

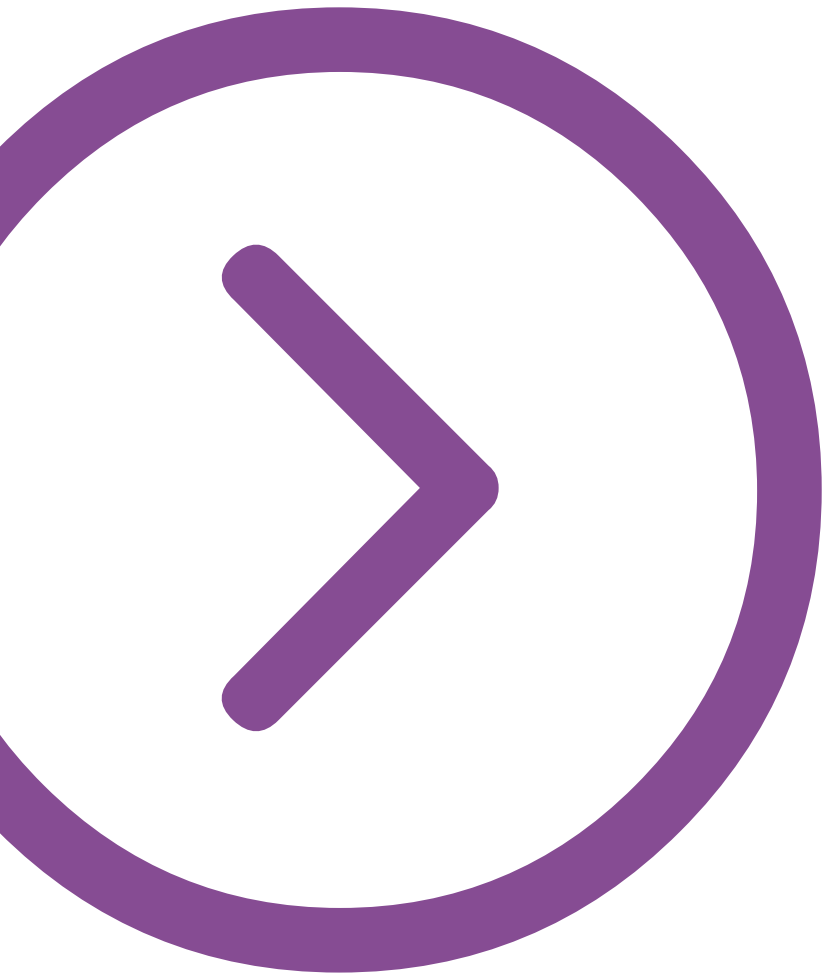
# TOURISM NOW



**WOMEN  
LEADERSHIP**

**WOMEN DRIVING  
TOURISM WORLDWIDE**

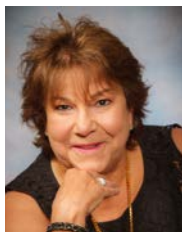
 **SKÅL**  
INTERNATIONAL  
Connecting Tourism Globally



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**ANNETTE CARDENAS**  
Skål International Director

# EDITORIAL

## INTERNATIONAL WOMEN'S DAY

**M**arch 8th is international Women's Day – devoted to celebrating the achievements of women and seeking gender equality.

A new set of guidelines published by the **World Tourism Organization** (UNWTO) aim to ensure an inclusive and resilient recovery from the impacts of the pandemic. They acknowledge that due to the disproportionate loss of employment suffered by women as well as the high proportion of women workers in the tourism industry, plans for the sector's restart and recovery must address their specific needs.

As a proud woman Skålleague, **I celebrate the increasing leadership roles women have taken on in our organization** and are featuring some of them in this edition in representation and tribute to all our women Skålleagues.

I hope you enjoy our section featuring key industry leader interviews. We aim to **share the voice of leading representatives of our industry** and their insight into current conditions and trends – all of which are helpful in our day to day business decisions and forecasting.

Our aim is that the content of this magazine is important and interesting to industry leaders looking for references from a worldwide organization like ours and helpful to our members not only in a business sense but also, in getting to know your fellow Skålleagues – doing what we have been doing since 1934, *“Connecting Travel and Tourism Professionals all around the World”*.



**ANNETTE CARDENAS**  
Skål International Director



# MEET o SKÅL INTERNATIONAL



# SKÅL

INTERNATIONAL  
Connecting Tourism Globally

## EXECUTIVE BOARD 2022



**BURCIN TURKKAN**  
PRESIDENT 2022



**JUAN STETA**  
VICE PRESIDENT SENIOR



**HULYA ASLANTAS**  
INTERIM VICE PRESIDENT



**DANIELA OTERO**  
CEO



**MARJA EELA-KASKINEN**  
DIRECTOR



**ANNETTE CARDENAS**  
DIRECTOR



**DENISE SCRAFTON**  
DIRECTOR



**JULIE DABALY SCOTT**  
INTERNATIONAL SKÅL COUNCIL  
PRESIDENT

## COMMITTEES 2022

GOVERNANCE

ADVOCACY &  
GLOBAL PARTNERSHIPS

MEMBERSHIP  
DEVELOPMENT

MEDIA & PUBLIC  
RELATIONS

STATUTES/BY-LAWS

TRAINING &  
EDUCATION

TECHNOLOGY

SPONSORSHIP &  
SPECIAL PROJECTS



# MEMBERSHIP CLASSIFICATIONS

## ACCOMMODATION

**HOLIDAY CAMP**  
**HOTEL**  
**HOTEL ASSOCIATION**  
**HOTEL CHAINS**  
**MOTEL**  
**TOURIST APARTMENTS**

## ATTRACTIONS

**ATTRACTIONS**  
**GOLF CLUBS**  
**RESTAURANT**  
**SPA**  
**SPORTS TOURISM**

## SPECIALISED TOURISM SERVICES

**CONGRESS & CONVENTION CENTRE**  
**CONSULTANCIES**  
**MEDICAL (WELLNESS TOURISM)**  
**PORT AUTHORITY**  
**PROF. CONGRESS/EVENTS ORGANISERS**  
**RESERVATIONS SYSTEM**  
**SUPPLIERS TO TOURISM (GOODS, SERVICES & IT)**  
**TRAVEL & TOURISM EDUCATION**  
**TRAVEL BROKERS**  
**TRAVEL INSURANCE**  
**TRAVEL MEDIA**  
**UNACCOMPANIED BAGGAGE AGENTS**

## TRANSPORTATION

**AIRLINE**  
**AIRLINE ASSOCIATION**  
**AIRPORT**  
**AUTOCAR AND COACH COMPANY**  
**CAR HIRE**  
**CRUISES AND SEA FERRIES**  
**I.A.T.A**  
**INLAND WATERWAYS**  
**RAILWAYS**

## TOURIST AND TRAVEL ORGANISATIONS

**DESTINATION MGMT COMPANY**  
**HOME BASED TRAVEL AGENT**  
**INBOUND TOUR OPERATOR**  
**OUTBOUND TOUR OPERATOR**  
**TOUR OPERATOR**  
**TOURIST AUTHORITY**  
**TOURIST ORGANISATION**  
**TRAVEL AGENTS**  
**TRAVEL AGENTS & TOUR OP. ASSOCIATION**



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# HELP FOR UKRAINIAN REFUGEES

How to help? [click here](#)  
[#SkalForUkrainians](#)

# EXEMPLARY SKÅLLEAGUE



## MAUREEN OGOLA

Skål International Nairobi  
International Skål Councillor for Kenya

It may look difficult and can be very trying but it is very much time for us to **#BreakTheBias!**

My zeal to educate our Executive Committee members on knowing and understanding the Skål International Statutes and By-Laws has been top on my agenda including ensuring we have good operational procedures, good handover reports for smooth continuity as well as refresher training for our Committee Members on - what is Skål International and what are the benefits of being a member. However, the most important of all is appreciating our Executive Committee for the service they provide to our membership, and this was part of the reason I created a training titled 'Service Leadership' in 2021 shared with them to let them know firstly how valuable they are and have always been especially in the last 2 challenging years.

By nature, I always look for what more can be done and when we discussed about creating the Website for Skål International Kenya on the new Skål International Digitization platform, I volunteered as the Project lead working with a small team. We now have the Websites live and ready for our members to experience and my favorite feature is that we get to promote our destination and I am grateful to our Kenya Tourism Board and National Convention Bureau for their support with content, images as well as other partners. They will benefit from the networking power of Skål International.

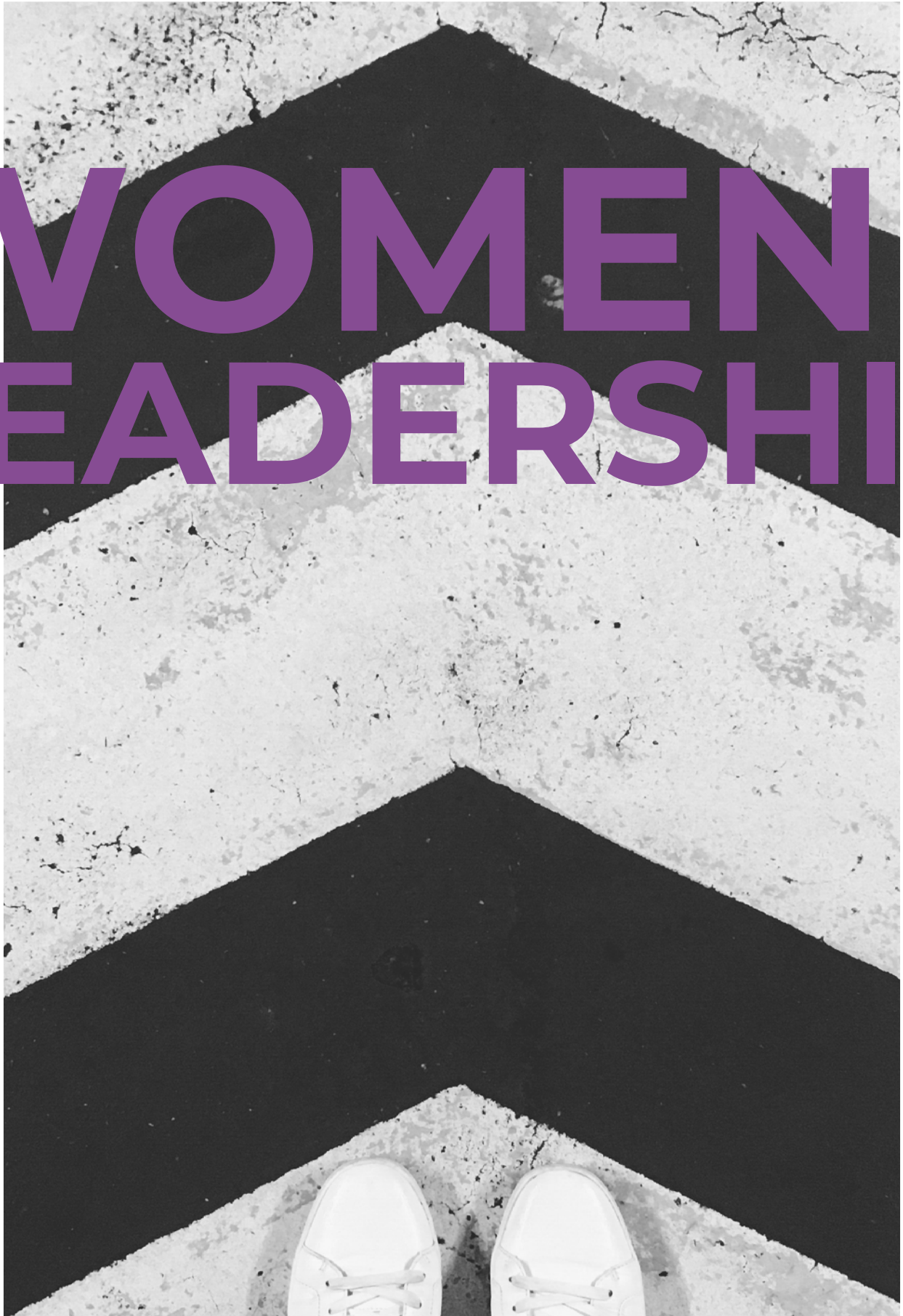
*"I love being part of the group that make things happen and not just settling as a bystander".* My decision to join Skål International Leadership includes winning the rebid for the 79th Skål International Congress 2018 in Mombasa, serving on the Local Organizing Committee as Vice Chair & Chief Coordinator for successful congress and putting Mombasa firmly back on the tourism map in addition to being Past President of the Nairobi Club for 2 years and earlier as Club Secretary also for 2 years. These roles drove me to learn more about the Skål International Statutes, By-Laws, benefits including finding my 'Why I am a Skålleague' and I promise that once you do find your 'Why' then you become unstoppable. I am committed to working towards making Skål International Africa a reality and increasing the number of clubs on this beautiful continent.

**AS I FINALIZE MY TERMS AS INTERIM INTERNATIONAL SKÅL COUNCILLOR AND SKÅL INTERNATIONAL KENYA NATIONAL 2<sup>ND</sup> VICE PRESIDENT AND SECRETARY, I AM PREPARED TO CLIMB THE STAIRS TO MY NEW EXCITING ROLE AS INTERNATIONAL SKÅL COUNCILLOR IN THE NEXT FEW DAYS.**

I am also delighted to be member of the Skål International Advocacy and Global Partnerships and Co-chair on the Pandemic and Global crisis Sub-committee.

**"A mentor is someone who sees more talent and ability within you, than you see in yourself, and helps bring it out of you".** This is a quote from my Mentor and Teacher - Bob Proctor who passed away early last month. I am so grateful to the mentors I have in Skål International both women and men who inspire me, cheer me on, support me and appreciate me. Indeed, mentorship cuts down on the time and money you would invest in learning new things. The number of women leaders today in our industry, makes me so proud but also reminds me of how many more need to be mentored not to fear or shy away from leadership.

# WOMEN LEADERSHIP



# 23 WOMEN LEADING SKÅL INTERNATIONAL TODAY

It has been a long journey since 2002, when Skål International elected its first lady President, to 2022.

In the past twenty years, the evolution of women in the tourism industry from a majority of the workers to top leadership roles has been a long and significant one. Even though Skål International was formed in 1934, it was not until 2002 that a woman was able

to reach its top leadership role, an unfortunately typical pattern in the earlier days of the travel industry.

In 2002, there were two ladies on the Executive Committee while in 2022, the Executive Committee is formed by a team of five ladies and one man, the International Skål Council President is a lady, and the CEO is a lady.

We have invited some current lady leaders of our organisation to tell us about their experience as woman in their leadership position in the organisation, and here are their responses:





**ELDY ANDRADE DE LEMA**  
Cochabamba  
Skål International Bolivia Councillor



I feel strongly identified with the essence of Skål International, which has given me the opportunity to meet wonderful people in different countries. In the different positions I have held, I have always tried

to strengthen the club, always looking for the right people to be part of Skål International. In spite of the pandemic, let's not stop doing what we like to do most, 'Tourism' and not abandon our beloved Skål International.



**FIONA ANGELICO**  
Cape Winelands  
Skål International South Africa President



As National President and a member of Skål International I have gained many experience both personally and professionally through the Friendship and Amical of Skål International.

The business I represent have received support from Skålleagues. The opportunity to engage and work with our Local Government.



**JOSEFA ARAUJO**  
Panama  
Skål International Northern Latin America President



I am very lucky, I have been able to develop my skills and leadership in Caracas, Panama and the Northern Area, it has been a path full of challenges

and learning: friendship, mutual respect, professionalism and innovation are key to the Skål International of yesterday, today and always!



**HULYA ASLANTAS**

Istanbul  
 Skål International Interim Vice President and  
 Florimond Volckaert Fund Trustee

I joined Skål International Istanbul in 1972 as one of the first women admitted to Skål International, following the resolution accepted at the Florence Congress same year. As a devoted Skålleague ever since, I have proudly served all the

positions both at my club and at the international level, finally becoming the 3rd woman World President in 2008. I am honored that today 40% of the members in Turkey are female executives.



**MARGARET CAHILL**

Kerry  
 Skål International Ireland Councillor and President



It is impossible to believe today, but when I first encountered Skål International in New York in the 70's & 80's, women were not allowed to be members! I moved to the UK in the late 80's

and was immediately invited to join the London club. Now in my homeland I am a proud member of Kerry in Ireland. Women in travel we have come along way.



**ANNETTE CARDENAS**

Panama  
 Skål International Director



Becoming a member of Skål International made my tourism work and experience more rewarding and enjoyable. Since joining I became involved first at a local level and finally had the support of my fellow

Skålleagues around the world and got elected as Director. The many friends and business relationships I have made and maintained through the years are an important part of my life.



**PATRIA CHIONG**

Manila  
Skål International Philippines President

Majority of the employees in the travel and tourism industry in the Philippines are women and they are fortunate for they occupy top management positions. College students that pursued courses in travel and tourism are mostly women and they excel in various fields of endeavours.

Being part of the Skål International leadership team has allowed me to claim my space in leadership and decision-making in the organization. I worked closely with the Cabinet Secretary and Mombasa County Government to host a successful Skål International World Congress in 2018. I am very proud to have been elected as the first African Woman President of the International Skål Council.



**JULIE DABALY-SCOTT**

Nairobi  
International Skål Council President



“Women have been often labeled as ‘bossy’, ‘overbearing’, ‘trying to be the man’ simply for being ambitious and knowing what they want. It is time to #BreakTheBais”.



**BIMBO DUROSINI-ETTI**

Lagos  
Skål International Nigeria Councillor

I have been International Councillor for Nigeria (the first female) for 6 years and Secretary of the International Skål Council Board since January 2021. We are proud to have many female leaders in

Skål International Nigeria, two club Presidents and half of our recently inducted Skål International Nigeria executives are proudly hardworking women, ensuring team work gives a great outlook for Skål International.

Coming from Skål International Turku, I’ve probably had it easier than many other women leaders in Skål International because of the women that have come before me, like the Grand Old Lady of Skål International Finland, Eva Dziedzic and of course World President Susanna Saari.



**MARJA EELA-KASKINEN**

Turku  
Skål International Director





**FRANCES FAUSETT**

Darwin  
Skål International Australia Immediate Past-President

Elected Skål International Australia President in March 2020, it has been my privilege to work with our amazing Executive Committee to lead our Skålleagues through the most challenging times. Our encouragement to 'Staying connected' and utilise our Skål International network has helped

our Skålleagues, both personally and businesswise, in the true spirit of Skål International. Australia's borders are open, and we are ready to welcome Skålleagues and their clients from around the world to experience the 'Wonders of Down Under'!



**HEIKE GARCON-SUIHERAN**

Chiangmai & North Thailand  
Skål International Thailand Councillor

Thailand has a high percentage of women in leadership positions in both the public and private sectors but is still underrepresented at government level. Good note is the trend is increasing. Within Skål International Thailand, 33% of our clubs are led by women and 39% of our National Committee are women.



**JANE GARCIA**

Isla Mujeres-Puerto Morelos  
Skål International Mexico President

It is an honour to serve as President of Skål International Mexico, as the first woman in more than 50 years of the organisation's existence in the country. We will continue to promote alliances, benefits, new blood to strengthen the membership, opportunities for more networking!



**GEORGETA GRECU**

Bucharest  
Skål International Europe Councillor



Skål International is an excellent place for networking, gaining experience from others and making friends. As a Skål International Bucharest Board member, in charge of 'Young Skål' I took part in 'Caravana Ospitalitatii', a project to talk about Skål International and the hospitality industry to students. With 'Skålleagues' from different tourism and hotel companies, we talked online to more than 1500 students, about the professional challenges in our industry.





**KATARINA HAUPTFELD**

Kvarner

Skål International Croatia Councillor



As a Skål International member for more than 30 years I am proud to represent my country Croatia in our club! As founder and owner of Katarina Line

cruises and tours Croatia I am constantly travelling around the world promoting my business, my country and of course my Skål International!



**MAUREEN OGOLA**

Nairobi

Skål International Kenya Councillor



In 2014, I was elected on the floor as the club President and the support was so gratifying. My passion for Skål

International has never been greater and my vision to mentor more women to lead in Skål International is in motion.



**DANIELA OTERO**

Skål International CEO



I am proud, as a professional woman in the tourism industry, to be CEO of Skål International and to be part of the leadership of the organisation, with a female majority in fact. Under this responsibility, making women visible in the tourism industry - and in positions of responsibility - is essential not

only today, but also for the professionals of tomorrow.

From Skål International, with more than 4000 women members (34% of the membership) it is part of our task to work to achieve this equality and equity on the world stage.



**GRACIA PEREGRIN**

Granada

Skål International Spain Councillor



As the first female President of Skål International Spain after more than 60 years of the association in our country, I felt that we were in a change of era and in fact that was

the case, because after my presidency two women followed me as Presidents, normalising something that until then had been exceptional.



**HOLLY POWERS**

Boston

Skål International United States of America Councillor



My greatest honor: being accepted as a member of Skål International Boston, 3rd largest club in the Skål International world, and serving on their

Executive Board before being elected an officer of Skål International USA and becoming only the 3rd female President in our 84-year history.



**MICHELLE SANDHU**

Singapore

Skål International Asia Councillor



I have been the Skål International Asia Area Committee Councillor for three years but have also held the position of Skål International Singapore President for two separate terms, the only woman to have done so in the

history of our Singapore club. It gave me great honor and pride in the confidence of our members to hold this esteemed position, serving the club. As International Skål Councillor, it has also empowered me to do more and help the region.



**DENISE SCRAFTON**  
Melbourne  
Skål International Director



As we celebrate International Women’s Day, I reflect on the amazing journey I have had through Skål International Australia. Skål International in the Oceania region is vibrant, fun, business - like and dedicated to growing Skål

International. I thank all our members for allowing our very talented women to blossom and excel in the Skål International organisation. I thank all the ladies for stepping up to keep Skål International relevant in a changing world.



**ASUMAN TARIMAN**  
Antalya  
Skål International Turkey Councillor



Trust Skål International Women! To be elected as the first woman president of my club, Antalya, Turkey, 20 years ago, was one of my proudest moments at Skål International. In order to pave the

way for other women leaders in our community, we have founded Skåladies committee four years ago on another International Women’s Day.



**BURCIN TURKKAN**  
Atlanta  
Skål International President



Serving as the seventh and youngest female President of Skål International, one of the world’s largest travel and tourism organisations which has existed for over eight

decades is a true honor. More than anything, I am proud to be the first female President from the United States on the Skål International Executive Board. Always, in friendship and Skål!

# INTERVIEW

## PHUMZILE MLAMBO-NGCUKA

### CHAIRPERSON ON THE WORLD COMMITTEE ON TOURISM ETHICS (WCTE) OF THE UNWTO

Daniela Otero, CEO of Skål International interviews Dr. Mlambo-Ngcuka, Chairperson on the [World Committee on Tourism Ethics \(WCTE\)](#) of the World Tourism Organization (UNWTO).



**Daniela Otero:** Your long career path includes being the first woman to hold the position of Vice-President of South Africa or being the Executive Director of UN Women. How has your experience been to reach these positions of such high responsibility? What challenges, if any, have you had to face?

**Dr. Mlambo-Ngcuka:** Becoming a deputy president of South Africa and Executive Director of UNWOMEN are both jobs I had not planned for. Both provided valuable experience. And appreciation of the importance choosing strong teams.

My appointment as Deputy President had to focus on ensuring government business continues and on motivating the team I inherited and appointed. Some of the challenges we faced as a country at the time included the AIDS pandemic, Attaining Gender Equality, increase in graduate unemployment and we had to plan for the hosting of the soccer World Cup.

In all these areas I had to work with large staff teams which was not always easy and need to be Managed. A Key lesson from this experience was the importance of clear objectives and an implementation plan, and the us one's authority to ensure implementation.

Our department of health ensured a most comprehensive ARV program in the world,

though we are yet to win against AIDS. South Africa delivered a successful soccer World Cup after I had left government and we had interventions for unemployed graduates, but the problem still exists.

In UNWOMEN we have tried to make gender equality everybody's issues in particular men and boys. We engaged member states as many had laws which denied women their rights. We took that struggle forward supporting countries to remove and enacting hundreds of laws. And of course the difficult fight against Gender Based Violence and for Women's Representation was key in my work list.

I learnt that leadership is all about partnerships and using the powers vested in you intentionally and decisively to achieve progress.

**Daniela Otero: In relation to the progress made in recent decades in favors of women's rights and in the work carried out by so many organisations to enhance the empowerment of women, especially in the workplace and social sphere, in your experience, what milestone do you think would be essential to achieve in the coming years? What should change?**

**Dr. Mlambo-Ngcuka:** The empowerment of women has been slow and uneven. Despite the modest success there an illusion of progress. It is when they review numbers that you see how slow change in numbers do not lie.

Globally we have not reached 10% of women CEOs in Fortune 500 companies. Representation of women in legislatures globally is only at 25%. Child Marriage is decreasing but hardly fast enough.

Even though women are critical for tourism and hospitality the sector had done better than others the unequal pay is shocking. There are only 15% of women in climate change and environmental leadership. This data has to outrage us and fuel stronger activism. Tourism has to be built back to be a winner.

We continue to see Gender Based Violence and we mobilised more people to fight for ending violence against women and engaged men especially in this area.

We have to be more intentional in our rejection of patriarchy and its frills. We have to reject the dominance of men who have poorly served humanity, in politics, the economy, peace, climate, energy and more.

Ensuring gender parity in leadership is urgent and it has to be a key focus. The slow pace of change overall can be seen to be related underrepresentation of women and young people in leadership.

**Daniela Otero: The tourism industry has a majority of working women. In your opinion, is the industry prepared for gender equality? And are women in the industry ready to be leaders?**

**Dr. Mlambo-Ngcuka:** Women have already demonstrated their leadership in tourism and hospitality, we have to make sure they grow in the rebuilt tourism. Consumers of tourism services must demand a more gender inclusive industry, including young women. We further need more products that speak to women. Building back better has to be a moment for women.

## DR. MLAMBO-NGCUKA

**Chairperson on the World Committee on Tourism Ethics (WCTE) of the UNWTO (2021-2025).**

**Former Executive Director of UN Women & former Deputy President of South Africa.**

Phumzile Mlambo-Ngcuka is former United Nations Under-Secretary-General and Executive Director of UN Women.

She was awarded a doctorate in Technology and Education from Warwick University. She has authored several scholarly and other opinion pieces. A Hauser Leader at the Harvard Kennedy School's Center for Public Leadership.

She became a Member of Parliament, Deputy Minister of Department of Trade and Industry, Minister of Minerals and Energy, and finally as Deputy President of South Africa in 2005 to 2008. Dr. Mlambo-Ngcuka worked tirelessly on programmes and policies to reduce inequality.

As the head of the UN women, she has been a global advocate for women and girls. She established initiatives such as the HeForShe for men and boys to address gender Equality.

She also successfully mobilized an historic \$40 billion USD for women and girls around the world.

She is a founder and leader of Umlambo Foundation which is dedicated to improvement of education and digital literacy training for educators.

[LinkedIn](#) 

## ABOUT WORLD COMMITTEE ON TOURISM ETHICS (WCTE)

The World Committee on Tourism Ethics is the impartial body responsible for interpreting, applying and evaluating the provisions of the UNWTO Global Code of Ethics for Tourism.

The tasks assigned to the Committee include the promotion and dissemination of the Code of Ethics, as well as the evaluation and monitoring of the implementation of the principles enshrined therein.

[MORE INFORMATION](#) 

# MEET TRAVEL LEADERS OF THE INDUSTRY



# CRAIG S. SMITH

**GROUP PRESIDENT  
INTERNATIONAL DIVISION  
MARRIOTT INTERNATIONAL**



## WHAT IS THE MOST UNIQUE BRAND WITHIN MARRIOTT AND WHY?

We have 30 hotel brands in our portfolio, including some of the most iconic brands in travel - The Ritz-Carlton, St. Regis Hotels & Resorts, Sheraton, W Hotels Worldwide, and Westin.

Our Autograph Collection of distinctive independent hotels are especially unique. It's part of the brand ethos that centers around the notion that every Autograph Collection hotel is 'exactly like nothing else.'

Autograph Collection Hotels brings the art of storytelling to life by hand selecting hotels that are rich in craft and character, design, architecture and unexpected back-stories. Think of them as being created for travelers who approach life like a master class and seek memorable and immersive travel experiences. No two hotels or resorts are the same.

Each offers unique perspectives on hospitality, design and service that leaves an imprint with each stay. Every Autograph Collection hotel celebrates artistry that surprises, inspires and delights and experiences that are exactly like nothing else.

The unique crown jewel of our company spanning the brands is Marriott Bonvoy™, the travel industry's largest customer-loyalty program with more than 160 million members.

## WHAT IS YOUR FAVORITE MARRIOTT HOTEL AND WHY?

For me it's about the memories. So many memories are made at

hotels. My family and I love scuba diving and the St. Regis in the Maldives is a family favorite. It's truly unforgettable. I also have

a soft spot for one of the hotels where I started my career with so many wonderful colleagues - Marriott La Jolla. I'm also especially fond of the people and culture of Thailand and adore the JW Marriott Phuket Resort & Spa. And, for a very memorable meal, Colony at The Ritz-Carlton in Singapore is a personal favorite. It's an all-day restaurant reflecting the journey

and aesthetic of British colonial times with a showcase of local and Asian cuisines from seven open-concept kitchens. Put Sunday brunch on your culinary bucket list!

**“  
WE JUST  
OPENED  
OUR 8,000TH  
HOTEL AND  
NOW SPAN 139  
COUNTRIES AND  
TERRITORIES.  
”**

## MR. MARRIOTT OFTEN TELLS STORIES ABOUT THE IMPORTANCE OF HOTEL GENERAL MANAGERS WORKING THEIR WAY UP FROM DISHWASHER... IS THIS STILL THE CASE AT MARRIOTT?

As Mr. Marriott astutely says, hotels are not just buildings. They are places where careers are built.

There are incredibly inspiring real-life Marriott career stories (many of these are featured on my LinkedIn) of people all over the world who started in entry-level Marriott positions and worked their way up. You can, indeed, start with a mop and rise to the top.

The General Manager (GM) position is the most important position at our company. Approximately 90% of Marriott associates report into a General Manager.

We're particularly pleased and committed to seeing more and more female general managers throughout the world. The recent appointment of Marina Krasnobrizhaya as General Manager of The St. Regis Riyadh, becoming the first woman GM in the Kingdom of Saudi Arabia, is a notable example.

## 2021 WAS A GREAT YEAR FOR MARRIOTT WITH MORE OPENINGS THAN PREVIOUS YEARS SPECIALLY IN ASIA. DO YOU SEE ANY OPPORTUNITIES IN OTHER MARKETS?

Absolutely. This year, we expect to continue to drive demand and growth (in terms of hotel signings and hotel openings) around the world which is a testament to our talented teams committed to operational excellence, and the relationships we have with the customers we're privileged to serve and the developers, owners, franchisees and partners we're honored to do business with.

We just opened our 8,000th hotel and now span 139 countries and territories.

There is tremendous growth opportunity.

Our anticipated 2022 luxury hotel openings is illustrative of

the global momentum. Marriott anticipates debuting more than 30 luxury hotels in 2022 in destinations from Mexico (The St. Regis Kanai Resort) and Portugal (W Algarve) to Australia (The Ritz-Carlton, Melbourne) and South Korea (JW Marriott Jeju Resort & Spa).

We're also going all-in on all-inclusive, which is well underway in the Caribbean.

## WHAT ARE THE NEW TRENDS YOU SEE IN THE TRAVEL INDUSTRY?

I'll give you three:

- 1) Millennials are traveling more than their parents did at the same age and opting for experiences over things. At the same time, Baby Boomers are retiring and traveling more. That's a double demographic win.
- 2) "Bleisure" – the combination of business and leisure and the blending of trip purpose, particularly for those who are able to work remotely (a growing group accelerated by the pandemic).
- 3) The pool is the new lobby. Watch for increased design emphasis on pools and indoor-outdoor spaces.

## SKÅL INTERNATIONAL IS AN ORGANIZATION 'CONNECTING TRAVEL AND TOURISM PROFESSIONALS ALL AROUND THE WORLD'. WHAT DO YOU THINK SKÅL INTERNATIONAL SHOULD DO TO SUPPORT THE TRAVEL/HOSPITALITY INDUSTRY POST PANDEMIC?

One of the reasons Skål International is such a longstanding organization is that members worldwide in all sectors of the industry truly appreciate, we're all in this together.

It starts with shared intent.

This is not just about the overall travel and tourism industry coming back, it's about coming back better and stronger.

It will take effective public-private partnerships, a 'looking around the corner' approach, and the collaborative thinking Skål International is known for cultivating.

## CRAIG S. SMITH

**Group President,  
International Division,  
Marriott International**

Craig oversees the International Division of Marriott International, Inc., the world's largest hospitality company, with responsibility for business performance in 130+ countries and territories spanning Asia Pacific, Europe, the Middle East, Africa, the Caribbean and Latin America with a diverse workforce of 200k+ associates who speak 60+ different languages and that is comprised of 50%+ women.

He began his multiple-decade Marriott career in operations as an Assistant Housekeeping Manager and went on to become a five-time, award-winning hotel general manager (GM) in varied locations from San Salvador to Phuket, before rising through the ranks in various executive roles around the world.

Craig is a strong advocate for the travel, tourism and hospitality industry and its geopolitical and economic impact. He contributes to multiple related initiatives and boards, including serving as Chairman of the US-ASEAN Business Council.

He is the son of an American Ambassador, father of five and has lived in 13 countries. Over the course of his life and career, he has cultivated a deep appreciation of cultural differences across generations and geographies. He speaks fluent English and Spanish, and is conversant in Portuguese.

Craig has a penchant for football and Formula 1, is a certified private pilot and master scuba diver, and is known worldwide for championing personal and professional development.

LinkedIn 





# CORPORATE SOCIAL RESPONSIBILITY

# SUSTAINABLE TOURISM AWARDS



Skål International proudly announces that opening of the call for entries for the 2022 edition, in collaboration with the [World Tourism Organisation](#) and [Biosphere Tourism](#).

Skål International has been acting as a powerful force raising awareness and promoting environmental conservation for the progress of travel and tourism for the last 21 years.

The aim of the **Sustainable Tourism Awards** has been to **recognise best practice in sustainable and responsible tourism** around the world.

As Affiliated members of the UNWTO, Skål International and this important organisation are joining forces to give a greater dimension to these awards.



According to the UNWTO, sustainable tourism can be defined as *“Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities”*.

It is essential for a tourism model to be considered sustainable that it helps to conserve the biodiversity and natural resources of its environment. Fortunately, there are more and more successful examples of sustainable tourism around the world.



## SPECIAL AWARD 2022

For fourth consecutive year, Skål International is partnering with [Biosphere@](#) and the [Responsible Tourism Institute](#) to give the 'Skål Biosphere Sustainable Special Award' that will be presented to each of the winners of the Sustainable Tourism Awards.

The winners will obtain a **one-year free subscription to the Biosphere Sustainable platform**, where the winner will be able to create their own personalized Sustainability Plan for continuous improvement and recognition of the efforts of their companies or organisations.

### WHO CAN PARTICIPATE

Tourism companies from the public and private sector, NGOs, government agencies, and educational institutions related to tourism worldwide.

All sustainable operations and activities must be implemented by the entity applying for the award. Projects or initiatives not yet in operation do not qualify.

Entries must be supported by a Skål International club or National Committee to be eligible for participation.

### HOW TO ENTER

It is effortless. Just fill in the [Application Form](#) before 30 June 2022 at 23.59 CEST.

It is highly recommended that full content is in English.

A letter of endorsement supporting and confirming the sustainable initiatives reflected on the application form will be required. This can be provided by the Skål International club or National Committee supporting the entry, another recognized tourism organization, or a tourism governmental body.

Incomplete applications will not be considered.

### ANNOUNCEMENT OF THE WINNERS

The Sustainable Tourism Awards is scheduled to be held on 14<sup>th</sup> October 2022, during the Opening Ceremony of the 81<sup>st</sup> Skål International World Congress that this year will be hosted by Rijeka-Opatija, the Croatian Kvarner region.

## AVAILABLE CATEGORIES

1. COMMUNITY AND GOVERNMENT PROJECTS
2. COUNTRYSIDE AND BIODIVERSITY
3. EDUCATIONAL PROGRAMS AND MEDIA
4. MAJOR TOURIST ATTRACTIONS
5. MARINE AND COASTAL
6. RURAL ACCOMMODATION
7. TOUR OPERATORS - TRAVEL AGENTS
8. TOURIST TRANSPORT
9. URBAN ACCOMMODATION

## WHY SHOULD YOU ENTER THESE AWARDS?

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

To increase your contacts and introduce your products and services to professionals from the tourism industry worldwide.

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

To personally collect the award during the Skål International World Congress in attendance of an excellent opportunity to network with tourism professionals from all over the world.

To have a chance of winning a complimentary subscription to the Biosphere Sustainable platform.



FULL INFORMATION [HERE](#).  
FOR QUERIES, PLEASE CONTACT [awards@skal.org](mailto:awards@skal.org)



# SKÅL



INTERNATIONAL  
Connecting Tourism Globally

## SUSTAINABLE TOURISM AWARDS

CALL FOR ENTRIES  
1 MARCH 2022 - 30 JUNE 2022

WITH THE  
SUPPORT OF



**UNWTO**  
World Tourism Organization

WITH THE  
COLLABORATION OF



**BIOSPHERE**  
TOURISM



**RESPONSIBLE**  
TOURISM  
INSTITUTE

OPEN TO  
ALL PUBLIC &  
PRIVATE  
SECTOR  
COMPANIES,  
EDUCATIONAL  
INSTITUTIONS,  
NGOS, &  
GOVERNMENT  
AGENCIES  
RELATED TO  
TOURISM

ALL ENTRIES  
MUST BE  
SUPPORTED  
BY A SKÅL  
INTERNATIONAL  
CLUB

# TOURISM OF THE NEW GENERATIONS



**PATRICIO AZCÁRATE  
DÍAZ DE LOSADA**

General Secretary  
Responsible Tourism Institute

Tourism is becoming increasingly less about 'seeing' and increasingly more about **experiencing**. Tourist activity is no longer centred on places of concrete physical interest, such as monuments or museums, so much as on intangibles such as culture, local life, and the lifestyle of a place's inhabitants.

Among the key players in this shift of tendencies is the group known as Generation Y, or more commonly 'Millennials', who are currently between 25 and 40 years old. Growing up, people in this age group were the first (in many parts of the world) to have an education that included climate change and sustainability, which made them extremely sensitive to these matters. A large percentage of them share certain characteristic values of a culture of sustainability, whereby they are prepared to invest more in responsible consumption options, preferring experiences to material possessions and viewing travel as a priority, a way of discovering the world and themselves.

Sustainability is nothing new for us, however. At the [Responsible Tourism Institute](#), we have spent more than 25 years aligning companies and destinations in this industry with more responsible practices, as a founding member of the worldwide sustainable tourism council GSTC and as one of the main

disseminators of the United Nations' principles and objectives regarding sustainability in the tourism sector. It's now nice to see that the patterns of demand are starting to trend in the same direction.

For example, if we look at the data in Google's sustainability manual for 2021, as many as **83% of travellers think that sustainability in tourism is of vital importance**, and 59% would even be ready to pay a greater amount for more sustainable travel options.

There's no doubt that, thanks to the increased awareness of consumers and their potential as a source of demand for tourism companies, large corporations like the aforementioned search engine giant, and others such as Booking, are starting to bet on the positioning and prioritisation of more responsible choices with their eco-labels – just as we've been working for so many years to align the members of RTI and their companies and destinations, by means of our responsible tourism system Biosphere.

### **The world is changing - for the better.**

Sustainability is the order of the day, and the demand for it is growing quickly. As such, the future will involve the necessary and urgent step of implementing more sustainable tourism models.



# THE RELEVANCE OF SUSTAINABILITY AT A TIME OF RECOVERY IN THE TOURISM

## TOURISM IS ONE OF THE DRIVING FORCES OF DEVELOPMENT AND GENERATOR OF JOBS.

The pandemic has shown very clearly not only that unsustainable practises, among them the continuous loss of biodiversity, are having significant implications not only for the tourism sector, but for societies.

UNWTO therefore guided the sector in the needed transformation through the development of [One Planet Vision](#) outlining the major challenges and steps for this needed transformation. Later on, the G20 Tourism Ministers welcomed the [Recommendations for the Transition to a Green Travel and Tourism Economy](#) which was built on the One Planet Vision.

One of the important initiatives UNWTO is driving through the [One Planet Sustainable Tourism Programme](#) supported by France and Spain in collaboration with the United Nations Environment Programme (UNEP). The Programme aims to accelerate sustainable consumption and production (SCP) in tourism policies and practices to address the challenges of pollution, biodiversity loss and climate change.

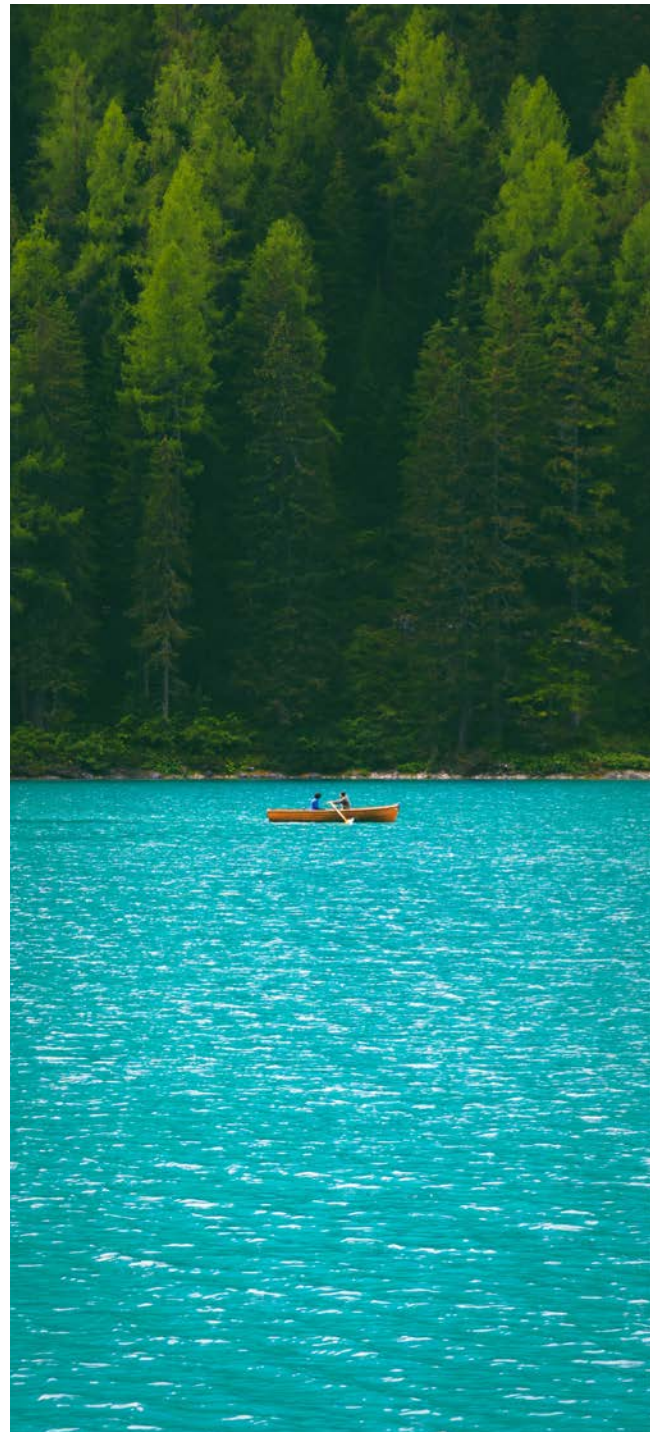
Within the framework of its workstream on Tourism Food Value Chain and Circularity, the [Global Roadmap on Food Waste Reduction in the Tourism Sector](#) is being developed. The Roadmap provides a global reference for scaling up sustainable food management in the tourism sector, including the reduction of food waste. The Roadmap will encompass a systemic approach with regards to sustainable food management, notably in connection with sustainable procurement and sustainable diets in addition to food waste. In the process of developing the Roadmap, a repository has been curated to support stakeholders accelerate the sustainable management of food in tourism. The [repository](#) includes relevant guidelines on sustainable procurement, sustainable diets, sustainable consumption, as well as a strong emphasis on food waste reduction.

Food waste reduction has potential to reduce costs and support a responsible recovery from COVID-19. In addition, food waste has been identified as an entry point for circular approaches in the tourism sector and can therefore result in diversified income streams, while enhancing the linkages with local communities, creating added value for guests and curbing CO2 emissions.



### DIRK GLAESSER

Director for the Sustainable Development Programme of the World Tourism Organization (UNWTO).





# INDUSTRY EVENTS



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**KVARNER**  
*Diversity is beautiful*



**SIWC**  
October  
13 - 18, 2022  
*Wecome Skalleagues!*



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# Kvarner Region

*Each vacation - endless memories*



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[WWW.KVARNER.HR](http://WWW.KVARNER.HR)





# KVARNER REGION. CROATIA'S BEST KEPT SECRET

## A SECRET PERHAPS TO SOME, YET NOT TO EVERYBODY.

Kvarner Region has long been the preferred holiday choice of some very special visitors including European Royal families, composers including Gustav Mahler, writers including Anton Chekov and dancers including Isadora Duncan. Those who came all referred to the magical, unspoilt nature of Kvarner, a place offering well-being, inspiration, clarity and joy.

Today, visitors arrive by air, road and sea from across the world and for a variety of reasons. The famous 'Lonely Planet' worldwide guide has placed Kvarner Region in the 'Best in Travel 2020' - the annual collection of the world's hottest destinations. It remains to be discovered why.

With a wealth of attractions packed into a relatively small area, the Kvarner region is a unique combination of coast, island and mountain. The Opatija Riviera, the Crikvenica-Vinodol Riviera, the islands of Krk, Cres, Lošinj and Rab and the city of Rijeka and its surroundings, as well as Gorski Kotar, Kvarner's forest-mountain area, guarantee a lot of diversity in every respect and in every season.

Only a few hours' drive from the major European centres of Vienna, Munich, Milan, Budapest, Belgrade, Ljubljana or Venice, this region is perfect for an escape from everyday life.

It is a destination of fantastic beaches, many of which are at the forefront of European and world rankings, a region with an exciting culinary scene and great local wines, but also full of challenges for active outdoor holidaying, both on land and at sea. Aromatherapy in the open air

- thanks to a combination of wind, sea, Mediterranean plants and the mild climate with more than 200

sunny days a year - has a beneficial effect on breathing and contributes significantly to a good physical and mental condition. All this provides the ideal opportunity to 'reset' in 2022.

Kvarner opened its doors to tourism as early as the 19th century. After a team of doctors and scientists determined the undeniable benefits of climatotherapy and thalassotherapy, first Opatija and then Crikvenica and the island of Lošinj were declared climatic health resorts by imperial decree. Ever since then, many members of royal and imperial families, artists and celebrities have visited this region to enjoy its perfect atmosphere.

This has always been a region of superb cuisine and excellent wines, a favourite destination for food lovers looking for unforgettable experiences - indeed, Kvarner's gourmet scene is one of its trademarks. Looking for a

recommendation because you're unsure what to choose? In Kvarner you'll find Michelin stars, JRE labels,

Gault & Millau toques, Falstaff and other recommendations, as well as the regional quality labels 'Kvarner Gourmet' and 'Kvarner Food', which will direct you to the offer, quality and creativity of the region's chefs. In wineries with the 'Kvarner Wines' label, you can taste wines produced exclusively from indigenous varieties that grow in particular terroirs, the most famous white

and red varieties being žlahtina and sansigot respectively. If we add the Krk pršut dry-cured ham, locally produced cheese, Kvarner scampi, the Rab cake, Gorski Kotar forest fruits and game and Cres lamb to this wine, and season everything with olive oil, then all we can say is: "Bon appétit and cheers!"

Kvarner is looking forward to welcome Skålleagues from all over the world at Skål International World Congress in October 2022!

**ONLY A FEW  
HOURS' DRIVE  
FROM THE MAJOR  
EUROPEAN  
CENTRES OF  
VIENNA, MUNICH,  
MILAN, BUDAPEST,  
BELGRADE,  
LJUBLJANA OR  
VENICE**





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AFRICA



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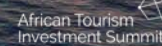
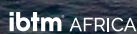


In the business of building businesses

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# A FULL AND VARIED PROGRAMME AT AFRICA TRAVEL WEEK

## THE COUNTDOWN TO AFRICA TRAVEL WEEK IS ON!

- With just over a month to go before Africa Travel Week (ATW) kicks off at the CTICC, excitement is running high in the industry.
- The globally-renowned travel and tourism event offers a unique platform for industry players who wish to increase their visibility, enter new markets, launch new products, assess the current industry landscape, generate sales leads, and network.
- A diverse portfolio of speakers is bringing a wealth of expertise to the event.

Africa Travel Week, including flagship shows WTM Africa and ILTM Africa, has unveiled an exciting and highly informative content programme for 2022 that will help travel and tourism players hone industry knowledge while gathering new insights.

The trade show, which is taking place at the Cape Town International Conference Centre between 11 and 13 April, will allow travel industry leaders to reconnect and catch up on trends and developments in the African tourism space. This opportunity to meet with fellow members of the travel and tourism industry is highly anticipated because it is the first time the event has been hosted in person since the advent of the COVID-19 pandemic.

*"This year's event promises to be highly informative; a truly useful platform for all industry members",* says Martin Hiller, Creative + Content Director: Travel, Tourism and Creative Industries at RX Africa. *"We've carefully designed our programme with an eye to shining the spotlight on opportunities for travel to Africa. Against this backdrop, our various activities are geared to inspire, educate and help rebuild the travel and tourism industry".*



In line with this objective, a wide range of topics has been slated for discussion, including a look at new types of tourism, such as culinary tourism, and where, how and why to travel in 2022 and beyond. Other issues that will be examined include diversity in the industry, with a look at the rise of female rangers in Africa, regenerative tourism practices, and the current and future challenges facing Africa's industry.

Delegates will also have a chance to take part in discussions around managing Africa's reputation, understanding how to tap into new source markets, and the future of African tourism. Speakers at the event include industry heavyweights such as Jon Howell, Holly Budge, Maggie Mutangiri, Beks Ndlovu and Septi Bukula. For a full overview of the content programme, click [here](#). A comprehensive overview of the speakers can be found [here](#).

The content sessions hosted by experts and speakers are to be augmented by several bolt-on conferences, including [EQUAL Africa](#), the [African Tourism Investment Summit \(ATIS\)](#), the [Responsible Tourism Africa Conference](#), [Travel Forward](#) and [IBTM Africa](#).

### EQUAL AFRICA

A 2021 survey by Booking.com revealed that more than half (53%) of LGBTQ+ travellers have had less-than-welcoming or uncomfortable experiences at a property where they were staying, making the EQUAL Africa conference pivotal to the industry. Designed to deliver a dynamic range of inspirational speakers telling personal stories, giving advice on marketing best practices, and explaining case studies presenting a real opportunity for the industry to switch up its business strategies.

Taking place on Monday, 11 April, this conference is free of charge, but it is advised to reserve your spot as places are limited due to COVID restrictions. Book your seat [here](#).

### ATIS

The 2022 edition of the African Tourism Investment Summit (ATIS) in partnership with the International Tourism and



Investment Summit (ITIC) will take place on Tuesday, 12 April as part of WTM Africa. Themed, "Investing in the Future of African Tourism", the conference will deliver key insights highlighting investment trends, opportunities, and challenges in the value chain of tourism, encourage finance initiatives and explore Africa's innovative tourism sector for growth.

The African Tourism Investment Summit is a paying event that can be booked [here](#).

### IBTM AFRICA

This year's theme is "New Business, New Tech, New World" and has been expertly designed to provide all IBTM Africa attendees with the insights and knowledge they need to recover and grow in 2022 and beyond. Taking place on Wednesday, 13 April, this conference is free of charge, but it is advised to reserve your spot as places are limited due to COVID restrictions. Book your seat [here](#).

### SHOWING SUPPORT

*"Not surprisingly, a number of Africa's leading tourism authorities and companies, media and associations have shown their support for an event that promises to expand our understanding of what's happening in our industry, right now",* Hiller comments.

*"We're extremely excited to offer a programme of this calibre; one we believe will be of exceptional value as our industry prepares to take the next step forward",* Hiller concludes.

Make sure you don't miss the opportunity to reconnect at WTM Africa. [Register](#) today.

IMEX IN FRANKFURT  
20  
YEARS

# You can count on IMEX

The world might feel as if it's been standing still - **IMEX in Frankfurt** will prove otherwise.

You'll be surprised at what's new and where; who's who, and why; where's hot, where's cool and what's coming up next...



- **New** alliances
- **New** venues
- **New** technologies
- **New** hotels
- **New** trends
- **New** investment
- **New** faces

The IMEX team is busy planning a truly global showcase packed with value and business opportunity to mark **20 years of IMEX in Frankfurt**, 31 May – 2 June 2022.



**FRANKFURT**  
31 MAY-2 JUNE 2022

Will you be there? Register today (it's free).  
[imex-frankfurt.com](https://imex-frankfurt.com) #IMEX2022 #wewillmeetagain

The heartbeat of the global business events community

# A BEST-IN-CLASS BUSINESS EXPERIENCE, FULL OF TRANSFORMATIONAL IDEAS, DESIGNED TO RENEW HUMAN CONNECTIONS: IMEX IN FRANKFURT 2022



*"From our conversations with buyers, suppliers and partners around the world, we know there's a huge appetite to meet in person and to be together again, doing business and building forwards better".*

*"The return of IMEX in Frankfurt this May is set to supercharge this momentum, bringing the global business events community together for three days of business, networking, inspiration and celebrating the sheer joy of being face to face again. We can't wait to see old friends, make new connections and enjoy the energy of the show floor together with our friends from across the globe",* Carina Bauer sets out how IMEX in Frankfurt will return in style from 31 May - 2 June 2022.



The destinations, venues and suppliers confirmed so far span the world and include: Boston, Cuba, Egypt, Intercontinental Hotels Group, Istanbul, Malta, Meliá Hotels, Radisson Hotel Group, Titanic Hotels, Singapore and Spain. Over 2,000 buyers from agencies, corporates, associations and more have already committed to attending the show and with three months still to go, many more are expected to join them. New intermediaries are bringing buyer groups from countries as far afield as Australia, Brazil and the USA. 10 hotel intermediaries including Meliá, Hilton, Marriott, Radisson and Hyatt are also set to bring their international clients to the show in force.

## A CHANCE TO SHAPE THE AGENDA – DEDICATED LEARNING FOR PLANNERS

As well as meeting suppliers, colleagues and clients all in the one global marketplace, planners can also refresh their skillsets with dedicated education taking place the day before IMEX in Frankfurt, on Monday 30 May. Experts from SAP, KPMG, Bolt and LinkedIn lead a compelling programme of learning and networking for corporate executives. Case study-led education and peer-to-peer discussions will cover several topics,

including how experiential marketing and innovation are revolutionising corporate events and how to reduce the environmental impact of events.

Agency planners can shape the focus of IMEX's co-created Agency Directors Forum, choosing what best fits their needs from subjects including: growth opportunities, lessons learned from the pandemic, adapting to a changed event landscape, trends and technology impacting business strategy and reconsidering staffing options.

Separately, Association Focus will deliver learning and networking exclusively for association professionals of all levels. The collaborative programme offers insight, inspiration and real-world recommendations and resolutions to the challenges facing associations across the world today.

## 'BEING THE BEST YOU CAN BE IS AN INSIDE JOB' – MINDSET MATTERS

A free learning programme, open to all, takes place during the three days of the show. Over 150 education sessions will address the most urgent business issues of the moment including: community engagement, sustainable leadership, brand-building, regenerative event management and policy engagement. Experts will share first-hand experiences gathered from their time within the business events sector or, in the case of Paul McVeigh, from the world of elite sport.

As a Premier League and International football player for Tottenham Hotspur, Norwich City and Northern Ireland, Paul competed with and against the best players in the world, which has shaped his understanding of high performance and the psychology of success. In his session, Psychology of Performance for Leaders, Paul will outline the mental tools required to elevate the performance of leaders and teams from organisations across the world. He explains: *"After 28 years competing, observing and study elite performance, I'm fascinated by the habits and behaviours that people who've reached the top of their chosen field have in common. However, no time-blocking technique, influence skills or life hacks can improve your performance if what's going on inside your head is full of ineffective and unhelpful thoughts, contradictions, or doubts. Being the best you can be is an inside job and it starts and ends with your own mindset. At IMEX in*

*Frankfurt, I'll be sharing some of the 'tried and tested' techniques that elite performers use to help them reach – and more importantly stay at – the top of their game."*

Fine tuning leaderships skills to hone-in on the three Ps – people, planet, profit – will be the focus of another education session by Claudia van't Hullenaar, founder of Sustained Impact. In her session, 'Why we need conscious leadership and mindset shifts for a regenerative future', Claudia will share details on how business leaders can manage companies with environment, society, and long-term sustainable development goals in mind.

## SUSTAINABILITY IN THE SPOTLIGHT

The IMEX Group will be demonstrating its continued commitment to sustainability through their Talking Point for this year, 'Giving Nature a Second Chance'. This will be championed at the IMEX|EIC People & Planet Village, a dedicated area of the show floor where IMEX's own 'Green Squad' will share what the company is doing around sustainability and DEI as well as showcasing best practice and ideas from across the industry. The show itself will also be measuring its sustainability performance for the first time, with results distributed openly post-show.

Carina Bauer, IMEX CEO, concludes: *"The year marks 20 years of IMEX in Frankfurt and we're set to share a very special edition of the show, one that centres on cherishing human connections. Our connection to the planet, our community, our purpose and each other will all be celebrated at the show. This May, the global business events sector can expect a best-in-class business experience, full of transformational ideas. Above all, we'll be relishing the chance to be together again, talking business and planning ahead for 2023 and beyond".*

**IMEX in Frankfurt takes place 31 May - 2 June 2022** - the business events community can register [here](https://www.imex-frankfurt.com). Registration is free. [www.imex-frankfurt.com](https://www.imex-frankfurt.com)



# April Skål Month

**Discover and participate in the events we  
have prepared to celebrate Skål  
International World Day on 28 April 2022.  
More info [here](#).**

**#WorldSkalDay #SkalMonth**



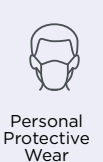
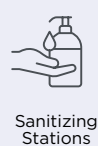
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