

MAGAZINE

279



SKÅL

INTERNATIONAL
Connecting Tourism Globally



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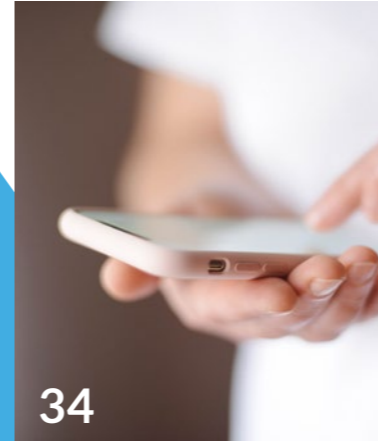
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Fiona Nicholl
Director PR & Communications
fiona.nicholl@skal.org

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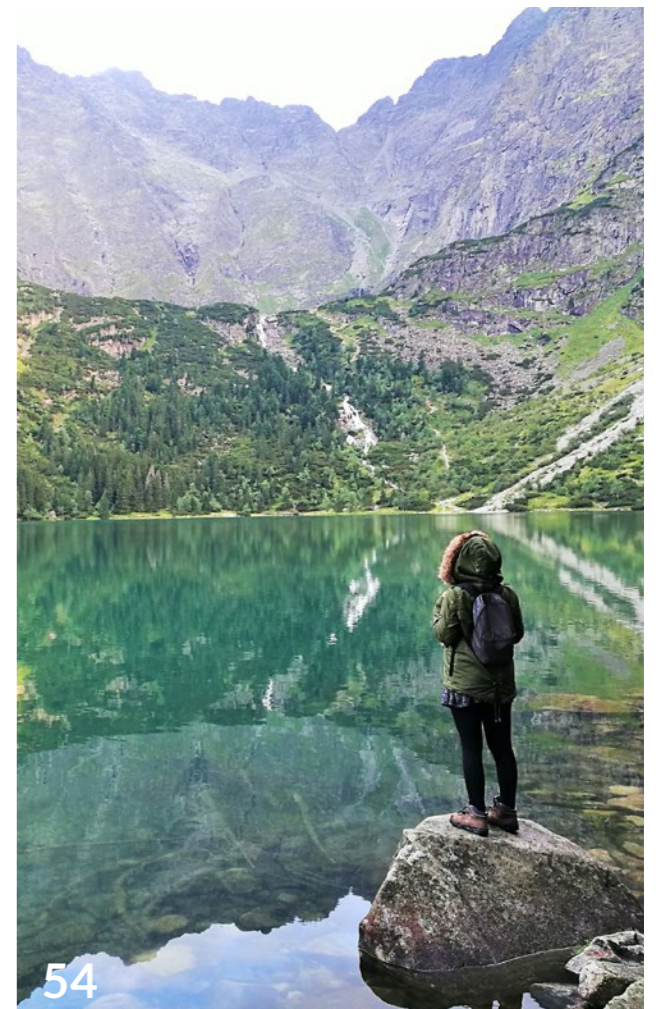
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Follow Us



MESSAGE FROM THE PRESIDENT



Peter Morrison
President

“THERE WILL BE NO WORLD RECOVERY WITHOUT TOURISM”

Yes, we are all suffering in this one in a hundred-year event!! Who would have thought that in October we are still seeing this carrying on?

You; all as members will have your own stories to tell.

As you know, my companies nearly 15-year contract to manage the Boutique Hotel has come to an end. We were very reliant on overseas clients especially in our high season.

Many countries around the world are now doing their best to get their domestic Tourism industry up and running.

There are now “*millions of jobs at risk in one of the most labour-*

intensive sectors of the economy,” says UNWTO Secretary-General Zurab Pololikashvili. Developing economies are expected to suffer the most.

As country borders consider reopening, **a partnership between governments and the Tourism industry will be essential.**

COVID-19 has caused an unprecedented crisis for the Tourism industry. International tourist arrivals are projected to plunge by 60 to 80 percent in 2020, and Tourism spending is not likely to return to pre-crisis levels until 2024. This puts as many as 120 million jobs at risk.

The experts forecast the Middle East, Europe, Africa, and Asia and the Pacific are likely to experience some recovery this year – with the Americas most likely to take longer.

The return of Tourism demand requires those tourists and our employees to feel—and are—safe. International organisations that Skål International has links with; such as the International Air Transport Association (IATA), and the World Travel & Tourism Council (WTTC), have developed a set of guidelines to serve as a baseline. But various Governments around the world are unnecessarily adding more bureaucracy!

WE, ALL AS MEMBERS,
NEED TO STAY CONNECTED

Is there an opportunity for our industry to redirect itself and change the face of future Tourism? However, whether we have really moved away from mass Tourism, as we knew it, after the coronavirus crisis remains to be seen?

We are not sitting still at Skål International HQ in Torremolinos.

Membership Director Burcin Turkkan and Communications Director Fiona Nicholl are making a call to all Travel and Tourism Industry Professionals to **join Skål International and take advantage of being a member of the world's largest networking organisation that 'Connects Tourism Globally'.**

With over 86 years of history and offering the most up to date digital transformation platform that is available today in the market, we offer the unique opportunity of doing business amongst friends.

This is the time, when **we, all as members, need to stay connected** and be a part of our large international organisation; Skål International.

When the pandemic is over, those who have stayed as members of Skål International; will be the ones who will be able to recover the fastest. **I sincerely thank you for your continued support.**

With kindest thoughts.

Yours in Skål

Kia Kaha (Stay Strong)

Peter C Morrison MNZM
Skål International
President 2020



NOTE FROM THE CEO



Daniela Otero
CEO

THE SAFE REBOOT OF TOURISM IS POSSIBLE. THE ROLE OF THE STATE.

The cost of the travel restrictions introduced in response to the COVID-19 pandemic is in full view.

The reopening of borders to Tourism has been greeted with relief by millions of people who depend on our industry. But it is not enough, especially in light of recent announcements and measures that seem to be increasingly moving away from that international coordination that the UNWTO has been calling for since the pandemic broke out.

In these uncertain times, **citizens around the world need strong, clear and consistent messages.**

Over recent weeks I have participated in the meetings that we have with the members of the **World Travel and Tourism Council (WTTC).**

At these meetings, we are insisting that meaningful and swift action is needed to support the travel and Tourism sector in the turbulent months to come and governments have been urged to implement policies that directly support the Tourism industry in three important areas:

- 1. Protection of workers' livelihoods:** Financial assistance must be granted to protect the income of the millions of workers who are experiencing serious difficulties.
- 2. Fiscal Support:** The Government should provide unlimited interest-free vital loans to global travel and Tourism companies, as well as to the millions of small and medium-sized businesses, as stimulus to prevent their collapse. Governments need to waive fees and financial requirements for the travel and Tourism sector with immediate effect for at least the next 12 months.
- 3. Cash and liquidity injection:** Cash flow assistance to support large and small players in the travel and Tourism sector is critical, as well as offering targeted support to severely affected industries within the sector.

In order to save the Travel and Tourism sector, and thus recover the millions of jobs that have been lost, the urgent implementation of state policies is needed.

There are already some countries that have announced and are currently implementing important policies in these areas. You can click on the following [link](#) to find out what measures are being implemented to support the sector in each country.



Access the full document compiled by the WTTC.

COLLECTIVE ENGAGEMENT AND TRUST, KEYS TO THE REACTIVATION OF TOURISM. THE ROLE OF THE PRIVATE SECTOR

We face the challenge of a gradual reopening of Tourism amid the fear of resurgent outbreaks, but also of the exhaustion of the population generated by the confinement.

CLICK TO OPEN IN A BROWSER



Movement and booking behaviour

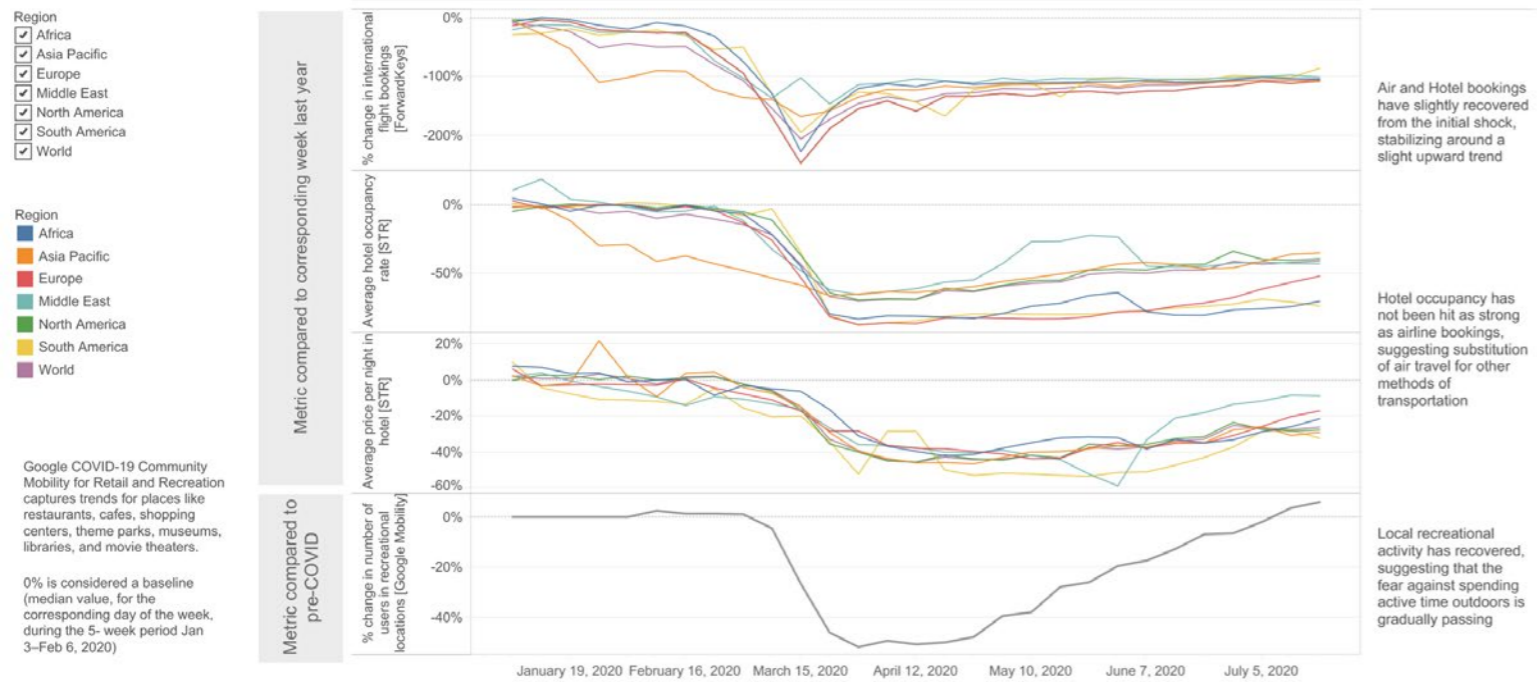


Designed by: McKinsey & Company

Date: 1/7/2020 to 8/8/2020

Flights, hotel occupancy, hotel prices and mobility analysis

TAKEAWAYS



The guidelines focus on priorities based on the mitigation of the economic impact (which many governments are already implementing as I have discussed above), the development of international security protocols, coordinated responses and the promotion of innovation.

The measures aim to mitigate possible resurgent outbreaks and to restore the confidence of travellers, therefore, the private sector is now focusing on establishing and complying with the strict protocols designed to reduce risks in each link of the Tourism value chain.

To get out of this crisis, the digital transformation of destinations, companies and employees will also be necessary, with initiatives such as free online training or the implementation of apps at an international level to improve coordinated operations at airports and hotels. Thus, technology will play a fundamental role in promoting social distancing, for example in hotels, and this is where the business community must actively work.

In recent weeks, world Tourism has led the way in finding and applying solutions that help us adapt to the new reality while we wait for a vaccine that could still take many months to arrive.

Rapid and rigorous testing at ports and airports and detection and tracking apps have the potential to drive the safe reboot of Tourism, building on the learning curve of individuals and companies during these difficult past months.

They are solutions that need to be fully incorporated, not just cautiously explored. A delay would be a catastrophe and it would put all the progress made in making Tourism a true pillar of sustainable and inclusive development at risk. Unilateral and short-term measures would have devastating long-term consequences.

In this way, citizens everywhere have already learned to behave in a responsible manner and companies and services have established protocols and adapted their activities.

Now is the time to make the necessary political decisions to close the gaps so that we can all move forward together in the same direction.

DOMESTIC TOURISM TO HELP DRIVE THE ECONOMIC RECOVERY FOR DESTINATIONS AROUND THE WORLD

In this scenario, on 27 September, we have celebrated **World Tourism Day**, a date to which we will contribute and which is launched, this turbulent year, under the slogan of "**Tourism and rural development**", with the focus being put on Tourism opportunities outside big cities as a means of preserving cultural and natural heritage throughout the world.

In this sense, Zurab Pololikashvili, commented that: "*The UNWTO estimates that domestic Tourism will recover faster and stronger than international travel. Given the magnitude of domestic Tourism, this will help many destinations to recover from the economic repercussions of the pandemic, while safeguarding jobs, protecting livelihoods and allowing the return of the social benefits that Tourism offers*".

Many countries have already joined the launch of various incentives and plans that promote domestic Tourism, undoubtedly an opportunity for the necessary economic and social recovery throughout the world and to which both destinations and companies in the industry will have to adapt.

Daniela Otero
CEO

WELCOME!!

As CEO of Skål International, I am very happy to welcome all the members who have chosen to join the world's largest association of Travel and Tourism professionals.

This is without doubt the best time to have a network of contacts at a global level, to benefit from the advantages that membership offers, and to do business among friends.

You can contact new members through the Skål International web platform and give them a warm welcome!

Log in with your username and password to the 'Members' section and connect with members from all over the world! If you have any questions regarding access to the platform, please [contact the support team](#).

Daniela Otero
CEO

NEW MEMBERS OF SKÅL INTERNATIONAL

COUNTRIES

Argentina Mexico
Armenia Nepal
Australia Netherlands
Bahrain New Zealand
Belgium Peru
Canada Russia
Croatia Singapore
Fiji South Korea
Finland Spain
France Sri Lanka
Germany Sweden
Guadeloupe Switzerland
India Thailand
Indonesia Turkey
Italy United Kingdom
Japan United States
Kenya Vanuatu
Macau

SECTORS

Bus companies Tour Operators
Car rentals Tourism Consultancies
Congress and convention centers Tourism training establishments
DMC
Hotels Tourist Attractions
Professional event organizers Tourist authorities
Reservation systems Tourist media
Restaurants Tourist organizations
Service providers to the sector Travel Agencies
Shipping companies Travel Insurance Companies
Sports Tourism Vacation Camps

COUNCILLOR'S CORNER

Marja Eela-Kaskinen
President
International Skål Council



As I write this, we are getting very close to our annual AGM & AGA. Our most important meeting will be conducted virtually this year as we are still unable to travel as we used to. The Annual Congress with the AGM has always been the center of our Skål International year, it gives us an opportunity to meet with old friends and gain new ones, to exchange ideas and discuss topics important and interesting to all of us. But that is not all. It also gives the **opportunity for the Executive Committee that you have chosen to meet face to face and work closely together** for several days and it gives the opportunity for the International Skål Council to get together and work on issues coming not only from the Executive Committee but from you, the members, through your National or Area Committee.

This current situation is even more challenging to clubs and National Committees whose members are struggling to keep their jobs or keep their businesses going. Many of you have not been able to meet with Skålleagues in person after March and everything seems to be on hold and it is very difficult to keep thinking positive. Many clubs have turned to virtual platforms and are organising lunches, cocktails, dinners and even membership recruitment functions online. It seems that nothing is impossible once you put your mind to it! **Please share your ideas and best practices so that we can keep staying connected with our members and get through these difficult times together.**

For the Executive Board members and International Skål Council members, virtual meeting timings are often challenging – someone always has to get up in the middle of the night to attend a meeting. Conducting a virtual meeting can also be a challenge.

We as organisation do not yet have an established policy to run virtual meetings and we have all been learning on the go and at least I still have a lot to learn. Virtual meetings are a perfect tool for the Council to work in smaller groups and discuss tasks throughout the year which makes the Council work more effectively, but for brainstorming and networking we still need face to face meetings.

35 Councillors represent their members at the International level, each of them elected by their National or Area Committee and all of them dedicated to do so. The Council is an important link between the National and Area Committees and the Executive Committee. It is important that the Council President sits in the Executive Board and enhances the flow of information both ways. I have been very privileged to lead this group for the past two years and now it is time for a whole new ISC Board to take over and continue the work. I'm proud of all the Councillors, their dedication and the work they do. **My heartfelt gratitude goes out to the ISC Board and their commitment to Skål International and the Council.** I wish the upcoming Board success and all the best, I know they will do an amazing job in guiding the Council forward.

Looking forward to meeting you all virtually in October but even more, I'm looking forward to the time when we can travel again and meet in person. Until then, **stay safe and stay positive and let's keep our network going.**

SKÅL!

HAPPY WORLD TOURISM DAY 27 SEPT



SAVE THE DATES

VIRTUAL
ANNUAL GENERAL ASSEMBLY
OF SKÅL INTERNATIONAL
CLUB DELEGATES

17 OCTOBER'20
16:00 hours (CEST).

The Agenda for the Annual General Assembly of Skål International that will be held virtually on Saturday 17 October 2020 - which includes the annual and financial reports, as well as the candidates for election - is available by entering the Skål International website '[For Members' Area / Documents / Annual General Assembly](#)' (log In requested).

Skål International clubs will be provided with all additional details for the virtual meeting and voting in the next few days.

TRAVEL SHOWS

TTG TRAVEL
EXPERIENCE

14-16 OCTOBER'20
Rimini, Italy
[WEB](#)

ITB ASIA
VIRTUAL

21-23 OCTOBER'20
[WEB](#)

WTM LONDON
VIRTUAL

9-11 NOVEMBER'20
[WEB](#)

IBTM WORLD
VIRTUAL

8-10 DECEMBER'20
[WEB](#)



2020
Skål
International
...
Candidates
for
elections



BILL RHEAUME

FOR PRESIDENT

Bill is a Certified Hotel Administrator and an honours graduate from British Columbia Institute of Technology with a diploma in Hospitality Management and Business Administration.

Bill's career in Hospitality Management began in 1975 as the Banquet Manager for an independent hotel in Vancouver, British Columbia, Canada where he learned the value of hard work, guest relations and team collaboration. Bill's career has evolved over the last 40 years of senior management experience in destination hotel & resort operations including positions with Canadian Pacific Hotels (Fairmont), Radisson Hotels and several elegant Boutique Hotels.

In 2007, Bill became an independent Hospitality Management Contractor, joining Inntegrated Hospitality Management Ltd. ("IHM") in 2009, where he is currently Director of Management Services.

His senior management experience includes General Manager positions at the following destination hotel & resort operations:

- **Pursuit Hospitality Division, Banff;**
- **Nita Lake Lodge, Whistler;**
- **Radisson Hotel & Conference Centre, Canmore;**
- **Mount Royal Hotel, Banff;**
- **Coast Plaza Hotel, Calgary;**
- **Banff Rocky Mountain Resort, Banff; and**
- **Lake Okanagan Resort, Kelowna**

Bill is a dedicated industry professional and over the past 25 years has pledged his commitment through the following association executive positions, including: President, Banff Lake Louise Hotel Association; ViceChair, Canadian Rockies Tourism Destination Region; Board Member, Tourism Banff / Lake Louise; Board Member, Tourism Canmore; and Board Member, Canmore Economic Development Authority.

📍 SKÅL INTERNATIONAL CANADIAN ROCKIES | CANADA

🌐 INNTTEGRATED HOSPITALITY MANAGEMENT LTD.
www.inntegratedhospitality.ca
brheume8805@gmail.com

SKÅL CV

- 1992 - 2020**
Member, Skål International Canadian Rockies
- 1992 - 2000**
Board Member, Secretary, Treasurer, Skål International Canadian Rockies
- 2000 - 2002**
President, Skål International Canadian Rockies
- 2005 - 2007**
Vice President, Skål International Canada
- 2007**
President, Skål International Canada
- 2012 - 2016**
International Skål Councillor, Canada
- 2014 - 2016**
Vice President, International Skål Council
- 2015**
Chairman, 2020 Project leading Organisation Structure Committee
- 2016 - 2018**
President, International Skål Council
- 2018 - 2019**
Director, Statutes and Governance, Skål International, Membership Engagement North America
- 2019 - 2020**
Vice President, Statutes and Governance, Interim Director Finance, Skål International, Membership Engagement Canada, Caribbean, Mexico

FIONA NICHOLL

FOR VICE PRESIDENT

Fiona Nicholl is a professional Managing Director with over 20 years experience in the Travel and Tourism Industry, she has successfully held management positions in small and large corporations. She has been actively involved in all facets of the industry: Airlines, Foreign Exchange, Hotels, Retail, Tourism Media including Print and Television, Product Development, Email Marketing, website design and Social Media.

Her work and experience has encompassed destination management and marketing, product and sales management, product planning and development, contract negotiation, pricing and distribution, business development, strategic planning, marketing, plus budgeting and sales targets.

- January 2020 to date – Managing Director, Cairns Calendar - Cairns
- March 2015 to date: Managing Director, cherrygift - Australia
- September 2012 to date: Managing Director, Gateway Media Group – Cairns
- January 2010 to August 2012: General Manager, Domain Serviced Apartments – Brisbane.
- September 2008 to January 2010: Sales Manager, Gateway Media Group – Cairns.
- January 2008 to August 2008: Senior Sales Consultant, Complete Business Travel – Brisbane.
- April 2004 to December 2007: Sales Consultant, Qantas Airways Limited – Brisbane.
- February 2003 to April 2004: Foreign Exchange Sales Consultant, Travelex Limited – Brisbane.
- April 2000 to January 2003: Customer Service Agent, Qantas Airways Limited – Cairns.
- January 1999 to April 2000: Foreign Exchange Sales Consultant, Thomas Cook Limited – Cairns.



📍 SKÅL INTERNATIONAL CAIRNS AUSTRALIA

🌐 GATEWAY MEDIA GROUP
www.gatewaymedia.com.au
CAIRNS CALENDAR
www.cairnscalendar.com.au
CHERRYGIFT
www.cherrygift.com
fiona.nicholl@skal.org

SKÅL CV

- 2009 - 2010**
Member, Skål International Cairns
- 2010 - 2014**
Member, Skål International Brisbane
- 2011 - 2013**
Secretary, Skål International Brisbane
- 2013 - 2014**
Vice President, Skål International Brisbane
- 2014 - 2020**
Member, Skål International Cairns
- 2014 - 2016**
Vice President, Skål International Australia
- 2015**
Chairman, 2020 Project leading Social Media Committee
- 2016 - 2018**
President, Skål International Australia
- 2018 - 2019**
Director, PR & Communications, Social & Digital Media, Skål International, Membership Engagement Australia, New Zealand and Oceania
- 2019 - 2020**
Director, Communications, PR, Social & Digital Media, Skål International, Membership Engagement Oceania, Australia and New Zealand

In 2016 Fiona Nicholl was awarded the Skål International Cairns Skålleague of the Year and the Skål International Skålleague of the Year.

In 2017 Fiona launched the two new Clubs of Skål Alice Springs and Skål Mackay in Australia.



VIJAY MOHAN RAJ

FOR VICE PRESIDENT

Vijay Mohan Raj is graduated in Economics and Post Graduate in Marketing Management from Bombay University.

He has been the Managing Director of Sameera Travel & Tours Pvt Ltd., South-India's fastest growing Leisure and Corporate Travel Management Company in Hyderabad since 1988.

Vijay is also a member and was the Chairman of the Travel Agents Association of India, AP Chapter and Managing Committee.

From 1975 to 1988 he played First Class Cricket for Mumbai and Hyderabad in the National Tournament (Ranji Trophy). From 2004 to 2018 he has been a Level C qualified Cricket Coach and trainer of trainers and coaches at the faculty of National Cricket Academy.

SKÅL INTERNATIONAL HYDERABAD INDIA

SAMEERA TRAVELS & TOURS
www.sameeratravel.com
vraj@sameeratravel.com

SKÅL CV

- 2002 - 2020**
Member, Skål International Hyderabad
- 2014 - 2018**
President, Skål International Hyderabad
- 2017**
Chairman, Skål World Congress Hyderabad 2017
- 2018 - 2019**
Director, Industry Relations and Sponsorships, Skål International, Membership Engagement Asia
- 2019 - 2020**
Director, Industry Relations & Trade Fairs, Skål International, Membership Engagement Asia

Vijay was awarded the Skål Asia Personality of the Year 2016.

BURCIN TURKKAN

FOR VICE PRESIDENT

Burcin Turkkan holds a BSc in Tourism and Hotel Management/ Graduated as Valedictorian by the Bilkent University, Ankara, Turkey, as well as a Certification as Tourism Information Councillor, (English-German) by the Turkish Ministry of Tourism (1995). Sharp, driven C-level executive with more than 20+ years of proven experience in international HR, finance, education, and business operations. Collaborative management style with strong leadership instincts and ability to excel independently. Through innovative strategizing, implements change management / recovery campaigns that create organisational stability and prosperity. Leads hundreds of simultaneous high-stakes projects by creating clear strategies for their successful conclusion.

USEH-INTERNATIONAL SERVICES, INC., ATLANTA, GA, USA
07/01-Present
International HR Consulting; Specialized in Tourism & Hospitality Industry - Founder / Director of Operations

AMERICAN HOSPITALITY ACADEMY, AHA-IHMS, HILTON HEAD ISLAND, SC, USA
07/08 – Present
Associate Partner/Academic Board Member

TRAVEL TO TURKEY NOW, INC, ATLANTA, GA, USA
07/15 – 2/2019
Founder/ Managing Director

USEH-ULUSLARARASI STAJ VE EGITIM HIZMETLERI, ISTANBUL, TURKEY
02/00 – 2003
International Cultural Exchange Organisation - Founder/Director of Operations

EI OF AH&LA/ BILSIT INTERNATIONAL, ANKARA, TURKEY
1997 – 1999
Academic Instructor; Front Office Operation /Human Resources Management

BAŞKENT UNIVERSITY, ANKARA, TURKEY
1997 – 1999
Academic Instructor; Organisational Behaviour/Human Resources Management

SETUR TRAVEL AGENCY, ANKARA, TURKEY
1996-1997
Employed in Ticketing, Tours & Ground Operations, Accounting departments

Burcin is a member of I-CHRIE, Circle D 'Orient, Cobb Chamber of Commerce.



SKÅL INTERNATIONAL ATLANTA U.S.A

USEH INTERNATIONAL
www.useh.org
www.traveltoturkeynow.com
www.ahaworldcampus.com
burcinturkkan@useh.org

SKÅL CV

- 2009-2020**
Member, Skål International Atlanta
- 2010**
Board member, Skål International Atlanta
- 2012**
Secretary, Skål International Atlanta
- 2012**
Treasurer, Skål International Atlanta
- 2013**
Vice President, Skål International Atlanta
- 2014**
President, Skål International Atlanta
- 2014-2016**
Chairman, 2020 Project leading Young Skål Committee
- 2015-2016**
Vice President, Board Region IV, Skål International U.S.A.
- 2017**
Vice President Administration, Skål International U.S.A.
- 2018**
President, Skål International U.S.A.
- 2019 - 2020**
Director, Membership Development, Strategy and Innovation, Skål International, Membership Engagement U.S.A, Eastern Europe and Turkey

Burcin was recognized by the Skål International Executive Committee with a Certificate of Appreciation during the 2015 Skål World Congress and she received the Order of Skål Merit in 2016.



MARJA EELA-KASKINEN

FOR DIRECTOR | VIEW VIDEO

Marja Eela-Kaskinen started working in the tourism industry in the late 1980's while still studying English, French and Political History at the University of Turku.

Marja worked for Restel Hotel Group for 12 years, first in Hotel Rantasipi Turku, where she worked at the front desk ending up as Front Desk Manager and then she moved to the Sales Department before moving to Ramada Hotel Turku, where she worked in sales.

After Restel Hotel Group Marja transferred to private sector, working first as Consultant for Hotel Tammivalkama and then as Sales Manager for the same hotel.

From Tammivalkama she moved to Hotel Artukaisten Paviljonki where she held the position of Sales Manager for eight years.

Marja is currently working as Support & Team Manager for Hotel Seaport, a position she has held since January 2012. Marja is responsible for Revenue Management, OTAs and Corporate agreements among other things.

PERSONAL OBJECTIVES

Having worked for Skål in local, national and international positions I have an insight into how the organisation works and what is expected from a Director. I also know the staff in Torremolinos well and I've established a good working relationship with all of them.

As a Director I want to continue to "polish" our brand to ensure that it is attractive and relevant to all members around the globe and one that attracts also new professionals.

Even though we are a friendship and networking organisation we need to grow our business focus and learning opportunities.

We need to further increase our visibility in order to gain relevance and establish our position as a truly global organisation.

Members are the most important asset of Skål; I want to increase membership growth AND retention by continuing to add value to membership on professional and personal levels.

This involves developing the MDF to support the Clubs and National Committees in their work.



NIEL ELS

FOR DIRECTOR | VIEW VIDEO

Feb. 2010 - current: Managing Director, Turnberry Boutique Hotel, Oudtshoorn, a 22-bedroom, 4 Star boutique hotel
2009 - Feb. 2010: The Stables Wine Estate, KwaZulu-Natal
2003 - Aug. 2009: General Manager, Kristensen Hospitality – Boschendal Restaurants, Spier Deck & Deli and Simon's at Groot Constantia
1998 - 2002: Theatre on the Bay Restaurant – Camps Bay
1995 - 1998: Charly's Waterfront Café – V&A Waterfront
1994 - 1995: General Manager Sports Croc Sports Café – Nelspruit
1990 - 1995: General Manager & Chef (Partner) After Dark Restaurant – Nelspruit
1987 - 1990: General Manager & Chef (Partner) After Dark Restaurant – Pretoria

Niel Els is a member of South African Chef's Association and Federated Hospitality Association of South Africa. Honorary President of La Chaîne des Rôtisseurs – Western Cape. Community Radio work – Franschhoek FM97.6 – hosting 2-hour food programme. Past Chair: Oudtshoorn Business Chamber as well as De Rust Tourism. Chair: South Cape Economic Partnership (SCEP). Chair: FAMSA Karoo and Western Cape Representative on FAMSA National Board.

Niel has attended several world congresses as observer and voting delegate, as well as International Skål Council Mid-Year meetings. He has also attended network meetings in all the South Africa Clubs.

In 2019, he was awarded the Skål Ambassador of the Year by President Lavonne Wittmann.

Skål International Garden Route won the Skål International South Africa Club of the Year award five consecutive years. When he was President of Skål International Garden Route, he grew the Club with the help of his amazing committee from a mere 20 members to a membership of 61.

He was instrumental in establishing a fund to assist Skål members during the June 2017 devastating fires that destroyed many of their members' properties. A Tourism Ambassadors Course was devolved and implemented with the money raised. Currently, they are actively growing Skål International in Africa as they believe that Africa is the next tourism hotspot and the potential membership is vast.

PERSONAL OBJECTIVES:

Just as membership numbers of Skål International started to stabilize, the COVID-19 pandemic happened. This provided us with numerous new challenges. We are now living in a new reality, a new reality where the travel industry has been hit the worst. It also presents numerous new opportunities within Skål. However, we must be creative to unlock these new opportunities. The potential of growth in Skål is vast, even though so many of our members have lost their businesses. My focus would be to ensure Skål is relevant and answers to our members' needs. We need to listen more and implement the creative ideas of our members. Even though facetime is not currently possible, the relevance of Skål and personal interaction amongst members is growing. The more communication technology develops, the more we need to physically interact. The pandemic provides us now with the opportunity to revitalize Skål International and relook our structure, interactions, and purpose. Looking forward to being part of the solution.

SKÅL INTERNATIONAL TURKU
FINLAND

HOTEL SEAPORT
www.hotelseaport.fi
marja.eela_kaskinen@
hotelseaport.fi

SKÅL CV

- 2005 - 2018**
Member, Skål International Turku
- 2007 - 2018**
Board Member, Skål International Turku
- 2013 - 2018**
President, Skål International Turku
- 2008 - 2018**
Board Member, Skål International Finland
- 2015 - 2018**
International Skål Councillor, Finland
- 2016**
Secretary, International Skål Council
- 2017 - 2018**
Vice President, International Skål Council
- 2018 - 2020**
President, International Skål Council
- Chairperson of the Organizing Committee of the 72nd Skål International World Congress, Turku, Finland, in 2011.
- Member of the Project 2020 Organisation Structure sub-committee.

SKÅL INTERNATIONAL GARDEN
ROUTE | SOUTH AFRICA

TURNBERRY BOUTIQUE HOTEL
www.turnberryhotel.co.za
md@turnberryhotel.co.za

SKÅL CV

- 2006 - 2009**
Member, Skål International Cape Winelands
- 2009**
Member, Skål International Kwazulu-Natal Midlands
- 2010 - 2020**
Member, Skål International Garden Route
- 2011**
Vice President, Skål International Garden Route
- 2012 - 2014**
President, Skål International Garden Route
- 2015**
Vice President, Skål International South Africa
- 2016 - 2018**
President, Skål International South Africa
- 2016 - 2020**
International Skål Councillor, South Africa
- 2017**
Hosted the ISC Mid-Year meeting in George, South Africa
- 2018-2020**
Vice President, International Skål Council



MIGUEL GONOROWSKY

FOR DIRECTOR | VIEW VIDEO*

SKÅL INTERNATIONAL CORDOBA ARGENTINA

RUBIN SERVICIOS TURISTICOS
www.rubinturismo.com.ar
bmgonoro@hotmail.com

SKÅL CV

- 1975 - 2020**
Member, Skål International Córdoba
- 2000 - 2002:**
Secretary, Skål International Córdoba
- 2004 - 2006:**
President, Skål International Córdoba
- 2016 - 2019:**
President, Skål International Argentina

Miguel has participated in several international and Latin American congresses.

- 2012 - present: General Director PARK SILVER OBELISCO HOTEL (4 stars), Buenos Aires, Argentina.
- 2003 - 2011: General Manager, KING DAVID FLAT HOTEL (4 stars), Córdoba, Argentina.
- 1999 - 2003: General Manager, CORDOBA PLAZA HOTEL (5 stars), Córdoba, Argentina.
- 1993 - 1999: General Manager (Planning, start-up and development), DUCAL SUITES HOTEL (4 stars), Córdoba, Argentina.
- 1990 - 1993: Food, Beverage and Protocol Manager, KING DAVID HOTEL (5 stars), Jerusalem, Israel.
- 1986 - 1989: General Manager, HOTEL EL CONQUISTADOR (4 stars), Buenos Aires, Argentina.
- 1985 - 1986: Ass. Front Office Manager, SHERATON HOTEL (5 stars), Buenos Aires, Argentina.
- 1983 - 1985: Room Division Manager, SHERATON HOTEL (5 stars), Jerusalem, Israel.
- 1977 - 1983: General Manager, EYAL HOTEL (3 stars), Eilat, Israel.

Memberships:

Former Secretary of the Association of Hotels, Bars, Restaurants and Related Businesses for the Province of Córdoba. Member of the Chamber of Tourism for the Province of Córdoba. First Vice Chairman of FEDECATUR and I currently represent the entity in IMPROTUR. Former Member of the Argentine Chamber of Tourism. Member of the Institute for Tourism Promotion at the Ministry of Tourism of the nation. Member of the Buenos Aires Chamber of Tourism.

PERSONAL OBJECTIVES

When I joined Skål in 1995, it was very difficult for me to understand that the only thing that was proclaimed within Skål was friendship between its members and among competitors, and that everything is easier, between us, if it truly proclaimed friendship. I identified with all that so strongly that, to this day, it is difficult for me to understand when in different conversations the following question comes up: What does Skål give me? When it really should be the other way around, what do I give Skål? When I was lucky enough to become the chairman of Skål Argentina, I was able to incorporate Skål into all official activities within the framework of the tourism ministry, and from there, we are one more entity within the world of tourism in Argentina, being invited to participate in all official events in which the Ministry of Tourism is involved. My main idea is to work very hard with the motto that, if I like Skål so much, let's gain one more member! If we are currently 13,451 Skålleagues, it is very serious to know that we lost more than 10 thousand friends, but I think that if we like Skål so much and we have a good campaign, we can recover them. We simply have to work on this and knowing how to approach Skål is among the priorities of us all. YES, JUST working very hard so that opening the Skål website is something so natural, like reading the daily news, or seeing the results of football matches. I like Skål and I feel so identified with this pin that I wear, that I can disperse part of my life for Skål and part of Skål for my life. It is important to know how much priority each of us gives to Skål, and to know how to organise ourselves to be a part of, and to be attentive to SKÅL events. We are all part of various chambers and associations, the issue is what PLACE we give to Skål within all those entities of which we

are a part, and in what way we can and must work so that Skål is our number one priority. We must work to achieve that in a large portion of Skålleagues and so that when everyone understands it, they will incorporate one more friend, and we will understand the Skål spirit of friendship.

I am sure that by working in a group and being very united and friends, many objectives can be achieved. The important thing is not to compete with one another, to help each other and really form a team of FRIENDS, regardless of rank or position, only THE GOAL matters, and this is how we operate within our Clubs in Argentina. I hope that all my experience may be very useful within the framework of the INTERNATIONAL COMMITTEE and that it will be able to become part of it. My goal is very simple: that the whole world of tourism wants to be part of Skål.

*To view subtitles in English, press CC.



JUAN I. STETA

FOR DIRECTOR | VIEW VIDEO

Juan I. Steta is an Industrial Engineer from the Anahuac University (Mexico) and has a Master Degree (MSc) in Industrial Engineering and Production Management from Cranfield Institute of Technology (U.K.)

Professionally, before getting involved in the Tourism Industry, Juan worked in the petrochemical, metal mechanics, automotive and pharmaceutical sectors.

In 1987, became a Board Member of AEROMAR, Mexico's City Commuter Airline, and in 1988 was named C.E.O. Position he held for 16 years.

He also holds the following positions:

- Advisor to the "Consejo Nacional Empresarial Turístico, A.C." (CNET), entity incorporated by the major Chambers and Associations of Mexico's Tourism Industry. - FEB '03 – TO DATE.
- Chairman (in 1997, 2003 and 2005), Statutory Auditor of the Board (from 2006 to 2017) and current Board Member of "AeroEventos Mexicanos, S.A. de C.V.", whose main objective is to organize international air-shows, being the next one "AERO EXPO 2021".

Nowadays, Juan works as an independent consultant and, amongst its Clients, are a Tourism Marketing Firm based in Cancun and a Company that has the food and beverages concession for all the Huatulco Airport, in Southern Mexico.

Amongst other activities, Juan was/is:

- Founder and Chairman of the Board of REGIONAL CARGO, a cargo airline set up and organized to serve express companies for their time-definite overnight shipments within Mexico. – JUL '07 – MAY '12.
- Chairman of Mexico's Air Transport Chamber, i.e. "CANAERO". - JAN '99 – DEC '00.
- Board-Member, Board-Treasurer and Chairman of Special Olympics Mexico. - JAN '91 – MAY '07.
- Board Member of the Engineering Faculty of the Anahuac University. - NOV '03 – NOV '16.
- Board Member, Board Treasurer and 5 year (2013-2018) Chairman of "PROCURA, A.C.", a non-profit Organisation that provides training courses aimed to the professionalization of other non-profit Organisations. - JUN '99 – TO DATE.

PERSONAL OBJECTIVES

PERSEVERANCE would be the fifth "P" I would like to add to our to our President's Peter Morrison theme for 2020.

We are now facing the so called "New Normal", which will imply a very strong change in our lives, work environment and social behaviour, but without PERSEVERANCE we will most probably not succeed.

As Skålleagues, this pandemic has made us become more united. Friendship and solidarity have made us stronger and, as I wrote in an article published on the Skål eSend of June: "GOOD THINGS ARE BORN FROM GREAT TRAGEDIES". But these "GOOD THINGS" do not drop from a tree, we have to look for and work to achieve them.

This is the reason why I decided to run for Director of Skål International. We have to reinforce what has worked within our Organisation but change those things that are holding back our development and/or improvement. We need to make those changes that will allow our Members to enjoy being associated with a global Organisation where their voices are heard.

And this is where my other two "P's" come in place to reach the cabalistic "SEVEN": PROPOSE and PURSUE.

Hence, if elected Director of Skål International, I would like to PROPOSE and PURSUE the following:

- I. We need to hear the different actions that Clubs, and National and/or Area Committees have implemented during the pandemic and utilize those actions in order to make Skål International stronger and more united. Now, more than ever, is time to do "BUSINESS AMONG FRIENDS". The strength of our Organisation in this "New Normal" will come from our friendship.
- II. To make the necessary changes to our Statutes and By-Laws in order to adapt our Organisation to the "New Normal".
- III. To thoroughly analyze our finances to adjust them, if necessary, to the current and estimated level of income.
- IV. To assure that Digital Transformation really works and is of use to all Skål Members. Actions need to be taken so as to use this new IT System, in which an impressive investment was made.

Times are not easy, but as said in the beginning, PERSEVERANCE will make us succeed.

SKÅL INTERNATIONAL CIUDAD DE MEXICO | MEXICO

jjsteta@gmail.com

SKÅL CV

1998 - 2020

Member, Skål International Ciudad de Mexico

2004 - 2005:

Treasurer, Skål International Ciudad de Mexico

2006

Secretary, Skål International Ciudad de Mexico

2007 - 2008

Vice President, Skål International Ciudad de Mexico

2009

President, Skål International Ciudad de Mexico

2010

Awards and Recognitions, Skål International Mexico

2011:

1st Vice President, Skål International Mexico

2012

2nd Vice President, Skål International Mexico

2013

Secretary, Skål International Mexico

2014

President, Skål International Ciudad de Mexico

2014

Protocol, Skål International Mexico

2015

President, Skål International Mexico

2017 - 2020

Councillor, Skål International Mexico

In 2013 he was granted the Ciudad de Mexico Skål Friendship Medal for his support to another Skålleague.

In 2014, when Juan was the Club President, Skål International Ciudad de Mexico hosted the Skål World Congress. He has also been member of different Committees within the Mexico City CLub including, amongst others, Programmes and Events, Honour and Justice and, currently, New Members.



ERNST KROLKE

FOR AUDITOR | VIEW VIDEO

Ernst Krolke started work with KLM in Berlin in 1956, joined Qantas in Frankfurt in 1960 as Market Development Offer for Northern Europe, moved to London in 1965 to the Qantas European Head Office with a European marketing responsibility. He moved to Sydney in 1966 to join the Planning & Scheduling Department, became Scheduling Manager in 1977 and Manager of Fleet Planning and Scheduling in 1978 and left Qantas in 1998 to establish an independent airport coordination company for Australia to implement the Government's Slot Management Scheme. Ernst was the Chief Executive Officer of Airport Coordination Australia (ACA) from 1998 to 2016. ACA is one of the highly regarded Slot allocation companies worldwide. ACA started with the coordination of 8 airports in Australia and currently coordinated 48 airports worldwide. During this period, he was in control of Finances, Accounting and Audits. Since leaving ACA in 2016 Ernst has been involved in Aviation Consulting. In 2018 he became a founder and Director of OneAlpha Technologies, a software company developing special applications for airlines, airports and coordinators for the managements of airport capacities and facilities.

In 1981 Ernst was elected as member of the IATA Scheduling Procedures Committee (1981 -2016) advising on the coordination of airline schedules and managing annual conferences. He was Chairman of SPC from 1986 to 1997, serviced on the IATA Scheduling Information Standards Committee. In 1988 became an executive member of the IATA/ICAO/ACI Congestion Task Force, and represented IATA as Executive Board member with the Air Transport Action Group (ATAG) from 1990 to 1997.

From 2014-2016 Ernst was the Vice-Chairman of the Worldwide Coordinators Group (WWACG) and the Chairman of the Asia-Pacific Coordinators Group (APCG) from 2010 to 2016.

In 2018 Ernst was inducted into the Australian Aviation Hall of Fame (AAHOF) for his services to Australian aviation.

SKÅL INTERNATIONAL SYDNEY SOUTH | AUSTRALIA

ONEALPHA TECHNOLOGY
www.onealphatech.com
ejkrolke@ihug.com.au

SKÅL CV

2000 - 2020 Member, Skål International Sydney South

2002 - 2006 President, Skål International Sydney South

2003 - 2012 Member of Joint Ball Committee (3 Sydney Clubs)

2007 - 2015 Treasurer, Skål International Sydney South

2007 - 2015 Auditor, Skål International Australia

2016 - 2020 Treasurer, Skål International Australia

Attended Skål World Congresses in Sydney (2010), Monaco (2016), Hyderabad (2017) and Miami (2019).



RAFAEL JUAN MILLÁN

FOR AUDITOR | VIEW VIDEO*

Rafael Millan, after obtaining his university degree in accounting at Universidad Nacional autónoma de Mexico, The most prestigious university in the country, 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 of various hotels of Grupo Posadas de Mexico, the biggest hotel chain in Mexico, and later became its Corporate Director of Internal Audit.

From 1991 to 2000 he was General Manager of Starwood Hotels & Resorts at the Westin Ixtapa hotel. During this time, the following recognitions were awarded:

- Most Profitability improved.
- Best RevPAR.
- Best Employee Satisfaction Survey.
- 1999 Best Hotel Starwood Hotels & Resorts in Latin America.

From 2000 to 2014 he was founder and CEO of the five star hotel chain, Las Brisas Hotels and Resorts, and CEO of Grupo Hotelero Brisas S.A. in Mexico, one of the most recognized and luxurious hotel companies in Mexico, which has among its various properties, the emblematic Las Brisas Hotel in Acapulco and the luxurious Nizuc Hotel in Cancun.

From 2015 up to date he is an Advisor to the Presidency of Grupo Hotelero Brisas and Advisor of the Mexican Association of Hotels and Motels, A.C. Rafael is also a member of la Chaîne des Rôtisseurs, a Life Member of the Mexican Institute of Public Accountants, A.C. and President of the Scouts of Mexico Surveillance Committee, A.C.

In 2002, Rafael was Awarded Best Hotelier of the Year in Mexico by AMAIT (Tourism Provider) and, apart from having participated in multiple tourism international fairs, has held the following positions:

- 1982 Vice President Hotels and Motels Association A.C., Mazatlan, Sinaloa.
- 1984 Vice President Hotels and Motels Association A.C., Puerto Vallarta, Jalisco.
- 1989 Vice President Hotels and Motels Association A.C., Acapulco, Guerrero.
- 1994 to 1998 President Hotels and Motels Association A.C., Ixtapa Zihuatanejo, Guerrero.

In 2010 Rafael received the official distinction of "Membre d'Honneur" of Skål International for his efforts, work, dedication and contribution to the growth of the Skål movement.

Rafael has founded 11 Skål Clubs and is currently working on the formation of four other Clubs in Mexico and Latin America.

In 2015, he attended the UNWTO General Assembly held in Medellin, Colombia in representation of Skål International.

In his honour, Skål International Mexico launched the "Rafael Millán" Medal which is awarded to the best Skålleague of the year in Mexico.

*To view subtitles in English, press CC.

SKÅL INTERNATIONAL CIUDAD DE MEXICO | MEXICO

GRUPO HOTELERO BRISAS
www.brisas.com.mx
rafaelj.millanp@gmail.com

SKÅL CV

1980 - 1983 / 1986 - 1990

Member, Skål International Mazatlan

1983 - 1986

Member, Skål International Puerto Vallarta

1990 - 1997

Member, Skål International Acapulco

1994 - 2005

Director, Skål International Mexico

1997 - 2000

Member, Skål International Ixtapa

1997 - 2000

President, Skål International Ixtapa

2000 - 2020

Member, Skål International Ciudad de México

2005 Treasurer, Skål International México

2006 President, Skål International México

2006 Order of Skål Merit

2010 Membre d'Honneur, Skål International

2011 - 2014 International Skål Councillor, Mexico

2014 - 2015 Director, Membership Development & Young Skål (Americas), Skål International

2015 - 2016 Director, Finance & Florimond Volckaert Fund, Skål International

2016 - 2017 Vice President, Finance & Florimond Volckaert Fund, Skål International

2017 - 2018 Vice President, Membership Engagement, Skål International

2018 - 2020 Adviser to the presidencies of Skål International Ciudad de México and Skål Internacional México



ZLATAN FRÖHLICH

FOR MEMBRE D'HONNEUR

Zlatan Fröhlich obtained Ph.D in Economy from the Faculty of Economy, University of Zagreb. He speaks Croatian, English and Russian. In 1978 he started his professional career as Research Fellow at Institute of Economics Zagreb. From 1990-1996 he was the Member of the Zagreb City Executive Council responsible for international cooperation and tourism development. He was elected as the President of the Zagreb Chamber of Economy (1999-2019). As a President he was besides other, very active in tourism industry, especially in promotion of Zagreb and Croatian potentials. From 2004 - 2015 he was Dean of the International Graduate Business School Zagreb (MBA program in partnership with Indiana University, Kelley School of Business, USA). From 2009, he is member of Zagreb County Tourist Board.

SKÅL INTERNATIONAL ZAGREB CROATIA

ZAGREB CHAMBER OF COMMERCE
www.hgk.hr
zlatan.frohlich@gmail.com

SKÅL CV

- 1995 - 2020**
Member, Skål International Zagreb
- 2002 - 2006**
President, Skål International Zagreb
- 2004 - 2005**
Vice Chairman, Organizing Committee, Zagreb & Dubrovnik Skål World Congress 2005
- 2006 - 2012**
Board Member, Skål International Croatia
- 2006 - 2012**
International Skål Councillor, Croatia
- 2010**
Vice Chairman, Internal Affairs Committee, International Skål Council
- 2012**
Member, Organizing Committee, International Skål Council Mid-year Meeting in Opatija (Croatia)
- 2013 - 2020**
President, Skål International Croatia
- 2018**
Member, Organizing Committee, Rijeka, Opatija Skål World Congress 2020 (2022)

WILLIAM (BILL) MOYER

FOR MEMBRE D'HONNEUR

William (Bill) Moyer is a highly seasoned hotelier of 40 years. He is VP of Hotel Brokerage and has been with Donohoe Real Estate Services since 1992 and directs all domestic and international activities for the Hotel Advisory Group. During the past twenty years, Bill has worked exclusively as a hotel broker and has been involved in more than \$750 million in hotel transactions throughout the country.

Prior to hotel brokerage, Bill owned a Hotel Consulting Company, using his extensive knowledge of the hotel industry and proprietary companies to advise hotel owners and operators throughout the United States. In the early 1980's Bill joined the former Ritz Carlton Companies as the Vice President of Sales and Marketing. In addition, Bill held Sales and Marketing positions with the Westin and Sheraton Hotels.

Bill's extensive experience and impressive network of buyers and sellers is invaluable to The Donohoe Companies and our clients. The Hotel Advisory Group under the leadership of Bill maintains the highest level of credibility and integrity. Bill is a Past President of Skål International Washington and wears his Skål pin with distinction.



SKÅL INTERNATIONAL WASHINGTON | U.S.A.

DONOHOE COMPANIES
www.donohoe.com/RealEstate
www.donohoe.com/RealEstate/hotel-brokerage
billm@donohoe.com

SKÅL CV

- 2000 - 2020**
Member, Skål International Washington
- 2011**
Treasurer, Skål International Washington
- 2012**
Secretary, Skål International Washington
- 2012 - 2017**
Program Chair, Skål International Washington
- 2013**
Vice President, Skål International Washington
- 2014**
President, Skål International Washington
- 2015**
Past-President, Skål International Washington
- 2015 - 2018**
Skål International U.S.A. Rep.
- 2015 - 2020**
Poet Laureate, Skål International Washington
- 2015 - 2020**
Board Member, Skål International Washington
- 2016 - 2018**
Auction Chair, Skål International Washington
- World Congress: Korea (2012), New York Cruise (2013), Mexico City (2014)
- NAASC: Cabo San Lucas, Mexico (2007), Sacramento, CA (2013), Halifax, NS, Canada (2014), Riviera Maya, Mexico (2015), Boise, Idaho (2016), Toronto, Canada (2017), Playa Maya, Mexico (2018).

A CALL TO LEADERSHIP

PROVIDING CLARITY IN A WORLD OF CONFUSION

Excerpt from an article by Eloise Gagnon, Executive Coach and Speaker, 'Words that resonate for all of us'.

Leadership is about change and growth and empowering others.

In the midst of certainty, a leader's mindset and inner skills may be the saving grace of the team and business.

When unexpected events occur, there is a need to control the uncontrollable. Rally the Team around the mission and vision of your business, revisiting the core values will validate the foundation and bring a sense of unity and familiarity.

As a business leader you can't dismiss the difficulties that lie ahead. Practicing realistic optimism means remaining confident that you can navigate through the challenges. People look up to you and will admire your honesty and ability to face the situation while being comforted by your positive outlook.

Trust, respect, and influence are given to those who make themselves seen and heard. **In times of crisis, you need to share concern and be transparent.**

Share knowledge, understanding, and reaffirm your commitment to seeing everyone safely through.

Transparency is 'job one' for leaders in a crisis. Be clear what you know, what you don't know, and what you are doing to learn more. Be honest and open about where things stand so everyone can be a part of finding a solution.

How you take care of people around you during a crisis says a lot about you and your business. That's what people will remember most when the crisis is over.

Article submitted by Bill Rheaume, Vice President, Skål International.

“
Share knowledge,
understanding,
and reaffirm your
commitment to seeing
everyone safely
through.
”

DIGITAL UPDATE



We are continuing to work on many of the improvements suggested by our members and Officers.

We have approved a second improvements package and we shall continue to review the improvements to the new platform for the remainder of the year.

We would like to thank you for your comments and suggestions. This journey has only just begun and we have a long and exciting road ahead of us.

We invite you to visit the platform over the coming months to see for yourselves the new features that we have introduced. These usability improvements have been implemented for both Officers and members alike. Please contact our [Call Centre](#) if you have any questions or queries. We also invite you to visit the Benefits Area, where you can enjoy global offers, upload your offers for members and promote your businesses.

News for Officers

At the Annual General Meeting to be held on 17 October, we will show an informative video detailing all these improvements made to the platform in 2020. Having completed the second improvements package of 2020 for Officers, we are pleased to announce that a webinar will be held at the beginning of November in Skål International's three official languages. The purpose of the webinar is to provide technical management guidelines on how to use the platform, answer questions and to give details about the clubs' and National and Area Committees' websites project. For anyone who is unable to attend, this webinar will be recorded and uploaded to our YouTube channel.

Significant progress has been made in the development of the clubs' and National and Area Committees' websites. The good news is that the National and Area Committees can have their own websites at no additional cost, just like the rest of the clubs. The final template is currently being drafted and a letter will be sent to all clubs/National and Area Committees at the beginning of October, requesting the submission of a request form to create their website. This form will record the name and email address of the person responsible for the website at the club, as well as whether or not they want to use a subdomain of Skål International or if they already have their own domain.

SKÅL INTERNATIONAL WEBINARS

During the last months, Skål International has launched the new webinar series 'Chapter Recovery Moment' with the participation of high level professionals from international organizations of the Tourism industry such as the United Nations World Tourism Organization (UNWTO), the International Air Transport Association (IATA), or the World Travel & Tourism Council (WTTC).

Did you miss any of them?

Follow the links to watch them!



16 JUL **PLAY ▶**

How to adapt the hotel offer to the new scenario

Ion Vilcu, Director of UNWTO's Affiliate Members Department, was the guest speaker opening this session dedicated to knowing the different strategies in which the international community is working to guarantee a safe and quality hotel offer.



Mar de Miguel, Secretary General of the Hotel Business Association of Madrid (AEHM), member of the Board of Directors of the Affiliate Members of the World Tourism Organization (UNWTO) and current President of the Working Group 15 of the ISO TC/228 Committee that is in charge of developing and updating the World Quality Standard for hotels.

Keep
updated
for next
Webinars!



05 AUG **PLAY ▶**

Restarting aviation: How to fly safely again

James Wiltshare works in the External Affairs Department at IATA leading the work on Fitness to Fly and Managed Border Restrictions as part of the COVID-19 aviation industry restart effort as well as managing IATA's work on Consumer Protection Issues.



10 SEPT **PLAY ▶**

Destinations: Repositioning plans for safe destinations

Maribel Rodríguez, SVP of Membership and Commercial at the World Travel & Tourism Council (WTTC), has an extensive network within the Travel and Tourism public and private sector, and over 20 years of sales, marketing, communication and commercial experience in Europe and Latin America.



Christopher Imbsen, Director of Destination Stewardship at the World Travel & Tourism Council (WTTC), responsible for ensuring that WTTC and its members have a positive impact in destinations facing opportunities and challenges related to tourism growth.



EXEMPLARY SKÅLLEAGUE

Denis Smith

Skål International Winnipeg



It will address attrition!

Denis hales from central Canada, 'geographically speaking'... (a little inside joke that Canadians will get) and he has been engaged in the Hospitality/Tourism industry his entire career.

His professional career has spanned hotels, association management, festival development and in recent years consulting with Tourism and non-profit associations on fiscal management, strategic planning and effective governance. He has participated in the community on many fronts including Chamber of Commerce Employer task forces, Ministerial appointments as an employer representative on a minimum wage review board and Tourism development task forces. He has also volunteered on various Tourism Boards and was co-chair for food services for both the Western Canada Summer Games and the North American Pan Am games encompassing 34 venues and 3 athlete villages co-ordinating an estimated 400,000 meals.

Holly Powers, ISC Skål International USA: *"Skål International Canada is lucky to have such a true professional as their Executive Director. Denis' knowledge and love of the Organization and dedication to innovation makes him the perfect person for the job. More importantly, his kindness and humor make it so easy to work with him."*

As a Skål International member, he has been actively engaged as a member for over 14 years and advanced through the various committee chairs to President of his own Winnipeg Club and then as the representative on the National Board. In 2015, he assumed the role of Executive Director for Skål International Canada. During this time Skål International Canada has moved from a national organization in a bit of disarray and occasional turmoil to an effective working group always moving forward.

Sustainable Tourism Is Vital!

He has been a strong advocate of the Sustainable Tourism Awards promoting 6 winners from Canada including 4 winners from his own Province. Skål International Canada also launched a very successful

National MDF raffle raising over \$85,000 and helping clubs generate over 350 new members in just over 3+ years. Attrition, in particular with newer members, continues to be the greatest challenge we all face. However, Canada developed a comprehensive indoctrination program developed by volunteer members from across Canada and it is about to be launched. It is a step-by-step program to make sure new members are engaged quickly and have a meaningful appreciation of Skål International. It will help address attrition!

Jane A. García, Vice President Skål International México: *"Denis is a true heart to heart Skål International devoted person, who takes the responsibility of helping, sharing and working with many Skålleagues how to be more engaged with the Skål International World."*

Congresses are Key!

He and his wife Doris has attended 5 World Congresses and 8 North American Congresses. He has also helped coordinate the NASC (North American Skål International Congress) Joint Management Committee that plans future congresses. He is currently engaged in a project to consolidate all the advance operational functions for a congress so future host Clubs can put their focus on the on-site events, educational programs, speakers and social programs. They will do this with confidence that all the advance coordination functions will be handled professionally.

Jean-Francois Cote, ISC Skål International Canada: *"Denis has been a driving force for Skål International Canada. As the managing director of the organisation in Canada, as the quarterback for the NASC (North American Skål International Congress) Committee, Denis is what being a Skål International member is all about. Dedication, implication, generosity and forward thinking! You probably heard his Radio Voice listening to the great tutorials Denis produced to make learning easier in all aspects of the SI digital platform!"*

More recently, he helped orientate Canadian members on the Skål International website by developing a series of training videos that were ultimately shared worldwide. He has also helped by providing input on the new National and Club websites rollout to help make each Club's adoption as seamless as possible.

Denis' personal philosophy about Skål International is clear: *"I am sincerely passionate about this organization regionally, nationally, and internationally. Unfortunately, I have heard and experienced time and time again, members venting and expressing criticism without thought or care for the people they are impacting (both staff and volunteers). We are all peers and deserve each other's consideration and respect. I have one message to share with all our members: when we communicate and share ideas, concerns or even occasional criticism, we should always do it in the spirit of friendship and amical. Let's always communicate from a 'constructive contribution' perspective."*

SKÅLLEAGUE

GOOD NEWS STORY

TWO SKÅLLEAGUES NETWORKING CREATED A VIRTUAL HISTORY IN THIS PANDEMIC PERIOD BY LAUNCHING AN EGG BANK IN NEPAL!

.....
By Valmiki Hari Kishan
Skål International Hyderabad

I am pleased to share with you the following true story and wanted to let all Skålleagues know about it to get motivated and know how important networking is at Skål events.

The story goes like this:

Yes, you heard it right! During the Skål International Asia Congress in Bengaluru, our Skålleague Valmiki Hari Kishan landed at the airport and escorted by the warm hospitality of Young Skålleagues from Bengaluru and he was told to wait as other Skålleague Windy of Taiwan arriving in the next flight from Kerala.

These two passionate Skålleagues met for the first time and exchanged so many ideas before reaching Taj Hotel MG Road. After enjoying the Congress everybody left to their own world.

Windy was so impressed meeting Valmiki and she started talking about Valmiki and his social service activities and connected a Skålleague of Nepal by name Liladhar Bhandari who also runs an orphanage home along with his Tour Company.

When Valmiki got a call from Nepal referring Windy's name, Valmiki paid attention and listened to the difficulties Liladhar facing in running the orphanage home due to COVID-19 he is not able to raise funds and not able to offer Nutrition meal. Immediately Valmiki got connected to his vast network from

Rotary International, a local club called Thamel who came forward to accept, and invited both Valmiki & Liladhar on a virtual meeting on 28 July 2020. Then this miracle happened, Rotarians in Nepal were impressed and came forward to support Eggs to Liladhar runs Foundation and many other NGOs.

Our aim is to see that every NGO like Special Children homes, Old Aged Homes, Visually Challenged; lots of such destitute inmates get benefited in receiving Eggs through Egg Bank concept it's up to Rotarians who identifies these NGOs and support them on regular basis by negotiating with the poultry firms getting subsidized prices for which they know how to raise funds.

Valmiki also urges Skålleagues all over the world to think of this idea and come forward to support even though it is very economical but the result we can see is huge. Feel free contact Skålleague Valmiki at his [email](#) to know more.

This is the power of networking not only in your business but also you can do many things all that you need is a platform like Skål International and attend the events.



AUSTRIAN SKÅL DAY 2020

An award ceremony featuring the world premiere of four special musical pieces written to celebrate the theme of Skål International.

Despite the presence of COVID-19, **Skål International Austria decided to adopt a positive attitude and strongly support Tourism.** The Austrian Skål International Day 2020 was performed against all odds during the International Salzburg Summer Festival on August 14, 2020. Originally planned to be held on April 24 – 26, together with the opening of the annual Salzburg Karajan Easter Music Festival, it had to be postponed due to the COVID-19 shutdown.

The ceremony was held in Kavalierhaus Klessheim, the imperial winter castle built for the brother of Emperor Kaiser Franz Joseph I, and now one of the best renowned event locations in Salzburg. GM Basil Englmaier is also a member of Skål International Salzburg, the hosting club of the Austrian Skål International Day 2020.



Dr. Johannes Hörl and Dr. Franz Heffeter (centre left and right) surrounded by other Austrian Club Presidents and German Skål International President Hubert Neubacher. Picture by Photo Neumayr.



Photo is credited from the [Website of Schlosskonzerte Mirabell](#) showing composer Konstantin Hiller and his ensemble.

Every Austrian Skål International day witnesses the ceremony of presenting the Tourism Quality Award Trophy to the person who has personally displayed an enormous effort in Tourism development. This year Skål International Austria President Dr. Franz Heffeter presented the award to Dr. Johannes Hörl who is the representing chairman of the GROHAG Group. The GROHAG Group was founded by the State of Salzburg and runs five high alpine scenic routes, among which is the world famous Großglockner Hochalpenstraße, crossing the Alps and reaching up to almost 3000m. The routes feature highly awarded museums and collections and is renowned for its sustainability practices.

The congratulatory speech was given by Mr. Leo Bauernberger, head of Salzburg State Tourism Promotion Board Salzburg Land Tourismus. Mr. Bauernberger especially mentioned the effort which is given by the GROHAG Group with a special mention to Dr. Hörl and his work to enhance the sustainability aspect of high mountain Tourism. *"Tourism and sustainability have to go hand in hand"* said Dr. Hörl in his acceptance speech. *"It is our task to show people that only respect for nature can preserve the beauties of the world for our children"*.

The ceremony was enhanced by the world premiere of 'Four miniatures celebrating Skål International', commissioned by Skål International Salzburg and composed by Konstantin Hiller. The four pieces of music represent the four meaningful words of the motto of our organisation. The state room of Kavalierhaus castle where the ceremony took place gave a wonderful setting for the world premiere performed by Ensemble 1756 which in its name and way of performing resembles Mozart's birth year.

The **Austrian Skål International Day** was well recognised by the public. It gave an important signal that a responsibly acting Tourism industry has a chance for motivating new inputs and driving Tourism to new shores in difficult times. **The members in the clubs of Skål International Austria are seen as a trusted voice of quality Tourism**, not just working to maximize their own interest but also cooperating with government and social organisations for the future of Tourism.

SKÅL INTERNATIONAL BOMBAY CELEBRATES ITS' 20TH ANNIVERSARY!!!

3rd August 2000 was the date the club was resuscitated, along with the Skål International movement in India.

To celebrate the occasion, the Board held an exciting Zoom party on Saturday 8th August 2020.

Honoured guests on the occasion, were Past Presidents Partha Chatterjee, Carl Vaz, Jason Samuel and Iqbal Mulla.

The event was hosted by Sushil Bhatt, (Skål International Bombay President) and well attended by Skålleagues from around the world, including:

- Lavonne Wittman, Skål International Past President.
- Fiona Nicholl, Skål International Director.
- Vijay Mohan Raj, Skål International Director.
- Sanjay Datta, Skål International Asia President.
- Ranjini Nambiar, Skål International India President.

In addition, venerable Skålleagues from Skål International India, Presidents and members from Clubs around the country also attended the session. The programme was live streamed on Facebook to attract a wider audience to the world of Skål International. Post the show, social media feeds Instagram and Facebook were buzzing with engagement, showcasing the power of Skål International to our networks and communities.

The event was nostalgic, hearing from Past Presidents who shared their stories was engaging and a moment of pride for all present. It is refreshing to look back, and know where we have come from, while focusing on the future as well.

Entertainment was top notch, with music from guitarist/singer/composer Michael Dantas, and fun times with Flubber, internationally acclaimed Clown!

A great way to progress our mission to maximize networking opportunities and support a responsible Tourism industry.

CELEBRATING 2 DECADES!

SKÅL INTERNATIONAL
Connecting Tourism Globally

Skål International Bombay (144) presents an exclusive celebration in friendship, let's have a laugh together as we celebrate 20 years of our Club

Saturday, 8th August 16:00 hours

Anchored by Romi Furtado along with International Award winning Clown **FLUBBER!!**

Don't miss this one!

SKÅL INTERNATIONAL

ROMA:

AMBASSADOR WITH THE

AMBASSADORS

The strategy outlined by the President and the Board of Skål International Roma is to involve all the diplomatic representations (Ambassadors) at the Italian State, the Vatican and the FAO to make Skål International known.

To be an 'Ambassador with the Ambassadors' in particular with the countries that make up Skål International Europe.

A strategy that began with Mexico as Skål International Mexico City and Skål International Roma have been twinned for several years, to continue with all those countries that do not yet have a Skål International club. A topic to be explored and discussed in the next ISC meeting on 8 September. Your comments and suggestions are appreciated.



About this, H.E. Carlos García de Alba, the Mexican Ambassador to Italy, was appointed honorary member of Skål International Roma during the meeting held on 4 September at the headquarters of the diplomatic mission. Present at the meeting were the President Paolo Bartolozzi, the Past President and International Skål Councillor Italia Antonio Percario, the vice presidents Luigi Sciarra and Tito Livio Mongelli and the Counselor Ludmila Posiletaia.

The meeting, strongly encouraged by Gustavo Bollo, First Vice President of Skål International City of Mexico, twinned with Skål International Roma, and National Secretary of Skål International Mexico, focused on the possibilities of developing tourist, commercial and cultural relations between the two countries.

The meeting gave rise to a mutual commitment to promote relations, the development of bilateral tourist traffic and the organization of joint activities and events in the Skål International spirit of 'Doing Business Among Friends'.

This is a path leading to a long collaboration and success.



VOTE FOR THE SKÅL CLUB OF THE YEAR

Deadline 6 October at 11.45 pm CET

Clubs worldwide have been invited to vote for the Skål Club of the year through Election Buddy.

The link to vote was sent to the Clubs Presidents (and Secretaries in the case of those clubs with 2 votes) on Saturday 5 September and it comes from Election Buddy, not from Skål International.

If your club has not yet cast its vote, come on, you still have time ahead but don't miss the opportunity to vote.

Have a look at the nominees video presentations:

Votes

Those clubs with 66 or more Active, Life and Retired members (figures recorded on 4 September 2020) are entitled to two votes. Therefore, the Secretaries have also received the voting notice.

The winner will be announced during the virtual General Assembly of Skål International cubs delegates to be held on 17 October and will win a free double registration for the 2021 Skål International World Congress.

For more information, please [contact us](#).

[Get Ready to Vote!](#)

SKÅL CLUB OF THE YEAR

Skål International Albany (Australia)

Skål International Auckland (New Zealand)

Skål International Brisbane (Australia)

Skål International Canadian Rockies (Canada)

Skål International Ciudad de México (Mexico)

Skål International Fort Lauderdale & Palm Beaches (USA)

Skål International Goa (India)

Skål International Hawaii (USA)

Skål International Izmir (Turkey)

Skål International Monaco (Monaco)

Skål International Monterrey (Mexico)

Skål International Perth (Australia)

Skål International Port Moresby (Papua New Guinea)

SKÅL INTERNATIONAL BENEFITS

We keep working to ensure that Skål International members get more global benefits for being part of the organization.

Enter the [Benefits area of the Skål International website](#) to take advantage of these discounts and also to upload your offers and promote your company among the members.

NEW GLOBAL MEMBERSHIP BENEFITS:

CHOICE HOTELS



We are pleased to announce the signing of an agreement between Skål International and Choice Hotels, as a great new benefit for all Skålleagues!

Choice Hotels offer:

- Up to 25% off the lowest published rate.
- No limits on number of nights. Actually the more nights we supply the better the discount!
- Valid for over 7000 hotels worldwide.

The Skål International members will have the option to book through:

- The 800 assigned reservation number.
- Via Choice Hotels App.
- Via [this dedicated booking URL](#) taking the members right to the discount page with no client ID required.

FAREBREEZE CHARTER GDS SIGNUP



Farebreeze is a Charter Flight, Fleet Management, Seat Management System optimized for distributing and managing the seats through a customized inventory management system for engaging the subscriber agents.

Farebreeze offer:

Register within 15 days of launch with a waiver of USD 100 per flight towards the flight publishing charge. This offer shall be applicable until December 2020 for those who register within 15 days of the launch date.

The published offers are managed exclusively by each company. It is recommended to contact them directly to clarify any doubts.

COMING SOON: [Star Hotels special rate](#) for all Skål International members worldwide, and more!

BENEFITS FOR
MEMBERS



MEMBERSHIP DEVELOPMENT FUND (MDF)

A success story!

The Membership Development Fund (MDF) is a concept and product introduced by the International Skål Council around 3-4 years ago.

Although at the time there was a budget line for Membership Development, it was agreed by the International Skål Council that membership required a larger focus and monetary commitment by Skål International. It was also recognised that we needed a self-funding Membership Fund that would encourage unique membership development with a global view to sharing best practices amongst the Skål International continents.

Today the fund is adequate, however we need to take the next step to build the finances to a point where we can fund our own trade events, partner with high profile industry partners and develop Skål International into the industry organisation we all know it should be!

After the AGA in October 2020, your elected councillors will be examining the possibilities of expanding and utilising the MDF to improve Skål International membership and consequently the Skål International profile into the future. Skål International needs to reflect and examine the 'new look' industry once we recover from COVID-19 and our organisation needs to mirror the new look industry ensuring our industry representation is perfect!

How the MDF has assisted clubs around the world by partnering up with membership events?

Congratulations to all!

CLUB	Net increase after receiving grant (Membership as of 31 December 2019)
Sydney South (Australia)	10 new members
New York (USA)	14 new members
Mumbai South (India)	22 new members
Côte d'Azur (France)	19 new members



Yours in Skål,

Denise Scrafton

Vice President Skål International Council & MDF Trustee

“
Please share any ideas you may have to your Councillor, as it is imperative that we all have input!
”

A scenic landscape photograph of a mountain valley with a lake and a hiker. The image is split into two parts: the top part shows a hiker in a green jacket and backpack standing on a rock, looking out over a calm lake that reflects the surrounding green mountains and a waterfall. The bottom part shows a close-up of the hiker's head and shoulders, looking towards the landscape. The overall scene is peaceful and natural.

Rebuilding a resilient Tourism industry

By Erika Harms

Vice President
Responsible Tourism Institute

The Tourism industry is one of the sectors most impacted by the coronavirus (COVID-19).

Statistics from OECD and UNWTO estimate the decline to be between 60 to 80% for 2020. UNWTO estimates a fall in Tourism receipts between \$ 300 - \$ 450 billion, and a loss of between 100 and 120 million direct Tourism jobs. The most impacted GDPs are those of Least Developed Countries and Small Island Development States, where Tourism makes up for 60% of the GDP.

Before the pandemic, the Tourism sector was booming and, in some places, was impacting the resources and attractions, as well as the lives of residents.

COVID-19 brought to light some of the challenges faced by the traditional business model: high dependency on international travel; the small percentage of Tourism income that remains in the countries; the lack of local stakeholder involvement in the Tourism development; pollution; amongst other aspects. Tourism development cannot go back to the same model! Destinations have to seek a Tourism model that strives to achieve economic, social, climate, and environmental resilience for the sector and the residents while ensuring the travelers' health, safety, and unique experience.

The recently launched vision of UNWTO's One Planet Sustainable Tourism Programme rightly states: "*Sustainability must no longer be a niche part of Tourism but must be the new norm for every part of our sector*". **The recovery plans must align with the Sustainable Development Goals (SDG's) and the Paris Agreement.** Governments and businesses alike need to commit to change. Financial institutions should be ensuring that sustainability remains front and center of the Tourism recovery efforts.

Taking steps to build a resilient sector will require all stakeholders' commitment, both at a national and global scale. The approach cannot be taken in silos but needs to look at the entire value-chain of Tourism. It is an effort that requires the collaboration of national, state, and local entities, as well as the international community's support. Travelers also have a responsibility to demand more: health and security as a very minimum, but those go hand in hand with environmental protection and social benefits.

Rebuilding will take time and requires a process. Destinations that have put in place certification programs to achieve sustainability are one step ahead. The certification process is a tool to help

destinations evaluate their current status; understand and engage the relevant stakeholders in the process of planning, managing and marketing a destination; set up and implement strategies, action plans, and related regulations and guidelines; and, establish monitoring and evaluation processes, with subsequent correction procedures. This process also involves individual businesses that become part of the vision of the destination.

Certifications like Biosphere have incorporated the SDGs in the process for destinations. Not just the specific Tourism indicators, but through an approach that will enable destinations and countries to use these guidelines to rebuild resilience. The criteria integrate the need for sustainable and efficient management of resources; sustainable and managed growth of a destination; labor and human rights conditions; preservation of natural and cultural heritage; climate responsibility; sustainable new development; security and health; and participation and collaboration through partnerships.

Business, as usual, is not possible. We need a swift and sound response to the crisis, one that will ensure that we sustain and protect the attractions visitors are coming to see while ensuring the well-being of residents and travelers alike. **Tourism is a powerful economic tool and needs to be managed in a way that integrates and benefits local communities, while also being a source of funding for the ecosystems the sector depends on.** Looking at nature-based solutions, climate action, and social inclusion is the best way to reopen for business.



Skål International and TIS (Tourism Innovation Summit) join forces to boost innovation in the Tourism sector and reactivate the industry.



The professional organisation and the event sign a collaboration agreement with the aim to help the recovery of the Tourism industry and of its professionals through innovation, technology and sustainability.

Tourism Innovation Summit will gather from 25-27 November 2020 in Seville (Spain) the decision-makers of the Tourism industry will drive the discussion of the recovery of the sector and the economy. **Daniela Otero, CEO of Skål International will attend the event as a guest speaker.**

In three days, C-Level executives and professionals of the Tourism sector will be able to know and understand the new scenario after the COVID-19 crisis, the new measures and regulations, and the mega-trends that can help to reopen the flow of travellers and international tourists.

Moreover, the assistants at TIS2020 will discover the new technologies and innovations to boost the recovery of their businesses.

Skål International is the world's largest global network of Tourism Professionals promoting Tourism, Business and Friendship worldwide since 1934. Its members are Directors and Executives of the Tourism sector who relate to each other to address issues of common interest, improving a business network and promoting destinations.

Founded in 1934, today Skål International has a professional network of almost 14,000 members in more than 340 clubs in over 100 countries.

According to Daniela Otero, CEO of Skål International, *"The sector needs a forum of debate and dialogue, where the foundations are established to rebuild the world Tourism industry and TIS2020 is that place. A meeting point for industry leaders to promote the economic rebirth of a fundamental sector for the world economy"*.

TIS2020 will gather the Tourism Innovation Global Summit, a global forum of innovation, knowledge and insights in which Tourism experts will share ideas, trends, strategies and successful experiences focused on each industry segment and each professional profile.

The Tourism Innovation Global Summit will organize **6 vertical forums** (Destinations of the Future, Hospitality Tech Forum, Travel Forum, Distribution Channels Forum, Leisure Forum y MICE Forum) **and specific agendas to help CEOs, CIOs, CMOs, DMCs or Revenue Managers to digitalize their Tourism businesses.** All of that among other high-level network activities such as the Tourism Innovation Awards 2020, that recognize the implementation of technologies or innovative business models in the Tourism sector; or the Touristech Startup Fest, an initiative that gathers the 400 most disruptive startups to present their project to transform the Tourism industry through technology and sustainability.



● ●
TTG
 TRAVEL
 EXPERIENCE

SEE YOU THERE

14 - 16 October 2020
 Italian Exhibition Group
 Rimini Exhibition Centre



The Italian marketplace for travel & hospitality



IEG AT TTG, SUN AND REGENERATION!
 2020 TO MAP THE FUTURE OF TOURISM

The Human Factor makes the difference at the 57th TTTG Travel Experience, the leading Italian Exhibition Group expo being held **from 14th to 16th October at Rimini Expo Centre**. On the same days there will also be the 38th SUN Beach&Outdoor Style and Regeneration! The Hospitality Design District by SIA: a space with a new concept in which design, contract and supply professionals meet the hotel industry.

The Human Factor, a key element for the future of travel and hospitality, is at the core of the main Italian Tourism marketplace, which simultaneously features TTTG Travel Experience, SIA Hospitality Design and SUN Beach&Outdoor. The three Italian Exhibition Group exhibitions – a leading reference point in Italy for the Tourism industry and being held at Rimini Expo Centre from 14th to 16th October – are at work gathering reflections and ideas from the market on the new strategies for revival fielded by trade members.

The aim is to **analyze how brands, products, services and communication will outline global Tourism in a unique scenario** – that following the health emergency – considering the compulsory international limits on transport and hospitality, will be followed by a more attentive aware upswing in demand, addressing town centres, cities of art and culture, natural environments and people.

At its 57th edition, TTTG is therefore highlighting ideas, events and professionalism to outline the features of new Tourism in the Arenas of the three geographic macro-areas: The World, Global Village and Italy. In these areas, after years of pursuing new technological ideas, sellers and buyers will find expo and discussion spaces in which they will be able to once more reflect on the possible new forms of Humanism.

TTTG Travel Experience 2020 spotlights Italy with important events such as the

70th National Assembly of Federalberghi which has chosen IEG and TTTG to give an insight on the hospitality system and its economic importance. The participation has been confirmed of the World Tourism Organization (UNWTO) which will bring its authoritative considerations on the sector to the expo. The new area “Sports on Holiday” by the Emilia Romagna Region will debut: a link between tourist destinations with a sports vocation and the professional federations - from soccer to basketball and athletics. Initiatives and products will take the floor in the panels of the four dedicated arenas: Main Arena, Italy Arena, Global Village Arena, Be Active Arena.

As well as these, there will also be numerous events planned to favour and strengthen business relations for trade and industry members attending TTTG; these include the opportunities for meetings and negotiations Meet&Match and Meet Your Destination, as well as which there will be two specials evenings reserved for foreign tourist boards - Foreign Tourism Board Night – and foreign tour operators - Buyers Welcome Night.

Lastly, for re-thinking and planning the future of Tourism, TTTG 2020 is proposing two exclusive projects. First and foremost the special Vision TTTG 2021 by IEG, an advanced training event addressing the sector’s managers and trade members, with the aim of anticipating the demand and fielding actions and strategies to stand out from their competitors. The second exclusive event is the TTTG STAR 2020 - Personality of the Year Award, dedicated to the men and women who have distinguished themselves in Tourism industry year; an appointment organized by the editorial staff of TTTG Italia, led by Editor Remo Vangelista.

The circular product chain of TTTG is completed by the 38^a SUN Beach&Outdoor for outdoor and beach hospitality and with **Regeneration! The Hospitality Design District by SIA**.



WTM LONDON

VIRTUAL

WTM London introduces global travel buyers to the biggest destinations and brands in the world.

WTM London Virtual prides itself on being the hub of travel ideas. We aim to give you, the global travel trade an insight of how the industry will look in the future, share innovations, and create endless business opportunities.

After 40 years of you coming to us, WTM London Virtual is coming to you! We are facilitating a completely virtual event which will focus on restoring and developing business connections, growing your network, your brand and learning how to best make your comeback. This will help recover and rebuild and shape the travel industry.

The virtual event will take place across three days, from 7am-10pm, to allow access from the different zones across the globe. The live conference sessions and forums will be tackling some of the issues the industry is facing today, as well as speed networking sessions, one-to-one meetings, and virtual networking opportunities. We want to keep the global travel conversation alive and help deliver new connections as well as offering a wide range of online business opportunities.

We will address the **impact the global health pandemic has had on the travel and Tourism industry and discuss a road map to recovery**, identifying the trends and innovation shaping the future of the industry and show you path that lies ahead.

Although WTM London Virtual may look slightly different to previous years, the objective for our exhibitors stays the same; introducing you to global travel buyers, grow your exposure, generate quality leads and make profitable business relationships.

For WTM London Virtual we are coming to you! We are going to facilitate a completely virtual event which is

taking place on **9-11 November**. The virtual event will focus on restoring and developing business connections, growing your network, and learning how to make your comeback.

By exhibiting at WTM London Virtual you recover your business connections and network from the comfort of your own home or your local office. You can exhibit from anywhere in the world with no restrictions, we have all had to adjust but we know the travel industry doesn't stop for anyone.

We have tried to make it as easy as possible for you to keep the conversations and connections going. You can set up video meetings with buyers on a very impressive and interactive platform which is easy to use. Use this to exchange business cards, draw up new contracts, all while growing your network.

Highlight features of WTM London Virtual:

- Access pre-scheduled meetings.
- Matchmaking recommendations with buyers.
- The virtual event will take place across three days, 7am-10pm GMT, to allow access from different time zones across the globe.
- Your chance to give destination briefings to an audience from all over the world.
- Dedicated extensive conference programme all online.
- Marketing forum full day conference.
- UNWTO, WTTC & WTM Ministers Summit with a dedicated networking session.

You still have a dedicated account manager who will look after your needs and help you every step of the way so that you always feel in control and confident for the virtual show.

After 40 years of you coming to us, this year WTM London 2020 is coming to you!

Recover. Rebuild. Innovate.

london.wtm.com/register

ibtm[®] WORLD VIRTUAL

8-10 December 2020

INSPIRING THE FUTURE OF EVENTS

IBTM World comes to your screens this December to provide the global events community with the inspiration, business connections and industry insights to deliver exceptional experiences for your customers.



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Create new connections and develop relationships to build an invaluable network to support your business.



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Now more than ever, it is important to stay up to date with the latest industry trends to enhance your next offering and propel your future events forward.

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IBTM EVENTS LAUNCHES IBTM WORLD VIRTUAL

IBTM Events has announced the first details of IBTM World Virtual which will take place online from 8 – 10 December 2020.

The online event will incorporate three full days of one-to-one business meetings, a comprehensive programme of content and many of the key features of the live event, tailored to take place online. As with all IBTM's events, exhibitors and Hosted Buyers will benefit from IBTM's bespoke appointment system, matching buyer's business needs with supplier's services to ensure they meet with people with whom there is a strong chance of doing business.

Trade visitors will be able to register for the online event and, as well as accessing education sessions and event features, they will be able to request 'walk-up' meetings with exhibitors via a chat function, with the option to convert directly into a video call if required.

David Thompson, Event Director, IBTM World, commented: "While we'd all hoped we would be able to meet face-to-face in Barcelona, we're very excited about what we have created with IBTM World Virtual. The online event will deliver not only the high quality business opportunities for which IBTM is renowned, but also a programme of content that will provide attendees with tangible learnings that they can apply to their business as we evolve and rebuild our industry."

"As well as business meetings, we are adapting many of our regular event features to take place online, including

exhibitor destination presentations, live online pitches and the graduation ceremony for our mentoring programme Event Business Accelerator, the Tech Watch Awards and targeted content streams for event planners. We're looking forward to sharing more detail in due course".

A selection of gated and live content will be available on all three days of the event. The third and final day of the event will include a full schedule of live and pre-recorded education sessions taking place on 'IBTM TV', available to all registered attendees. Speakers will include: keynote Pancho Campo, who will speak about The future of events: Lessons learned from working with Barack Obama; Isabel Bardin, CEO, European Society of Cardiology, who will deliver her thoughts on 'going digital: lessons learnt and going forward; Mikael Ek, Managing Director EMEA, BCD M&E whose session will cover 'state of the industry: unexpected trends for the future of meetings and events and Patrick Rush, Senior Regional Director, Head of Asia Pacific, American Express Meetings & Events who will run a session on 2021 Global Meetings & Events Trends.

IBTM World Virtual replaces the live edition which, it was announced last week, will not take place in 2020 because of the incredibly unpredictable travel restrictions that continue to be in place across the globe.

For further information, visit the [IBTM World Virtual website](http://www.ibtmworld.com).



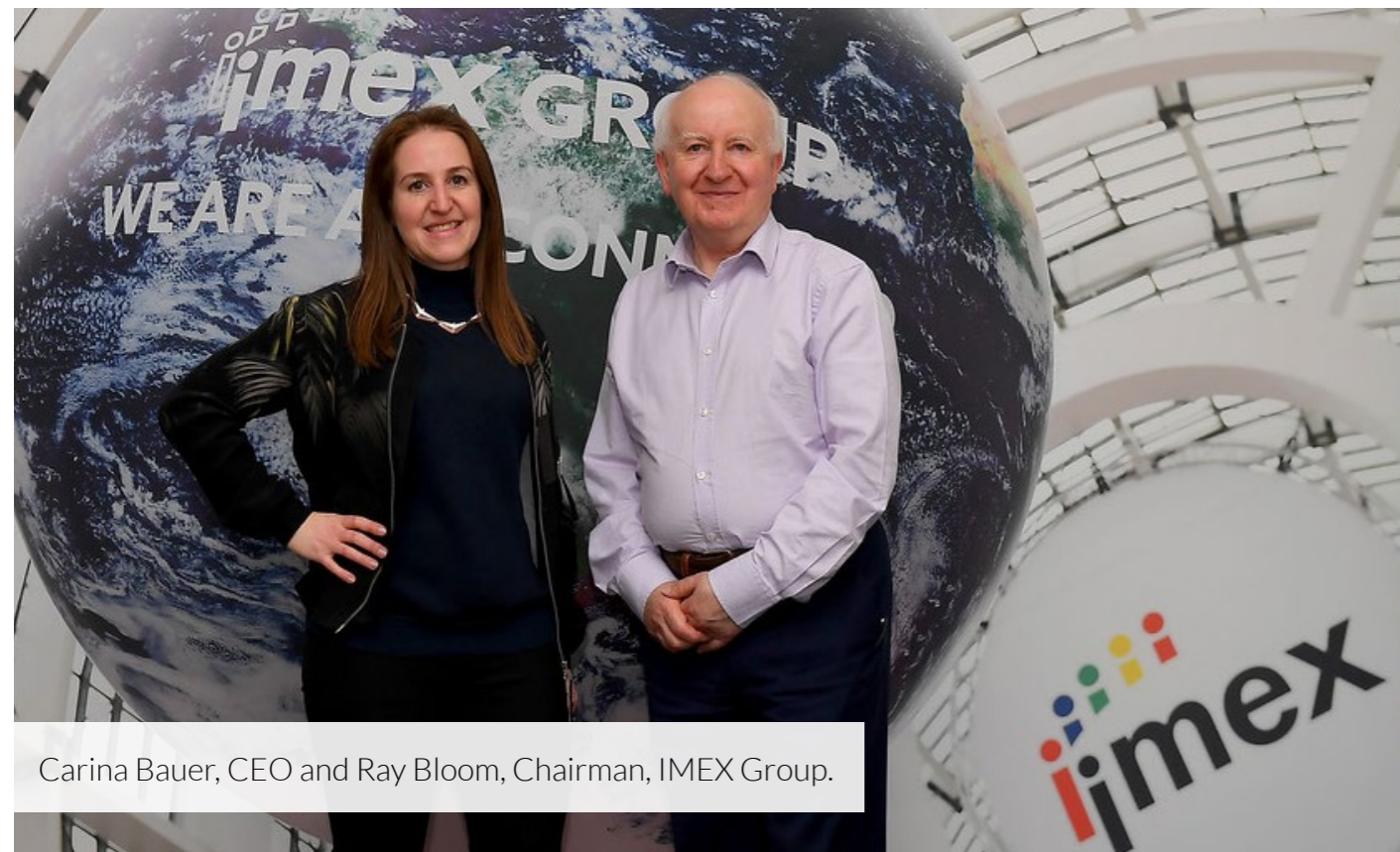
COMMUNITY & CONNECTIONS FORM BEDROCK OF NEW LOOK PLANETIMEX



The IMEX Group's virtual experience returns with a splash 12 – 16 October.

"We intend to offer all of our participants a high value, highly memorable experience and one that's centred on community, learning and business conversations - helping them to re-connect with peers and industry professionals from around the world." Carina Bauer, CEO of the IMEX Group explains what business event professionals can expect when they dive into PlanetIMEX this October.

Returning on 12 – 16 October, PlanetIMEX has evolved with a whole new look and feel, plus new functionality and features inspired by audience feedback following the launch edition in May.



Carina Bauer, CEO and Ray Bloom, Chairman, IMEX Group.

PlanetIMEX Schedule

There's a full week of creative content with topical learning sessions plus imaginative and interactive experiences:

- Monday 12 October: PlanetIMEX October edition begins with a full day of imaginative virtual experiences. Ever wanted sail in a balloon, go behind the scenes of a stadium or aquarium, join a dance class or try your hand at cooking a new dish? Monday Funday is a day for exploring, being curious and meeting new people who share the same values.
- Tuesday 13 & Wednesday 14 October: Two days of engaging education sessions delivered by experts from around the planet. A series of headliners share their own experiences to shed light on new ways of working, connecting and experiencing the world. Renowned explorer, author and photographer Daniel Fox begins the learning sessions by sharing his experience of the natural world and how to harness the power of nature, IMEX's Talking Point for 2020 and 2021, to 'Nurture, Awaken, Transform, Uplift, Restore and Elevate the human spirit'.
- Thursday 15 October: A day of specialist education, designed so that event professionals from various disciplines can delve deeper into bespoke learning and dialogue. Expect dedicated sessions for association leaders, corporate executives, agency directors and young professionals, plus a deep dive into technology with EventMB.
- Friday 16 October: PlanetIMEX week is rounded off on with Community Day, an opportunity for connections and content from a range of IMEX Group's association and other partners including MPI, SITE, ICCA and EIC.

Carina Bauer, CEO of the IMEX Group, concludes: *"We've evolved PlanetIMEX so that it continues to deliver really strong content - information that's vital for the here and now - along with an element of surprise. PlanetIMEX has a whole new look and feel this time around and we can't wait for business event and meetings industry professionals to dive into our wonderful new world."*

PlanetIMEX returns 12 – 16 October

www.planetimex.com

#PlanetIMEX





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Our commitment to keeping you safe & healthy with industry-leading cleaning standards.

As the world begins to gradually reopen, we are excited to welcome our loyal guests back to our hotels while meeting your health and wellbeing standards. When you are ready to travel again, we recognize that you will understandably have a heightened awareness and expectation of cleanliness when it comes to your choice of accommodations. With the We Care Clean program, we are proud to provide you with a safe and clean travel experience.



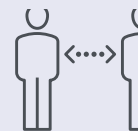
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