubs yet. One such person is Anastasia from St. Petersburg. Let's wish her all success in expanding Skål in Russia.

On my way back home I had a chance to catch up with our skålleagues in the City of Angels, Bangkok. I am actually sitting and writing this up on the 24th floor of Rembrandt Hotel by skålleague Eric Hallin.

All in all it has been a busy path and will continue so. I am looking at delivering the message of change globally and meeting more wonderful members in Latin America, USA, Mexico, Macau and many more places before the highlight of the year – Congress on the Beach in Mombasa.

Make sure you register today as we are going!
With love,

Susanna

PS. Follow me on





NOTE FROM THE CEO

— DANIELA OTERO —



What intense and productive weeks! I am very happy with the results obtained during the meetings held in Kremmen, Germany.

Firstly, excellent working days with the members of the Executive Committee, led by President Susanna Saari, have enabled us to deal with important issues with understanding and determination in order to continue with the strategic process for Skål at a global level.

The Executive Committee meeting was followed by a formidable meeting with the International Councillors, who participated and provided valuable information, interesting questions and reflections which contribute positively to teamwork.

My presentation was mainly focused on sharing information about the digitalisation project we are currently undertaking and for this I presented a video on what the process consists of, the steps to be followed and the time frame.

I invite you to watch the **video**, it lasts a few minutes and it will be an interesting way to understand the concept of the digital transformation and understand how this will benefit all members.

And more good news: while we are going through this major change, which will require several months work, we have improved the look and feel of the current website and have made it “adaptive”; this means that you can

now also view it on any mobile device. As you know, mobile devices are now the preferred means of consumers and users. Websites with a “responsive” design allow content and design to be adapted to any mobile terminal, with different screen resolutions.

From Kremmen to Berlin... The presence of Skål at this year's ITB was impressive. Skålleagues from all over the world found a fabulous meeting point on our stand. Institutional, social and business contacts took place during the working days, which concluded in a get-together of almost 100 people (the largest in recent years) organised by Skål Berlin.

Finally, I have just returned from Turkey; a beautiful country whose value is also in its people. I was invited by the National Committee and I participated in the annual assembly and was able to share great times with the members. Turkey currently has 850 members who provide Skål with an interesting network of business and tourist products of excellence!

I want to finish by thanking my team at our headquarters, without them this transformation would not be possible. And also to you, for giving me your confidence to exercise this function, it is a great honour to work for Skål.

Kenya

The Heart of



BLESSED WITH A FANTASTIC CLIMATE, NATURAL WILDLIFE RESERVES, AMAZING SCENERY, MOUNTAINS, LAKES AND 600KM OF INDIAN OCEAN COASTLINE, KENYA HAS A UNIQUE BEAUTY, ENHANCED ONLY BY ITS WARM AND FRIENDLY PEOPLE. IT IS **AFRICA'S MOST POPULAR SAFARI** DESTINATION AND ITS CAPITAL CITY – NAIROBI IS EAST AFRICA'S ECONOMIC HUB. KENYA HAS A DECENT TOURIST INFRASTRUCTURE AND LOTS OF RESORTS ALONG ITS COASTLINE.



Africa

LOCATED ON THE COAST, JUST SOUTH OF THE EQUATOR, MOMBASA IS KENYA'S OLDEST AND LARGEST PORT CITY, WHERE COMMERCIAL SHIPPING LINERS MINGLE WITH TRADITIONAL SAILING DHOWS. WELL KNOWN EXPLORERS, IBN BATTUTA AND ZHENG HE BOTH VISITED HERE IN 1331 AND 1412. ORIGINALLY CALLED THE 'ISLAND OF MVITA', THE NAME **MANBACA** WAS FIRST HEARD IN 1502. BY THE 1800S, AS MORE EXPLORERS FOUND THEIR WAY HERE, PHONETIC DERIVATIONS LED TO IT BEING CALLED **MOMBASA**.

A Regional Cultural and Economic Hub

Modern day Mombasa is a city of great diversity and life. Enjoying temperatures of 25 degrees C with light prevailing trade winds, Mombasa is known for its exotic mix of cultures, rich history, Island's pace of life, and a fantastic array of leisure offerings for all ages. The coast of Kenya has earned its place as one of the **world's top beaches**.

Mombasa Island is a 5km by 3km coral outcrop located on Kenya's coast and connected to the mainland by a causeway and ferry crossing. Part of the City of Mombasa is located on the Island, including the fascinating Old Town which echoes that of Lamu and Zanzibar. Dating from the 13th Century, the **Old Town** is a place of winding streets, magnificent carved doors, delicate filigree balconies and dimly lit emporiums.

Mombasa is made up of the Island and the Mainland. It is the second largest city in Kenya, with an estimated population of 2 million people, and is located on the Indian Ocean just south of the Equator, making it a historical trading centre. The city traces many of its cultural traditions to former Portuguese, Arab and British settlers and traders, all of which has left a lasting influence on the City's food, architecture and people. **Swahili cuisine** prevails here; a glorious mix of spices, coconut, tamarind and freshly chopped herbs often mixed together with the 'catch of the day'. Mombasa town overlooks a wide harbor, where at the water's edge stands **Fort Jesus**, an imposing Fort which holds watch over the harbor.



The high gun turrets, battlements and underground passages of this 16th Century Fort were the centre of a historic struggle for control of the Kenya coast between the Portuguese army and the Shirazi Arabs.

Mombasa is the principal **seaport of Kenya** and is one of the most modern ports in Africa. Visitors find themselves seduced by this, East Africa's largest and most **cosmopolitan commercial Port**, which also serves landlocked neighboring countries. Ferries undertake the fascinating 10-minute journey between Mombasa Island (**Kilindini/Mtongwe**) and the South Coast (**Likoni**).





Kenya has **three international airports**: Jomo Kenyatta International Airport in Nairobi, Moi International Airport in Mombasa and Moi International Airport in Eldoret. These airports service numerous international carriers including the national airline Kenya Airways. Kenya has good connections to destinations throughout Europe, the Asia- Pacific region, USA and Africa. Kenya can be accessed by road from Tanzania, Uganda, Ethiopia, Sudan and Somalia. Immigration should be processed at land border stations. Entry by sea is possible, and immigration should be processed at a port facility.



Moi International Airport Mombasa serves the city of Mombasa, and is the second most important airport in Kenya after Jomo Kenyatta International Airport (JKIA) in Nairobi. 'Mombasa Airport', as it's called, has modern facilities with two adjacent passenger terminals, allowing for smooth passage. Many airlines fly directly from European countries to Mombasa, and for passengers flying into Nairobi there are domestic airlines transferring passengers between Nairobi and Mombasa several times a day. Additionally, the new and state-of-the-art Standard Gauge Railway (SGR) offers a reliable train service between Nairobi and Mombasa, and highways connect Mombasa to Nairobi and other parts of the country, as well as to neighboring Uganda and Tanzania.

JAMBO is one of the most common words you will hear spoken throughout Kenya.



This is the simplest **Swahili** greeting, and is often the first word learned by visitors to Kenya. Swahili (locally referred to as Kiswahili) is Kenya's national language. Swahili originated on the East African coast, as a trade language used by both Arabs and coastal tribes. The language incorporated elements of both classical Arabic and Bantu dialects, and became the mother tongue of the Swahili people who themselves rose from the intermarriage of Arab and African cultures.

The word Swahili itself came from the Arabic for 'coast' Sahel. But the language became a pervasive influence, and a regional lingua franca, becoming widely used throughout Kenya and Tanzania. Today, the language is also used in regions of Ethiopia, Sudan, Uganda, Rwanda, Burundi, the Congo and Zambia, and is the most widely spoken African language. In Kenya, most people generally speak a tribal language at home, use Swahili as an everyday language, and English for business.



Swahili is a relatively simple language, being highly phonetic with a rigid grammar. The only difficulty in learning Swahili comes from the extensive use of prefixes, suffixes and infixes, and a class system for nouns. Coastal Swahili remains the purest, and the Island of Zanzibar is considered the home of the language. The further away from the coast that you travel, the less sophisticated the language generally becomes, and grammar is slightly more flexible. Nairobi has now become the home of “Sheng”, a fashionable Creole of Swahili, Kikuyu, English and slang. Still, even a little Swahili goes a long way in Kenya. It is worth learning a little, and most Kenyans are thrilled to hear visitors attempt to use any Swahili at all.



With the coast’s breathtaking scenery, rich history and range of engaging activities, you will be spoilt for choice with what to do. Whether you go on safari, immerse yourself in the local culture, get your pulse racing with water sports or just take time to refresh your soul in nature, you are guaranteed a memorable visit. Discover the best top things to do in Mombasa [here](#).



A visit to Kenya however, would be incomplete without a safari experience and for this reason, we urge you to indulge in pre & post tours to the famous Masai Mara National Reserve, Amboseli National Park at the foothills of Mt. Kilimanjaro, the immense Tsavo National Park, the Great Rift Valley and its stunning lakes, Equatorial forests of Aberdares & Mt. Kenya.

For registration and information on the Skål World Congress and Pre-& Post-tours, visit the [Congress Website](#)

Whatever you choose to do, know that you will be “Living the Magic” that is Kenya!



79th SKAL INTERNATIONAL CONGRESS ON THE BEACH

17th - 21st OCTOBER *Mombasa* 2018



LEARN SWAHILI

Hello
 How are you?
 Fine, Beautiful
 Welcome,
 GoodBye
 Thank you
 No Problem
 Friend
 Enough
 Shop
 Market
 Food
 Tea
 Coffee
 Spoon
 Beer
 How Much Money?
 Slowly
 Small
 Big
 Please



Jambo!
 Habari Gani?
 Mzuri Sana
 Karibu
 Kwaheri
 Asante
 Hakuna Matata
 Rafiki
 Inatosha
 Duka
 Soko
 Chakula
 Chai
 Kahawa
 Kijiko
 Pombe
 Bei Gani?
 PolePole
 Kidogo
 Kubwa
 Tafadhali



Elephant
Ndovu

Leopard
Chui



Lion
Simba

Giraffe
Twiga



Zebra
Punda
Milia

Rhino
Kifaru



Cheetah
Nduma

Buffalo
Nyati



KARIBU KENYA

FOR BOOKINGS PAYMENTS VISIT OUR WEBSITE
<http://congress.skal.or.ke/registration/>



IIP AWARDS

3rd Celebrating Her awards: IIP India honours exceptional women

A stimulating discussion and the Celebrating Her awards were one of the highlights of the **Women's Day** events at ITB Berlin. Organised by IIP India (International Institute for Peace Through Tourism – India), the Celebrating Her awards seek to honour and felicitate five outstanding women every year from the world of travel and tourism who have not only empowered themselves but continue to empower others, too. These awards are intended to acknowledge and felicitate exceptional women in the fields of travel, tourism and hospitality; individuals with a clarity of vision and mission who understand and believe that tourism, perhaps the biggest industry in the world, could become the first global peace industry and who have relentlessly worked towards fostering the tourism business as a vehicle for peace.

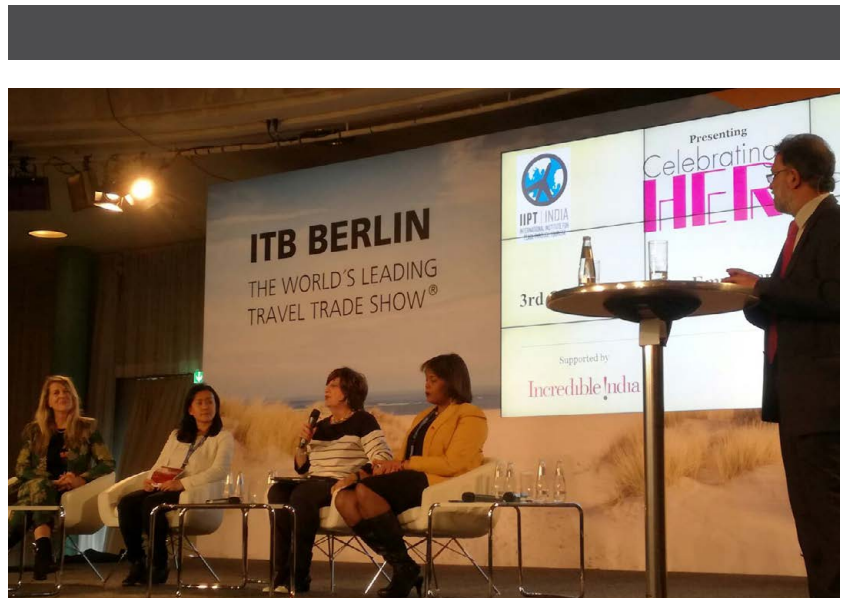
The Celebrating Her award **winners for 2018** are:
Sandra Howard Taylor – Vice Minister of Tourism, Colombia – for Using Tourism to Transform Communities

Daniela Wagner – Director, International Partnerships, Jacobs Media Group & Director EMEA, PATA – for Building Global Alliances that promote Tourism as a Force for Good

Isabel Hill – Director, National Travel & Tourism office, US Dept of Commerce – for Tourism Policy
Caroline Bremner – Head of Travel Research, Euromonitor International – for Tourism Research and Education

Jyotsna Suri – Chairperson & Managing Director Lalit Hotels, India – for Tourism Leadership

The award ceremony was preceded by a panel discussion on **“Opportunities and Challenges in Tourism for Women Entrepreneurs”** which was moderated by Ajay Prakash. The panelists included the **Hon. Emilie Jessy Menos** – Tourism Minister of Haiti, **Lavonne Wittmann** – Vice President PR & Communications of Skål International, **Michelle Kristy** who heads the SheTrades initiative of the International Trade Centre, a United Nations development agency and **Rika Jean-Francois**, CSR Commissioner for ITB Berlin.



Vice President IIP India **Kiran Yadav** closed the event by thanking the enthusiastic audience, amongst them International President **Susanna Saari** and CEO **Daniela Otero**.

Talk by Skål International Vice President Lavonne Wittmann:

I AM A PROUD FEMALE ENTREPRENEUR IN TOURISM!

I have faced many challenges during my 35 years in this industry but have also embraced the numerous opportunities and talents presented to me as a female in this exciting industry we are all involved in.

We are woman, we are strong, tenacious and resilient but also loving, understanding, empathetic and sympathetic and to me these are the talents or tools we are born with that are imperative for overcoming the many challenges we face on a daily basis in this industry.

The subject today is Opportunities and challenges female Entrepreneurs face in the tourism industry and my talk will include the word opportunities and/or female talents as these unique talents will attract and create the opportunities.

Tourism is an industry that constantly challenges your adaptability skills but this is where women “rise above the ashes” as every mother reading this

can attest to. The day you plan in the morning very rarely works out by evening and changes are constantly made according to your husbands or children's wishes *So why would the constant changes in the tourism industry affect us? This is just "another day in the life of a Mother, Grandmother or Aunt".*

And of course woman can Multi Task, another strong asset that is needed in this industry and one we feel at ease with. We are hospitable and welcoming and comfortable with being the host... Women have the knack to do anything they set their minds to.

We are also "gatherers" so team work comes naturally ,yet another attribute ,asset and opportunity to have in this industry as Together Everyone Achieves More.

A strong motivating factor for women Entrepreneurs is they like to help others. Research suggested that this caring attitude manifests in woman's style of business management and our goals are more than economic growth which guide a women's business. Many women enter into business ventures for diverse and varying reasons such as the need for growth and better quality of life rather than simply to make a profit. Some people might see this as an opportunity or a challenge, a weakness or a strength.

As you can see I have started my talk with opportunities as I personally think that these are more than the challenges faced and if we identify and address these challenges correctly , challenges will become a mere "pit stop" on our journey to success.

According to the Centre for entrepreneurship at the Wits Business school in Johannesburg South Africa ,statistics on the South African female Entrepreneur reflects that up to 38% of all established businesses in South Africa are owned by women and a large percentage of these is in the tourism industry.

This white paper found that the obstacles women faced include:

1. Obtaining the necessary finance as they use their own money

Woman would rather work two jobs and use their savings, credit cards and overdraft facilities than obtain finance. Of course, this could also be because they do not know how or were enabled to obtain the necessary finance for their business. As we all know this is imperative to have cash flow projections and budgets to set targets and goals to be successful.

2. Lack of sales and marketing skills as well as education

Women tend to want to please so effective marketing and sales need to be taught. In some communities, education for women has been lacking and this is definitely a challenge for woman Entrepreneurs. Identifying what and how marketing and sales are implemented according to each product or service is vital.

3. Comparative earning levels between male and female are still a major problem and I personally cannot understand that this is still a problem in this day and age as if the work is done correctly and efficiently and the skills set is present then why should there be a difference in earnings based on gender especially as there are more and more single mothers and single income earners.

4. External networking does not come naturally to women as with men.

Even though women are perceived as talking much more than men, effective networking for business purposes need attention.

5. For me the biggest challenge comes with struggles to balance all aspects of being a home maker vs businesswoman. Woman are always Mothers and Nurturers first so they expected and do attend to family problems before business problems.

In many cultures women are seen as wife and mother as their primary role due to systematic subordination determined by patriarchal forces. Also, in many cultures men who prescribe to sociocultural values prevent them from readily accepting instructions from a female manager.

6. A lack of role models in leadership positions in the industry, academia or in their communities. It is encouraging to want to see success and meet another woman who has come from the same background or faced similar challenges and has now enjoyed success.

Even though woman Entrepreneurs make a significant contribution to the success of national economies throughout the world, these various challenges hinder their entrepreneurial progress and results in a lack of appropriate mindset and guidance to venture into a small business.

There is also the perception that woman are less capable and less interested in running businesses than men. These perceptions are possibly due to the fact that women are still occupying the majority of support and administration positions including those of secretaries, nurses, domestic and clerical service suppliers.

Most female Entrepreneurs find it difficult to delegate duties at home, this mindset spills over in their business venture and they therefore try to do everything themselves which of course is not conducive to running a successful business.

Woman play an important role in stimulating economic growth in a country and as tourism is recognized as the fastest growing industry in the world and a lower entry level for small business, it is imperative for the advancement of women that they are represented more and more in this industry. It is also a matter of human rights and a condition for social justice.

Entrepreneurship is a driving force to economic development in any country so the existence of women Entrepreneurs can assist in eradicating poverty and unemployment.

I encourage all women to have more confidence in themselves and never stop the quest for self-improvement and the thirst for knowledge. Join organizations that encourage networking, that is one of Skål International's membership benefits...effective marketing to your target market. Attend courses to enhance your product knowledge and eventually aspire to being the role models that are desperately needed in this industry to encourage other female Entrepreneurs. Let us get to the position of having many more profitable businesses owned and operated by women that employ other women.

We have the power to satisfy our self actual actualisation needs, use our in born talents, achieve independence while stimulating and satisfying economic growth.

FIND THE SOURCE OF YOUR OWN POWER!

Chinese Taipei and Japan linked in Skål

By Mayumi I Hu, General Secretary, Skål International Taipei

The twinning of the six Skål Clubs in Japan and Chinese Taipei will certainly help keep up the momentum as we are now more connected than ever!

Skål International Taipei, Taichung and Kaohsiung have officially signed Twinning Agreements with Skål International Tokyo, Nagoya and Osaka.

There are many reasons to connect these six cities. We enjoy each other's culture and traditions very much and our friendships in tourism continue to grow every year.

The Twinning Agreement signing ceremony took place in Osaka on the occasion of 38th Skål International Japan National Congress and were signed by the respective Presidents and representatives of each Club in the presence of the Presidents, Councillors and Skålleagues from Chinese Taipei and Japan on 4 March 2018.

REPRESENTATIVES AND PARTNERS OF THE TWINNING WERE:

Tokyo-Taipei:

Skål Tokyo President Ms. Kayoko Inoue and Skål Taipei President Mr. Hisao Sasaya.

Osaka-Kaohsiung:

Skål Osaka President Ms. Yong Sook Lee and Skål Chinese Taipei President Mr. Frank Liu.

Nagoya-Taichung:

Skål Nagoya President Mr. Yoshiaki Bito and Representative of Skål Taichung Mr. Joseph Huang.



At the opening of the event, Skål International Japan Secretary, Mr. Matsuo Shigeru presented a donation to Mr. Frank Liu of Skål International Chinese Taipei, to support the disaster relief for the recent earthquake in Hualien. Skålleagues from Chinese Taipei were very touched by such a heartwarming gesture by members of Skål Japan.

There were positive remarks from both sides, Chinese Taipei President Frank Liu emphasized how Chinese Taipei provides the perfect environment for Japanese visitors because of its close location, climate and history. Skål Japan President Tsutomu, who was unfortunately absent due to a prior commitment, believes the twinning will contribute in helping to expand the already existing cooperation and increase in travelers from Japan to Chinese Taipei and vice versa.

We hope this exciting linking enhances communication and cultural exchanges between members and, in accordance with the Skål motto, creates new business opportunities among friends for both sides.



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INTERNATIONAL WOMEN'S DAY | 8 MARCH

From Adams Rib to Women's Lib, Baby we have come a long way!

March 8 is International Women's Day and celebrating this day is an opportunity to appreciate the remarkable contribution of women to our Organisation. We are highlighting the stories of some of our inspirational Skål women who share with us why they joined Skål International and how they have benefitted from their membership.

Their remarkable drive, passion and boldness have added value in their local Club, as well as nationally and internationally and we are so proud that they have chosen our Organisation to belong to.

We Salute You!

Burcin Turkkan

President, Skål International U.S.A.

Burcin Turkkan is a strong entrepreneurship professional with a Bs focused in Tourism & Hotel Management from Bilkent University. She started her professional life in 1997 in Turkey. After working in the travel and hotel industry and teaching Hospitality and Business courses at two institutions in Turkey, she founded her own training company USEH International which is specialized in assisting hospitality professionals obtaining training opportunities around the globe. In 2008 she has joined American Hospitality Academy as Associate Partner/ Academic Board Members leading the formation of the International Culinary Academy (USLA) in Istanbul, Turkey. Burcin is experienced Managing Director/Founder of USEH with a demonstrated history of working in the human resources industry, education and non profit organisation management/leadership. She is Skilled in Negotiation, Business Planning, Operations Management, Coaching, PR & Communications, Marketing and Sales.

"I joined Skål in 2008 in Atlanta GA. However, my introduction to Skål was during my college years at Bilkent University where I had the opportunity to meet industry leaders, professors, role models who happened to be Skål members. I was amazed to find out that Skål was the only international organisation welcoming executives of all branches of travel and tourism industry and offering them



a platform to interact and do business. It was exciting to see that all the top executives that I picked as role models were Skål members. It was during my college years when I decided to become a member of Skål. After becoming an active member of Skål my network of friends and business associates grew rapidly.

I love the fact that when I travel to anywhere around the globe I am never alone; I can always contact Skålleagues in the city I am travelling to and interact with them socially and professionally. Knowing that Skål is the only organisation that offers this great opportunity my belief and the loyalty for the organisation continues to grow every day."



Marja Eela-Kaskinen

Councillor, Skål International Finland and International Skål Council Vice President

Marja Eela-Kaskinen entered the tourism business by accident, it was actually never her intention to make a career out of it. She started in housekeeping to earn a bit of extra, then moved behind a bar full time. After a while she was asked to join the staff at the front desk and she finally ended up in the sales department. She has continued in sales ever since and for the past six years she has worked as Key Account Manager for Best Western Hotel Seaport.

"I joined Skål for networking purposes, it seemed an ideal place to meet colleagues, exchange ideas and strengthen co-operation. In my first World Congress in 2007 I realised that we truly are a global organisation and if we get our act together we really can make a difference! One of the great benefits is to meet Skålleagues and colleagues from near and far and to notice that we are all struggling with more or less same issues. Most of us probably do not use our membership to its full extent; our membership database alone is a truly unique benefit for anyone in marketing."

"Personally, Skål has given me an opportunity to learn from the best, to exchange ideas, to see amazing places. Last but not least, Skål has given me great friends and a family that extends around the globe. Together we can, Skål!



Jane Garcia

President, Skål International Isla Mujeres-Puerto Morelos (Mexico)

Having lived for almost 25 years in the Mexican Caribbean has opened the doors of the hospitality industry to me and I am, today, Director General of Tourism for the City of Cancun, the leading tourism destination in Mexico and Latin America. Living and seeing over the years, how growth has led Cancun to become a vacation capital for visitors who come to enjoy its culture, gastronomy, history, nature, sea and its many more hidden opportunities and to learn more about the Mexican wonders! Working in the tourism industry is a passion for me, which has given me the opportunity to meet people from many different cultures.

I joined Skål seven years ago on the invitation of a renowned leading industry professional of an important organisation in Cancun who introduced me to the largest association of tourism professionals worldwide. Having the opportunity to be part of Skål has given me the pleasure of interacting with fellow Skålleagues who are great leaders of the hospitality industry!

Being a Skål member, I have met many people from around the globe and have had the opportunity to network and make many friends,



especially while attending the annual, world congresses, which gives one the opportunity to interact and exchange opinions. Skål is the leading, professional, industry organisation which continues to work hand-in-hand with many alliances worldwide, such as the recent signing, during ITB, of a Memorandum of Understanding with "Thecode.org", which is working to prevent the sexual exploitation of children in travel and tourism.

Elmay Bouwer (Viljoen)

Skål International Garden Route (South Africa)

Elmay Bouwer (Viljoen) working career started in retail and then moved over to public relations at the previous known East London Technical College. From there she had her own consulting business Future Training Solutions concentrating on Employee and Customer Satisfaction Surveys, public relations training and business events.

Elmay then moved to Walter Sisulu University to lecture Public Relations, Sport Management and Tourism students in Marketing, Public Relations and Tourism Marketing. She also worked with a BA Business Administration group (working people in government) and lectured Business Marketing to them. Elmay has CPRP (Chartered Public Relations Practitioner) status with PRISA - The Public Relations Institute of Southern Africa. Elmay moved to Knysna in December 2012 and bought Blackwaters River Lodge (20 bedroom 4 star guest house with spa, restaurant and river / water activities) in June 2013 with partner Paul Theron (civil engineer and also Skål member). Elmay is responsible for the marketing, PR and communication and building strategic relationships with the various stakeholders.

At present she is the Chairperson of the Board and very committed to overcome challenges and take on the destination marketing of this beautiful area and towns in the garden route!

During the Knysna Fires in 2017 Elmay lost her home as well of half of their business. But as a proud Skål member she continued to despite her own loss of a home and income, to put the Knysna community and town first in all her marketing efforts.

"My Skål journey has been a life changing experience for me. I initially joined Skål because of literally not knowing anyone in the Garden Route and had no form of support when Paul and I bought and started with Blackwaters



River Lodge. Through Skål, I have had gained professional business support and marketing support at no cost, shared costs and tourism marketing opportunities, an international database of tourism and hospitality professionals that never has had a problem to share information and assist, a group of people that can ACT in a time of crisis and a huge support now to start to re-open our business. I enjoy the fact that Skål has got good relationships and are influencers when it comes to national government and South Africa Tourism".

Daniela Otero

CEO, Skål International



She defines herself as a woman, wife and mother. She developed her professional career whilst raising a family. She is a determined and lucid person, with firm ethical values and is totally convinced that success is achieved with clear objectives, teamwork and a lot of determination. Her career has seen her working for important international companies and various government bodies. With a strategic profile, she has been in charge of important transformation processes, occupying managerial positions, always linked to great challenges.

And it is precisely one of her characteristics, her strength to face important challenges. For that reason 17 months ago she decided to accept to manage the organisation.

She has known of Skål since the beginning of her career in the tourism sector more than 30 years ago. The proposal fascinated her from the beginning, uniting everything she adores: tourism, travel, human relations, multiculturalism and business.

When asked about the future of Skål she says she wants "results" and "achievements", and clarifies: "the first concept is numerical-rational while the second is more human and emotional". This is how she plans her strategy and considers that good management is more balanced in this way.

"Working on what I like is a pleasure and doing it among friends is a double pleasure" and that is precisely how she feels working for Skål.

SKÅL SUSTAINABLE AWARDS 2018

Skål International is proud to announce the call for submission to its 2018 Sustainable Awards

Skål International is an Affiliate Member of the UNWTO whose mission is to promote the development of responsible, sustainable and universally accessible tourism. We have adopted the UNWTO Global Code of Ethics in Tourism, and also support the ST-EP initiative (Sustainable Tourism-Eliminating Poverty). Skål is affiliated to other important international organisations such as IIPT, The Code, ECPAT, ICTP, STI.

Following the United Nations declaration of 2002 as the Year of Ecotourism and the Mountains, Skål International launched these Awards in the same year, to highlight and acknowledge best practices around the globe. As an international organisation of tourism industry leaders, Skål International is a powerful force in the travel and tourism industry to initiate change and encourage the conservation of the environment in order to promote tourism and travel.

Any company from the public and private sector, NGOs, government agencies, educational institutions worldwide are welcome to submit an entry in one of the following available **categories**:

- **Community and Government Projects**
- **Countryside and Biodiversity**
- **Educational Institutions/Programmes and Media**
- **Major Tourist Attractions**
- **Marine and Coastal**
- **Rural Accommodation**
- **Tour Operators-Travel Agents**
- **Tourist Transport**
- **Urban Accommodation**



Why should you enter these Awards?

To enhance visibility and get recognition of your outstanding performance in terms of sustainable and responsible tourism.

To increase your contacts and introduce your products and services to professionals from the tourism industry from all over the world.

To obtain media coverage among the entire Skål membership worldwide and our international press contacts.

To personally collect the award during the Opening Ceremony of the 79th Skål World Congress in October in Kenya, an excellent opportunity to network with tourism professionals from all over the world and attend the B2B workshop.

To experience the membership of Skål at first hand.

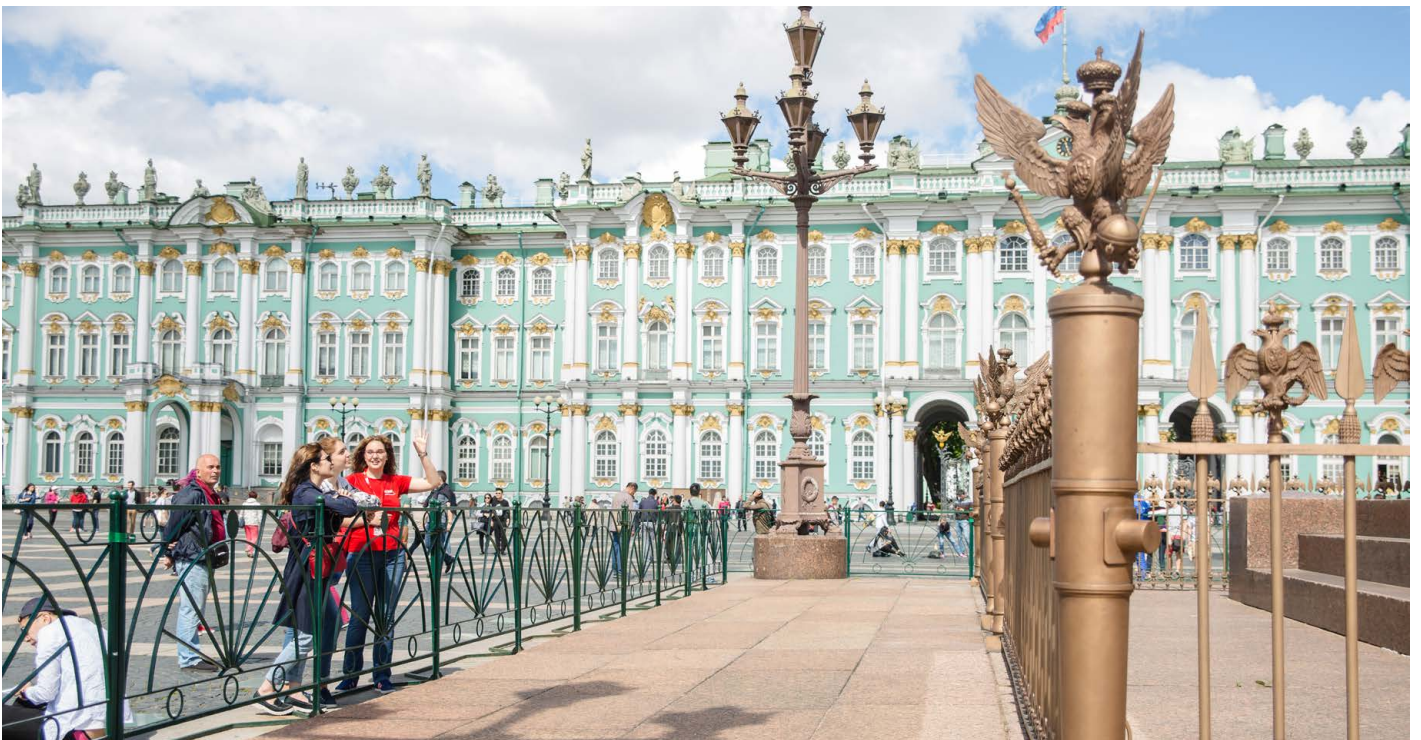
THE DEADLINE TO SUBMIT APPLICATIONS ONLINE IS 30 JUNE 2018 AT 23:59 CET. There are no entry fees.

For full information, please consult [brochure](#) and click [here](#) to complete the online registration form.

If you have any query, please contact sandra.vera@skal.org

SKÅL EXPANSION

The Individual membership is an excellent opportunity for those travel executives based in countries or regions where there is no Skål Club within a reasonable distance to join Skål.



Skål has recently expanded to new countries and regions worldwide and we are featuring our newly approved Active Individual members.



Anastasia Kosovskaia

St. Petersburg (Russia)

Managing Director, St. Petersburg Urban Adventures

www.stpetersburgurbanadventures.com

Hi, everyone, greeting from St. Petersburg, Russia!

I am the Managing Director of inbound tour company - St. Petersburg Urban Adventures.

I have been working in tourism for 12 years. I started my career as a guide when I was a student since then I fully emerged myself in this field.

St. Petersburg has a great historical and cultural heritage. It is truly one of the most beautiful cities in the world, that is why tourism is well developed here. Despite this I always felt there is something

missing and I wanted to fill in this gap. When I started my company, the goal was to show my city from the local perspective, break some stereotypes about our culture and make people enjoy their trip as if they would be travelling with their close friends. We have a very friendly team who does everything to create the **BEST DAYS EVER** in St. Petersburg.

The first time I heard about Skål was from the good friend of mine. He is a good example to follow that is why I knew it worth taking part in this organisation.

What a surprise when I discovered that I am the only business partner from whole Russia! I am really proud of being the first and sure it will be a fruitful union for all community.

I found the idea of making business among friend wonderful. Probably we have met already with some of you in Tallinn on one of the trade fairs where you gave me a chance to see how great it is to be together in Skål.

AN APPEAL TO

GO GREEN & SAVE THE ENVIRONMENT



1
Bring your own shopping bag



2
Carry a reusable water bottle



3
Bring your own cup



4
Pack your lunch in reusable containers



5
Say no to disposable straws & cutlery



6
Skip the plastic produce bags



7
Slow down and dine in



8
Store leftovers in glass jars



9
Share these tips with your friends

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SINGLE USE PLASTIC

REUSE
CHOOSE REUSABLES

REDUCE
PLASTIC POLLUTION

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MEMBERSHIP ENGAGEMENT

Skål USA Focuses on New Clubs, Initiates New Strategy

Burcin Turkkan, President of Skål International USA, has announced that the Executive Committee has developed a new strategy to grow Skål in the United States by adding new Clubs and incentivising Club organisers to make the effort easier to accomplish.

"We enjoyed the success of seeing two new Clubs at the end of 2017," said Turkkan, thanks to the efforts of Skålleague Andres Hayes of Skål International Washington and his efforts in Richmond and Past President Holly Powers, who initiated a new Club in Southwest Florida. This year, our Vice President of Membership Dave Ryan has already held organisational meetings for Clubs in Central California in the Fresno area and the Valley of the Sun in Phoenix, Arizona, area. I want to thank them and our two Directors of membership for this year, Jim Dwyer and Richard Scinta, as well as our former Vice President of Membership Toni Koster for the work on these Clubs."



Central California: Skål International USA Director of Membership Jim Dwyer (left) and Vice President of Membership Dave Ryan (right) with prospective Skålleagues Shera Rodrick (left center) and Club organiser Jackie Cross.



Richmond: 2018 Skål International Washington President Andres Hayes, 2017 Skål International USA President Holly Powers, and Skål International Richmond President David Becker at charter night ceremonies.

Skål International Richmond picked up the charter of the inactive Skål International Hampton Roads chapter. Some of the members of that group have transferred into the new Club which has 15 Skålleagues. David Becker is the 2018 President.

Skål International Southwest Florida is a brand new Club with 22 Skålleagues. The President is Jack Wert, who is President of the local destination marketing organisation and had been a member of Skål International Orlando.

Two organisational meetings of new Clubs were held in March in Fresno and Phoenix to develop Skål International Central California and Skål International Valley of the Sun respectively. Jackie Cross is the California Club leader and Kate Heath is handling responsibilities in Arizona.

The Executive Committee of Skål International USA has adopted a strategy to grow new Clubs. When a qualified Club organiser is identified, provides a list of a minimum of thirty prospective Skålleagues, promises to work with a Skål mentor selected by the Executive Committee, and commits to having



the new Club on line within twelve months, that individual will be given a Skål International Active Individual Membership (AIM) by Skål USA.

Jackie Cross and Kate Heath are the first two recipients of the AIM affiliation with Skål, which was recently approved by the USA Executive Committee.

"We think this is a logical way to go," says Turkkan. "In this approach, our new Skålleague Club leaders will already become part of Skål and have the extra benefit of immediate access to the wealth of information and support within our organisation. We expect this strategy to accelerate the growth of Skål through even more new Clubs in 2018 and beyond."

Photos:

Southwest Florida: Club President Jack Wert and 2017 Skål International USA President Holly Powers at charter night.

Valley of the Sun: Jim Dwyer, Club organiser Kate Heath, Skål International Tucson Skålleague Tom Moulton, and Dave Ryan.

Skål Australia

**Annual General Meeting and National Assembly.
Business meetings and fun social networking events**

Skål International Australia held their Annual General Meeting and 97th National Assembly from 15-17 March 2018. With 100% of the Clubs travelling to Canberra, members had a wonderful weekend of Skål International business meetings and fun social networking events.

Skål Australia was very fortunate to welcome World President Susanna Saari, Skål International Director Peter Morrison and New Zealand President Leighton Cameron to Australia to contribute to the discussion and fun!

At the top of the discussions was Membership Development, Membership Benefits and the future global direction of Skål International.

Skål International Australia's new executive for the next two years are Fiona McFarlane (President), Denise Scrafton (International Councillor), Alfred Merse (Vice President), Frances Fausett

(Vice President), Correen Hurley (Secretary) and Ernst Krolke (Treasurer).

The Best Club Platinum award went to Skål International Darwin and Australian Skålleague of the Year was awarded to Ernst Krolke for his huge effort in keeping excellent records and keeping the finances in fantastic order.

All Clubs supported the future digital direction and work being done by the Skål International CEO, Executive Committee and International Skål Council.

Thanks to Patina Farnham and her Committee at Skål Canberra for an amazing weekend.

**Australia anticipates having around 50 delegates in Kenya.
See you all there!**



ANTONIO Garcia del Valle

A distinction for one of the tourism pioneers on the Costa del Sol

The tourism impresario and Honorary President of Skål International, Antonio Garcia del Valle received from the Mayor of Malaga, Francisco de la Torre, the distinction of "M for Malaga" which the local authorities presented him with on Andalusia Day for his long career dedicated to the promotion and development of tourism on the Costa del Sol, one of the most well-known on an international level.

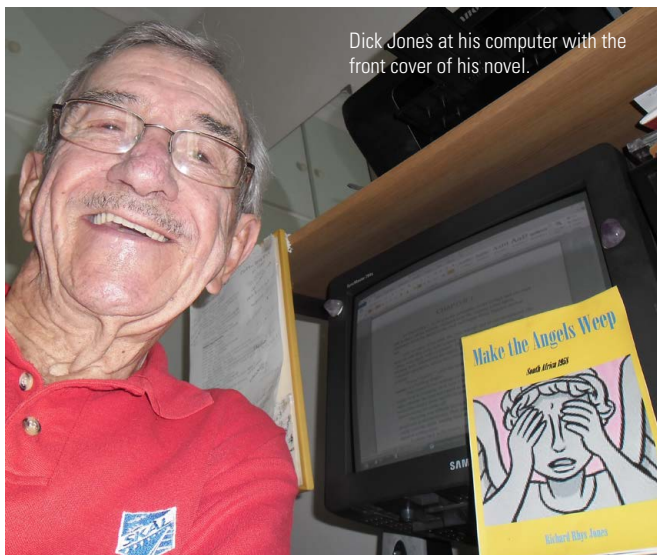
"Having visited 90 countries over 57 years dedicated to the tourism industry, the place which has the best conditions to be the best is Malaga" said Antonio Garcia del Valle on collecting the honour.

Born in Madrid, Antonio joined the Hotel Los Alamos in Torremolinos in 1960 at the beginning of the "boom" years for tourism on the Costa del Sol. Since then he has worked in the real estate and tourism sectors. Together with Antonio Espinosa and Salvador Buendía he founded the travel agency Savitur where he still works today at the age of 83.

The award winners this year are the former footballer, Duda, Antonio Garcia del Valle, the Mollina Museum of Nativity Scenes and the private television channel PTV.



[VIEW VIDEO TRIBUTE](#)



Dick Jones at his computer with the front cover of his novel.

DICK Jones

Rave reviews for former Skålleague's novel

Retired Skålleague Richard (Dick) Jones, who was President of Skål South Africa in 1998 and 1999, has written a novel about South Africa which received rave reviews when it appeared last year.

Entitled **"Make the Angels Weep"** it is currently available from Amazon Kindle, and Jones (86) hopes that a hard copy will be available later this year.

Jones writes under the the nom de plume Richard Rhys Jones. He was a journalist for 20 years and ended up as Night Editor of the country's oldest daily newspaper

"The Natal Witness" before he was appointed tourism director of Pietermaritzburg, the capital city of Natal province, in 1974.

Dick joined the Skål Club of Durban in 1984 and served as Vice-president. He was a founder and first President of the Midlands Skål Club in Howick in 1994.

In 2013 he was presented with a Lifetime Achiever's Award by the Pietermaritzburg City Council for his services to Tourism over almost four decades.

Reviewer Russell Eldridge (author of **"Harry Mac"**), of Byron Bay, Australia, wrote: *"Jones has turned a well-informed journalist's eye on the late 1950s when the apartheid juggernaut was in full advance and the forces of liberation were laying the groundwork for the armed struggle. His story is peopled by an array of characters that represent a cross-section of racial groups and societies at that time. He mixes historical events with swashbuckling action, love stories and mystery with the commitment of an historian and the flair of a top-notch journalist."*

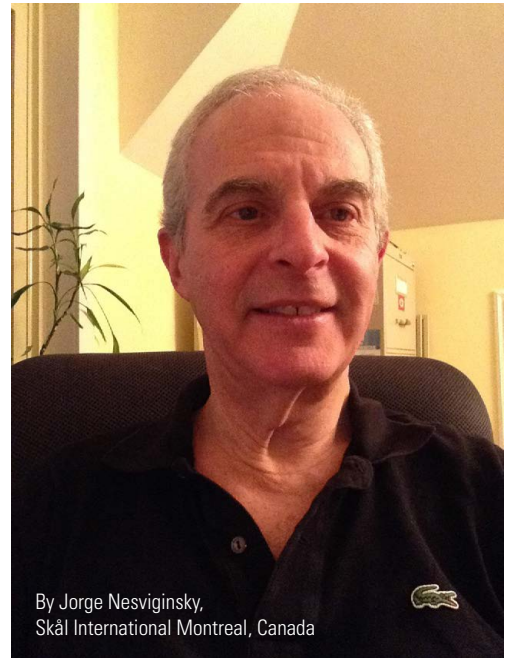
JORGE Nesviginsky

The fundamental value of Skål: Friendship

My first contact with Skål was in 1960 when I was five years old and my father took me to an end-of-year get-together. Although I was very young I still have a very fond memory of the event. I believe this meeting left its mark on me and I said to myself *"I too want to be a member of this movement one day"*. The years went by and in 1978 I presented my candidature. This was my initiation into the Skål Movement. I began attending national congresses and then the Latin American Congress until I had the possibility of going to a World Congress. As my father, Alejandro Nesviginsky who was a member from 1959 to 2005 said, *"until you have attended a World Congress you are not a Skålleague 100%"*. He was right because it was there this I was able to interact with Skålleagues from all over the world, who meet to share the fundamental value of Skål "the cultivation of friendship". This element must never be lost because it is the fabric which differentiates us from other clubs. This was the basis of the Club founded by Florimond Volckaert who introduced the idea of a "tourism amicale".

I then travelled the Skål road participating in various committees. I had amazing Presidents who were my masters. In addition to showing me how a Club should be run, the transmitted the great pride of what is being a Skål member; what is having an open door to any other Club in the world, how they welcome you as another friend. This additional value which the organisation has is priceless.

Forty years have passed and I still have the same Skål ideals in my heart that I started as a young man in 1978. My dream would be to celebrate the centenary of our beloved organisation with all of you in 2034.



By Jorge Nesviginsky,
Skål International Montreal, Canada

SKÅL BREAKFAST AT IMEX

Thursday 17th May 2018 | 08.30 to 10.00 a.m.
Frankfurt Messe Fairgrounds, Hall 9, Level 1, Room Esprit

Skål International cordially invites all Skål members and their guests who will be attending the IMEX as Exhibitors, Visitors or Hosted Buyers to their traditional Skål International Breakfast.

You will be enjoying your breakfast among Skål friends and Trade Representatives from many different countries around the globe. Meet old friends and new contacts in a friendly and relaxed atmosphere.

We look forward to welcome you personally!

REGISTRATION:



Coordinator H.J.Thien at
Thien@thienconsult.de
+49 172 6162601



YOUNG SKÅL ROMA A SUCCESSFUL STRATEGY

Among the objectives achieved by Past Presidents Augusto Minei and Roberto Necci, President Antonio Percario and the Board of Directors have developed one of the largest groups of Young Skål members in the world, besides having given Skål International Roma a “new” personality and visibility to Skål International Roma both at national and international level.



The aim is to scout young talent within the tourism industry to join our Club as they will be the **Future Leaders of Skål** and the future of our industry.

The “format” developed with the experience of Prof. Antonio Percario, President of Skål Roma and International Councillor for Italy is based on:

- Appointment of an Active Skålleague as chairperson responsible for the development of all the activities of Young Skål Roma and Young Skål Italy
- The Board of Skål Roma and Italy appointed Nicole Cutrufo as Responsible for Young Skål Italy.
- The Young Skål Chairperson supports the President of Skål Italy and the President of Italian Clubs to develop and form Young Skål teams in Italy.
- In Italy the largest Young Skål Club and flagship chapter is Young Skål Roma, the second is Young Skål Venice followed by Young Skål Milan and Palermo chapters. Nicole Cutrufo will coordinate their activities in Italy sharing the teams’ best practices and Italy’s strategy and roadmap.

Last year, the Young Skål Club of Rome was very busy with chairperson, Nicole Cutrufo, organising a range of events and activities, including the



welcome ceremony in Venice. Together with Armando Ballarin, President Skål Italia; it organised the first edition of **“Leaders in Tourism”** in Rome.

The great success of the numerous memberships acquired is mainly due to a partnership with the most prestigious tourism schools to recruit new, talented, prospective members for Young Skål Chapters.

In the hard competitive world, it acts as a career platform, where members can find the right support to develop and reach their personal goals, bringing to Skål International Roma their innovative power and benefiting from the experience of active members.

Through surveys conducted among Young Skål members, it designs programmes of activities based on their requests, updates the Young Skål database, adapt Clubs’ communications and improve engagements within the association.

In 2018 it started its activities by coordinating a new connective session at international level with Young Skål Japan and Young Skål Italy and by participating in the Career Trade Show of **“FareTurismo”** with an important workshop on the topic “Internationalisation as a growing key”.



Connective session with Young Skål Japan, **Skål International Roma and Young Skål Roma at Career Trade Show of "FareTurismo"**.

To do so, the Young Skål Group in Rome within Skål International Roma is working on new training days and internships, with the mission to teach and prepare, give the opportunity to grow with specific and unique knowledge and experience in order to strengthen sensibility and culture.

A triple Skål www.youngskalroma.org



WHIT Media is a social media consultancy and training company, who specializes in helping travel and hospitality brands transform their social media channels, to drive an increase in bookings and sales. WHIT Media has worked with hotel managers and staff to improve their social channels and to reach their marketing goals.

▶ **FREE SOCIAL MEDIA TRAININGS FOR SKÅL MEMBERS** ◀

4 April 2018

5 Ways to Ensure 5 Star Social Media Customer Service For Your Hotel:

Learn how to *"Answer the Phone"* to increase revenue and keep guests happy.

During this one hour webinar, WHIT Media will talk about the importance of social media customer service for the travel industry and will provide actionable steps to effectively improve your customer care through social media.

The **registration page** is open to all Skål members, but space is limited.

17 April 2018

5 Ways to Tell a Story Through Food:

Learn how to increase revenue with mouth-watering F&B content.

During the webinar, WHIT Media will take their experiences as culinary travel bloggers and influencers to talk about ways that hotels, restaurants, and travel brands can effectively promote their F&B offerings through social media.

The **registration page** is open to all Skål members, but space is limited.



CLACSKÅL

PANAMÁ 2018
De 18 al 22 Abril



GARDEN ROUTE

Skål International Garden Route implements a Skills Development Training School with practical skills



Due to the devastating fires in June 2017 on the Garden Route in South Africa, many guest houses and hotels were damaged to such an extent that all business ceased. These meant there were many people without an income. Skål International members from a number of Clubs donated money to assist the victims who were affected during this disaster.

Over 2000 beds were lost in the fires. The income the students were earning supported their families.

Skål International Garden Route members had lost their entire business and homes during this fire and their staff were without an income. **Skål Garden Route - Knysna Tourism and Francois Ferreira Academy recruited from Skål members staff and began the training.**

Skål Garden Route has now been able to implement a Skills Development Training School with practical skills. By working with our members - Francois Ferreira Academy - who are accredited Cullinary Art and hospitality Academy.

All tourism related businesses to be added to training program. The Skål International funds that were donated have been paid towards this exciting Skål International Legacy.

TRAINING

Customer Care - Conflict Management - Communication - Team work - Basic Food Service - Basic Etiquette - Telephone etiquette - Internal and external clients. Learners were shown how to write a Professional CV as well as being coached in Interviewing skills. Each component was assessed and a certificate was issued by Francois Ferreira Academy. All students were deemed competent for this section of training.

WINE ACADEMY COURSE

Lecture 1: Setting up at a restaurant - Cleaning tables and after service - Basic waiter and wine steward skills - Styles of wine - Wine tasting ritual.

Lecture 2: How to present wine - Art of service - Art of selling wine - Wine service - What can go wrong.

Lecture 3: Wines - Sparkling - Single Varieties - Dessert and Brandy.

Lecture 4: Wine & Food - Drink and Driving - Terminology.

At the end of the course exams were written and all the students passed successfully. As a result, three of the learners applied for jobs in Europe and were successful. Other learners have been employed by Skål members in Knysna.



PHASE 2: Wines of South Africa

In the quest of setting the learners on a career path it was decided to continue with the same students and take them to the next level, by presenting the next level course in wine service. The wines of South Africa Course is accredited by Cape Wine Academy.

Course content: Wine industry of South Africa - Storage and maturation of wine - Wine styles - Main factors affecting production of wines - Wine origin - Wine routes of South Africa - From the vineyard to the winery - How wine is made - How brandy is made - How Port is made - How Sherry is made.

During the course various tastings are presented and the technical side of the course is presented by the Cape Wine Master and Chairman of the Institute of Cape Wine Masters Conrad Louw. The learners will write an exam which is marked by the Wine Academy. Successful candidates will receive certification from the Cape Wine Academy.

We are delighted to report that all candidates passed and received their aprons and certificates at a recent Skål Garden Route Luncheon. The students participated in the Skål lunch with the members.

Part of Governments strategy going forward is skills for young people of South Africa. We are in discussions with them for Skål International to be part of this programme. Our role will be as mentors and recruitment for employment in tourism exchange students with investment opportunities.

Students Skål Toast

At this time the students are interviewed and

selected for career path based on their personal passion for their skill. Example: Chef, Front Office Manager, Wine Steward, etc. We believe going forward the skills and career path in tourism should be introduced at the schools Grade 10, adding to the curriculum. Trade shows to be held at schools for students to discuss the various career options in tourism.

This training will create entrepreneurs and Managers and grow the small business and the economy. A great opportunity for the small business sector. The first course was launched and towards end of the year the students achieved their Francois Ferreira Academy certificate and their Cape Wine certificates. Skål National President and International Councillor Niel Els, Pam Snyman, President Skål Garden Route, Pro Mimi Finestone, Liezel Cardoni, Denise Lindley and Francois Ferreira were on hand to hand out the certificates. Students were interviewed and received a lot of attention of social media.

The young professionals were hosted at the February Skål Luncheon to receive their certificates and aprons from the wine academy. The young professionals were invited to participate with Skål members and to engage with the tourism industry. Training will be ongoing and will be initiated with all Skål Clubs in South Africa.

FURTHER TRAINING: TOURISM AMBASSADOR TRAINING MARCH 2018

Gabi Obermair from Skål Austria recently visited Skål Garden Route and donated funds for the fire victims. This funding will be used for separate project known as Tourism Ambassador programme.

Francois Ferreira Academy is in the process of interviewing the students. To date 40 students have been selected. The course is aimed at the travel and tourism industry with staff that interact with the tourist. The training affords the students South African Food Heritage, with emphasis on location, general knowledge such as animals, birds, natural attractions, manmade and culture, festivals, restaurants, types of food available in each town. Hotel and guest house accommodation and price range of various establishments, customer service, a four hour tour of each town to discover what is on offer for the tourist.

Students will be required to write a test on what they have learnt and a one day refresher course is available every six months, to keep the member abreast of new activities and developments in the industry. A one day course will cost of R300 payable by the student.



Exemplary Skål Member

ANDRES HAYES

THIS EDITION WILL BE THE FIRST OF MANY WHERE EXEMPLARY SKÅL MEMBERS ACROSS THE GLOBE WILL BE INTRODUCED

It gives us great pleasure to include our first recipient **Mr. Andres Hayes**, the newly elected Club President of Washington to you. Andres is a consummate gentleman who is passionate about Skål and has a vision for his Club and Organisation and an energy to not only increase membership but identify Captains of Industry to become part of Skål.

Andres Hayes, who was born in Panama and was educated in both Panama and the United States. In his international career, he has worked in other countries around the world, expanding Visa Card services to Central Europe, Africa, the Middle East, and the Caribbean. He also handled banking services for a major oil company while based in Paris. He has visited 68 countries during his career.

In Washington, Hayes has been well known as Manager at both B. Smith's Restaurant and the Mansion on O Street. He also serves on the boards of the DC Chamber of Commerce and the Greater Washington Hispanic Chamber of Commerce, as well as an advisor to the culinary program of the Carlos Rosario International Charter School.

He operates his own consulting business **AH Consulting Firm**.

He was introduced to Skål by Stephen Richer and immediately became passionate about the organisation that he started to advocate and recruit new members. As a leader of Skål Washington, Hayes has been responsible for starting a landmark new Skål Club in Richmond, while contributing to the growth and success of his home club.

"My goals for 2018 include membership growth, more activity related to strengthening the local travel industry, and expanding our programs to bring more business and career growth to our members."

*"For me Skål is more than an organisation, it is a family because of the business and valuable friendship that I have developed around the world. **I AM SKÅL.**"*

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Iberia, where every day is a brand new beginning.



USA's Richer Named 2017 Skålleague of the Year

Steve Richer, our Skålleague of The Year 2017 is the type of person you will only meet once in a lifetime!

A passionate, knowledgeable Gentleman who accepts full responsibility for any position he holds and takes on each challenge with a quiet confidence and effective engagement.

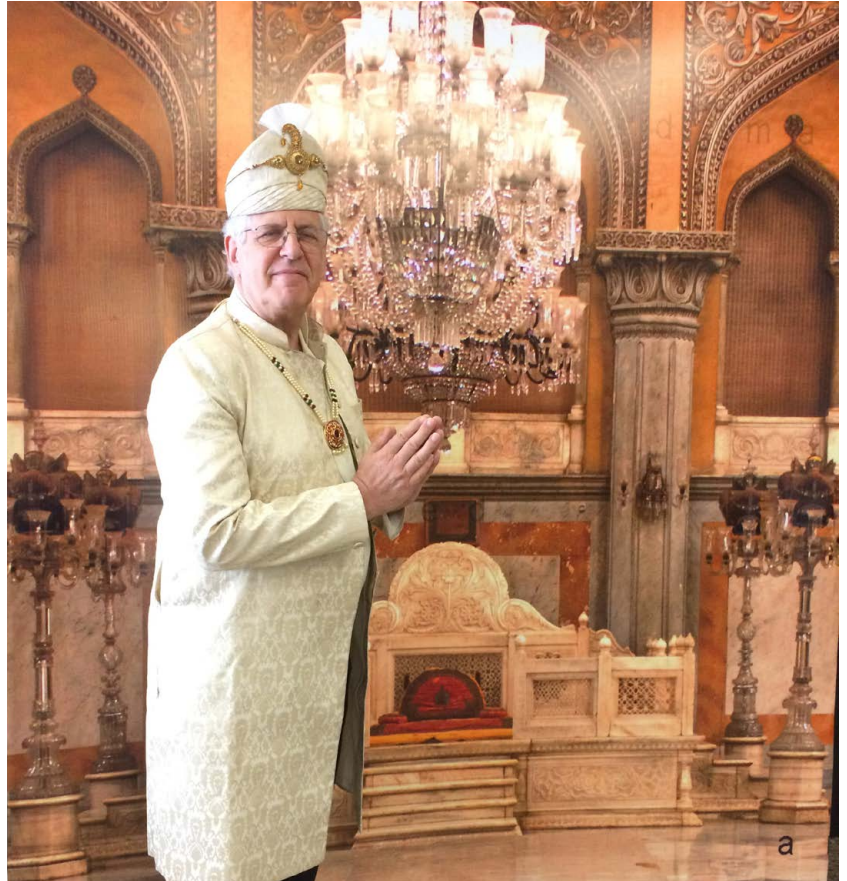
Even though he is an avid traveller and a Director of Skål International USA, he has been active in academics, politics and religious organisations in his lifetime. Apart from his busy career, Steve is the innovator of the new and exciting membership growth in Africa working closely with Vice President Lavonne Wittmann.

We are extremely proud to have you as a member of Skål International Steve and your award is truly deserved.

"Skål is the organisation which has dramatically impacted my career in the tourism industry," says Steve Richer, Director of Public Relations and Communications for Skål International USA. "In my more than thirty years of membership, it has helped me to make connections globally, better understand opportunities for the growth of whatever travel focused business on my agenda at a given time, and provided lots of interesting challenges to develop my leadership skills. It is always a pleasure to bring other travel industry leaders into Skål, because it offers this combination of factors to any engaged member."

When 2017 Skål International David Fisher announced Richer as the new awardee, he specifically cited his work on the reestablishment of the Addis Ababa Skål Club, which had been inactive since the toppling of the government of Emperor Haile Selassie in the 1970s after which international activities, like Skål, were reduced. Additionally, Fisher mentioned Richer's efforts at the twinning of all the Clubs in India with U. S. Clubs as another element in his selection.

Richer is currently serving on the national Executive Committee of Skål in the United States and is



a member of the Skål Club of Washington, DC. Since 1986, he has been a member of the Skål Clubs of Reno-Tahoe, Philadelphia, Atlantic City, which he organised, and New Orleans, based on his industry positions at the time.

He has served as Director of Tourism in the states of New Jersey and Nevada, head of both the Atlantic City and Mississippi Gulf Coast convention and visitor bureaus, and the public advocacy Director for the National Tour Association.

Richer has previously won tourism leadership awards from the New Jersey Travel Industry Association, Mississippi Travel Association, National Tour Association, and Black Meetings and Tourism Magazine.

Richer is a graduate of Princeton University, former mayor of Randolph Township in New Jersey, USA, and has been active in a number of other charitable, academic, political, and religious organisations throughout his career.

An enthusiastic traveler, he has visited all fifty states in the United States and is actively adding more countries to the over fifty he has visited so far. Richer



is an international tourism marketing consultant and is heavily engaged in projects in both China and Africa.

"This recognition from Skål was totally unexpected," he commented. "With all the outstanding Skålleagues around the world and those I know best in the United States, this is a very humbling experience. I have to thank my USA and Washington Skålleagues in particular and the many other Skålleagues around the world for keeping me inspired. Special thanks also go to our Skålleagues in Addis Ababa, Ethiopia, and the India and U. S. Clubs who committed to the Skål twinning program."

Skål USA delegates join Richer after his acceptance of award, left to right are 2017 Skål International Washington President James Enright, Steve Richer, 2017 Skål USA President Holly Powers and 2018 Skål International Washington President Andres Hayes.



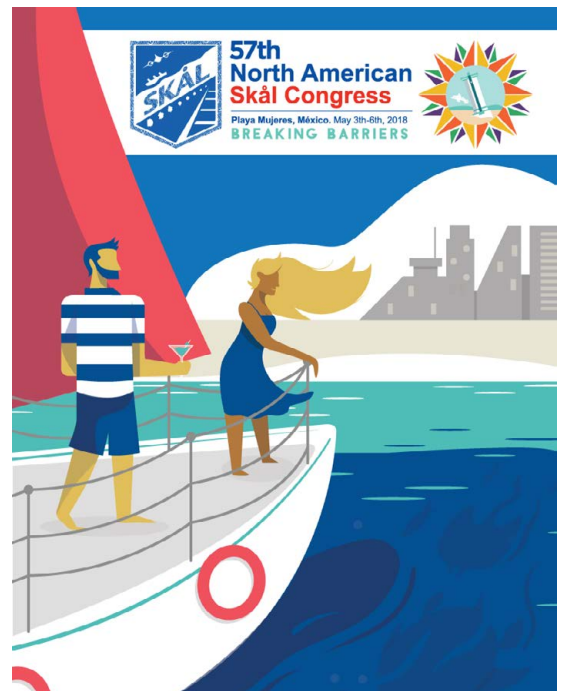
Skål International Colorado is inviting Skålleagues who are attending IPW in Denver, Colorado to a reception.

22 May 2018 | 5:30pm-7:30pm
The Denver Athletic Club, 1325 Glenarm Place, Denver CO 80204

The reception will take place in the Billiards Room and is just a short walk from the Colorado Convention Center and downtown hotels.

No charge but please confirm your attendance by e-mailing **Bruce Whitaker:** skalcolorado@comcast.net

Questions call: 303-792-9621



Mid-Year Meeting in Germany

The Executive Committee and International Skål Council Mid-Year meetings were held just outside Berlin in Kremmen to coincide with ITB in early March 2018.

There were Councillors in attendance from around the world, representing around 80% of the total Skål membership. All the Executive Committee members and the Skål International CEO attended this joint meeting giving International Councillors in-depth deliberation on all topics.

There were vibrant discussions about the Global direction of Skål and participants also enjoyed some great Skål Amicale for which the association is famously known.

"I am not exaggerating when I say this was the best Mid-year meeting I have ever attended since I began as a Deputy Councillor in 2009. I really want to thank International Skål Council President Bill Rheume and his team, as well as all the Councillors who attended for this", says International President Susanna Saari.

The main items – **Digital transformation and Statutes** review – were discussed in great detail by the Executive Committee and in a very positive atmosphere! Skål should be fully digital by 2019 with changes in the logistics and work processes at the General Secretariat on which members will be informed accordingly and the promise that membership fees will not be used to cover the expenses.



Skål goes new Statutes: Clubs will hear more from Director Mark Alexander during the spring and a survey will be sent to them. By mid-August all Clubs will receive suggestions for completely new Statutes to be voted at the Congress at Mombasa. The aim is that in the future we are run mostly via By-laws and Statutes are not discussed every two years. Radical changes in the membership categories will also be suggested, once again the aim is to be able to recruit new members, not to turn them away. In this process the local Clubs will have much more say in the type of members they would like to invite to join the Club.

THE INTERNATIONAL SKÅL COUNCIL MEETING GAVE AN OPPORTUNITY TO DISCUSS SUBJECTS SUCH AS:

- **Digital Transformation** required to take Skål forward into the future
- **Membership Development** and **Membership Categories** that work with today's tourism distribution systems
- **Development of a Membership Development Strategy** to be presented at the Kenya Congress
- **Skål Congress Format** – with good plenary and workshop sessions
- **International Skål Council format and restructure**
- **Form 4**
- **Communication Strategy**
- **Statutes and By-Law updates**

Between now and Kenya, the International Skål Council will work on many areas of Membership Development and share this with delegates at the World Congress in Kenya. The entire meeting recognised that the organisation needs to move forward and agreed to collectively work together to make that happen.

The Executive Committee promised change and both the Executive Committee and the International Skål Council are working in sync to make that happen.

ITB Berlin 2018

Business is booming in the global travel industry



An economic boost from Berlin – All signs point to growth and a record year – ITB Berlin reaffirms its standing as the World's Leading Travel Trade Show

With a five per cent increase in business volume at ITB Berlin 2018 compared to last year, and excellent business being forecast for the coming months, the international travel industry is well on course for a record year. As ITB Berlin concluded, the global travel industry presented itself in good health and in an optimistic mood, more so than for a long time. The results of the five-day exhibition on the Berlin Exhibition Grounds mirrored the good atmosphere. The show, which had been booked to near capacity for months, impressively confirmed its role as a reliable economic indicator and forward-looking trendsetter. With around 110,000 trade visitors from Germany and abroad, ITB Berlin was able to reaffirm its standing as the World's Leading Travel Trade Show. Despite the warm spring weather around 60,000 members of the general public flocked to the display halls on the weekend to find out about the wide range of information available from exhibitors. The ITB Berlin Convention, which examined current issues such as overtourism and digitalisation, also underlined its role as the global travel industry's leading think tank.

The main reason for the industry's positive mood is the positive economic climate in the eurozone which according to leading

economic institutes is better than at any time since the turn of the millennium.

From 7 to 11 March 2018, over a period of five days, more than 10,000 companies and organisations from 186 countries and regions exhibited their products to visitors in 26 halls on the Berlin Exhibition Grounds. Once again, there was a high percentage of buyers in a decision-making capacity: two-thirds of trade visitors said they were directly authorised to make buying decisions for travel products. Around 74 per cent of the ITB Buyers Circle attended in a decision-making capacity, with budgets that exceeded one million euros. More than one-third of the buyers present even had ten million euros and more at their disposal.

The huge prospects that **medical tourism** has to offer the global tourism industry were highlighted at ITB Berlin. Due to high demand this segment, which was introduced only last year at the World's Largest Travel Trade Show, was relocated to a larger hall (21b). This year again, Travel Technology was one of the segments which displayed strong growth. Exhibitors including eNett, Traso, Triptease and Paymentwall, which increased their display areas, returning exhibitors, among them Travelport, as well as the Hospitality Industry Club, a newcomer, highlighted the excellent prospects of this fast-growing segment. The large increase in Chinese exhibitors there was particularly noticeable. The online portal Ctrip displayed its products in Berlin for the first time. Two new formats celebrated their debut in Berlin, reflecting strong growth in the Luxury Travel segment. With the new **Loop Lounge @ ITB** organised in collaboration with Loop, the trade show for luxury products, ITB Berlin had created a new platform for networking in an exclusive atmosphere with a select group of exhibitors, and with the first ITB Luxury Late Night the show provided an opportunity for visitors to cultivate contacts. Currently, luxury travel accounts for seven per cent of the market and annual growth is in double-digit figures. For the ITB Berlin Convention, the global travel industry's leading think tank, which hosted around 150 sessions featuring over 300 outstanding speakers, the event was also a success. Messe Berlin had been able to secure Zambia as the Convention & Culture Partner. Situated in the middle of southern Africa, this country is still largely untouched by tourism. However, it is gradually establishing itself as a popular travel destination. Other partners of the ITB Berlin Convention included the World Tourism Cities Federation (WTCF) in the role of co-host, Ctrip.com International, the Federal Ministry for Economic Cooperation and Development (BMZ), and the Ministry for Culture and Tourism of the Republic of Turkey.

The next ITB Berlin will take place from Wednesday, 6 to Sunday, 10 March 2019.

40 YEARS SKÅL INTERNATIONAL ZELL AM SEE
"Glacier, Mountain, Lake" | 25-27 May 2018

We look forward to celebrate our 40th anniversary with you. You should not miss this event, a great and exciting program awaits you. Information and registration here.

WTM Africa

Skål members who will attend WTM Africa are more than welcome to visit the Skål International stand and participate at the Skål activities during this trade show.

Skål International stand at WTM Africa:
V05 – Gallery Way

To take advantage of these rates and ensure your accommodation at the hotel, please complete this

Booking form

and mail it to **Vuyisa Mvemve:**
Vuyisa.Mvemve@tsogosun.com

Special room rates for the attendees of the WTM Africa 2018 have been negotiated.

Book for the Networking Event as soon as possible as there are only 100 tickets due to limited space at the venue.

SKÅL INTERNATIONAL CAPE TOWN

invites you to join us at our WTM Networking & Cocktail events.



Thursday 19 April 2018

Cullinan Hotel, Cape Town
at 17:30 - 18.00



R250 per person (members and guests)

BOOK NOW

Numbers limited
RSVP: **Colleen Rens**
colleenrens@gmail.com



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With more than 624 exhibitors and buyers from over 72 different countries WTM Africa creates personal and business opportunities providing our customers with quality contacts, content and communities. In 2017, an incredible **US\$ 365,950,813** was written in business and continues to grow!

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industry professionals



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IMEX Frankfurt

Timely and relevant topics on the table at new conference at IMEX in Frankfurt
Speakers from UN, European Astronaut Centre and UBS among inspirational women at She Means Business



Gender equality and female empowerment have never been higher on the news agenda and these issues are now, rightly, being given the due recognition they deserve – across the meetings and events sector – and society at large. At a new conference during EduMonday at IMEX in Frankfurt, pioneering women will share their experiences, provide valuable advice and inspire action.

Inspirational women from around the world are sharing their perspectives on the current climate at **She Means Business**, taking place the day before the show on Monday 14 May, as part of EduMonday at IMEX in Frankfurt. The new half day conference, created in partnership with **tw tagungswirtschaft magazine**, celebrates the role of women in the industry. Meeting and event strategists – both female and male – are invited to network and learn from a packed programme of highly influential speakers and mentors.

PIONEERING WOMEN – PILOTS AND ASTRONAUTS

The speakers are inspirational women from diverse backgrounds and sectors. What unites them is that they have overcome challenges and broken boundaries. Female business leaders from backgrounds including tech, finance and the UN share their personal perspectives on issues including empowering women in the workplace, eradicating the gender pay gap and increasing leadership positions held by women. The UN's Women's Empowerment Principles are a set of guidelines for businesses on how to empower women in the workplace, marketplace and community.

She Means Business rounds off with 'Women in the meetings industry – on eye level with men?'

A panel discussion moderated by Sheriff Karamat, CEO of PCMA, discussing how a commitment to gender equality and

diversity can lead to positive change and new opportunities. This is followed by the opportunity for in-depth roundtable discussions and networking.

Carina Bauer, CEO of IMEX Group, comments:

"Our new conference, She Means Business, has come at a crucial juncture in society – we've reached a turning point where these issues have come to the fore. The next step now is to decide how to move forward – and She Means Business will provide a platform for forward-thinking women – and men – to come together and take action."

"We're delighted to be launching She Means Business with the IMEX Group," explains Kerstin Wünsch, Editor-in-chief of tw tagungswirtschaft. "We believe that the sharing of experiences and opinions is the most powerful way for women to talk to each other and to men in order to encourage working together to achieve diversity and gender equality."

She Means Business is part of **EduMonday**, taking place on Monday 14 May, the day before IMEX in Frankfurt. EduMonday launched last year but has already grown exponentially to include many powerful initiatives that address the current issues of the day. **Find out more here.**

For more information on She Means Business and to register for IMEX in Frankfurt see **here**.

She Means Business is created in partnership with tw tagungswirtschaft, sponsored by H-Hotels AG, CCH - Congress Center Hamburg, Switzerland Convention & Incentive Bureau, Cologne Convention Bureau, London & Partners, Horizont, m+a report and BizTravel, and supported by MPI, PCMA, IAEE, AWE, WINiT, SITE, ECM, EVVC, VDVO and Fast Forward 15.
#shemeansbusiness



 **FRANKFURT**
14 MAY 2018

GAIN WISDOM FROM THE WORLD'S BIGGEST BRANDS AT **EXCLUSIVELY CORPORATE 2018**

Exclusively Corporate is a day of free tailored education and networking aimed solely at corporate event planners, taking place the day before IMEX in Frankfurt starts.

Meet the brains behind the brands

Event strategists from companies including **Facebook**, **C2** and **LinkedIn** will be sharing their expertise on the topics of legacy, innovation, disruption and security. Want to know how these speakers dazzle their delegates? Come along and take notes!

The day after, IMEX provides the opportunity to meet face to face with destinations, venues and hotels, make new contacts, and discover the latest technology and innovations in the meetings and events industry. There's inspiration everywhere.

Gain wisdom from the world's biggest brands at Exclusively Corporate at IMEX. Find out more at [imex-frankfurt.com/whats-on/exclusively-corporate](https://www.imex-frankfurt.com/whats-on/exclusively-corporate)

ITB BERLIN 2018

A great show of happiness, good health, friendship and long life

In Hall 18 we had a booth and many interested tourism professionals attended this opportunity of business contacts and listened to our trusted voice of tourism.

On the first day more than 50 Skålleagues used the booth for the Happy Hour and nearly 30 interested tourism experts visited the booth for information about us. The first Young Skål Happy Hour on the following day brought more than 70 Skålleagues and interested young experts to our booth.



A spectacular highlight was our traditional lunch, because more than 100 participants in the Istanbul Room listened to Dr. Hartwig Bohne, President Skål International Berlin, Susanna Saari, President Skål International, and Daniela Otero, CEO Skål International, who reported about the digital transformation project for the association and the referring challenges. All attendees were part of the signing ceremony of the Memorandum of Understanding for a reliable cooperation between Skål International and The Code, introduced by Vice President Lavonne Wittmann, as well as the ceremony of welcoming the freshest Young Skål Berlin member, Moritz Freise, who joined the Club on the day before the ITB started and three days later he got his Young Skål membership certificate and pin. Finally, Former President Karine Coulanges announced the First European Club Meeting in Paris at the end of November 2018 to strengthen the European network and structures in Europe.



This commitment to Skål and participants from more than 30 nations made this ITB a real active and creative symbol of business among friends.

This commitment to Skål and participants from more than 30 nations made this ITB edition a real active and creative symbol of business among friends. Skål International Berlin thanks all international and national Skålleagues for their individual efforts and loyalty.

Memorandum of Understanding

Skål International and The Code signed a MOU at ITB Berlin 2018

Friday 9 March was an historic day for Skål International as this was the day that a Memorandum of Understanding was signed between Skål International and The Code. Even though our affiliation has been in place for many years, it was decided to formalise the partnership with the signing of the MOU at the famous Skål Berlin Get Together lunch at ITB.

It was a fitting occasion to sign this document at a lunch attended by many Skål members from around the world at the Largest Travel and Tourism Fair globally.

Skål International occupies a seat on the board of The Code and this year represented by President Susanna Saari who signed the document with Theo Noten, Treasurer of The Code.

Thecode.org is short for the The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism. Their mission is to provide awareness, tools and support to the tourism industry to prevent the sexual exploitation of children.

As Skål International is the Trusted Voice in Travel and Tourism since 1934 and the largest travel and tourism organisation in the world representing each sector of this industry is just seemed the right thing to do to partner with this worthy cause.

[Read Memorandum of Understanding.](#)





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