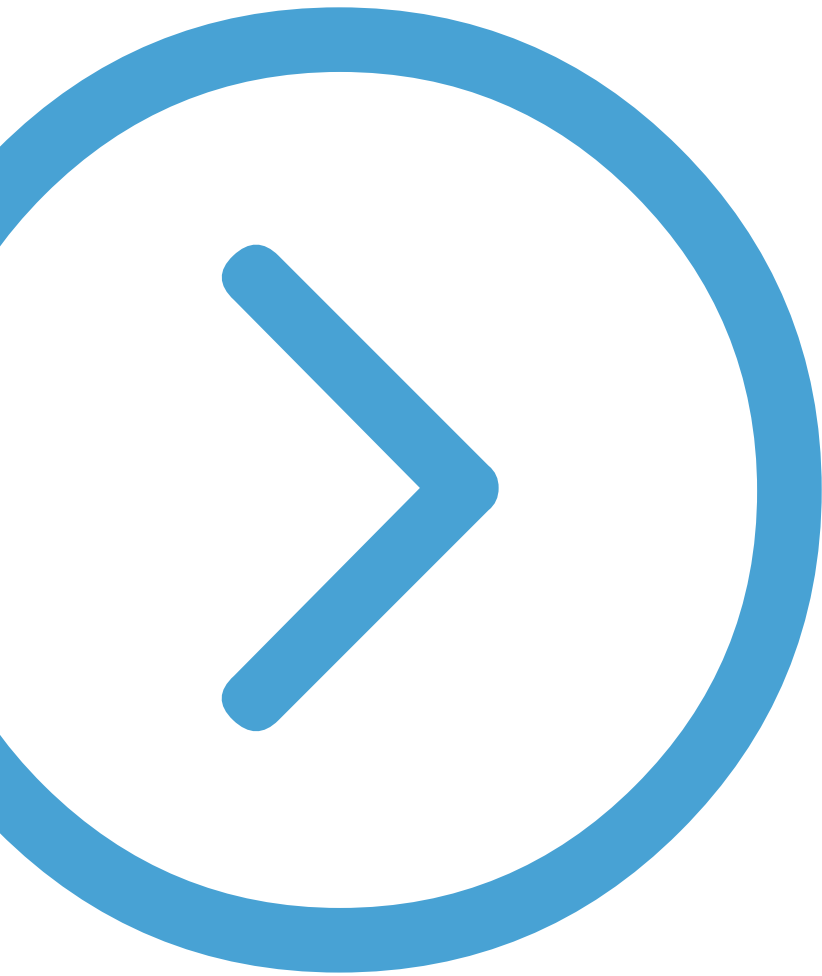


TOURISM NOW



**THE EVOLUTION
OF THE
LEADERSHIP
EXPERIENCE**

#DoingBusinessAmongFriends



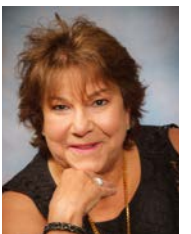
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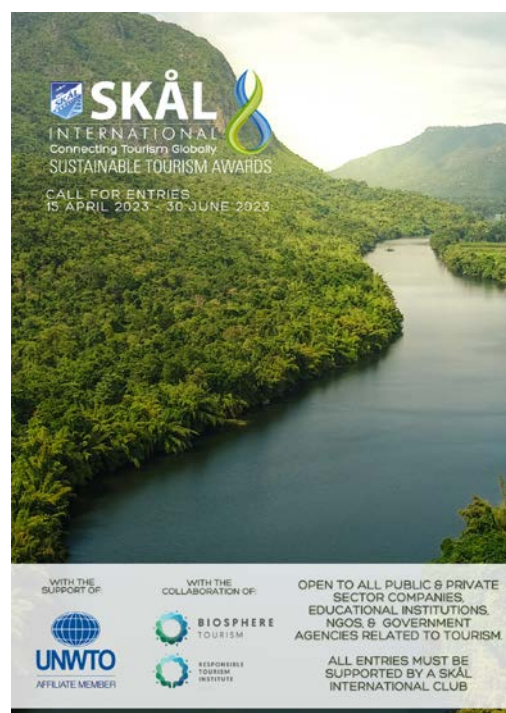
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More info: skal@skal.org.

**ANNETTE CARDENAS**

Skål International Senior Vice President

EDI TOR IAL

AND HERE WE ARE...

Halfway thru the year - June, a month when Europe, USA and India prepare for summer, South America, Oceania and East and South Africa prepare for winter, while Asia is warm and pleasant.

Skål International prepares with the trainings received for the new governance model- it is work in progress for the Transition Committee and for all Skål International regions in the world.

As with the seasons, change requires preparation and opportunity to adjust - this is also a great time to share with the industry players in each area the new model that will include leadership from 14 regions - identifying those new leaders and welcoming new members who want to be a part of this great organization and "do business among friends" and its benefits is exciting and challenges us all to prepare ourselves and new members for the future of Skål International.

As we prepare when a seasonal change is about to begin, let's get ready! **Identify new players and prepare new ones for their future leadership roles**, put away the 'past season' and bring out the 'new season' mode!

Hope you have a wonderful month and look forward, as always, to hear your comments and ideas to make our communication richer.

Skål!

**ANNETTE CARDENAS**

Skål International Senior Vice President

**JUAN I. STETA**

Skål International World President 2023

EDI TOR IAL

DEAR ALL

I would like to start these words by quoting Steve Jobs: *"Innovation distinguishes between a leader and a follower"*, and I truly believe that that is what we, Skålleagues, do in our daily work, especially after the pandemic. We are eager to innovate, to bring new meaning to travel, to revamp the hospitality industry.

We faced two quite challenging years, with many Skålleagues using their savings to keep their business running and, others unfortunately, losing their jobs and/or businesses; and now that the pandemic is over, are facing the lack of people wanting to work in our industry. But this situation has enhanced our theme and goal of *"Doing business among friends"*. With a database of some 12,500 members great opportunities have arisen. We prefer to do business with a Skålleague whenever possible. We are also talking about coming together to promote Tourism and Gastronomy Schools.

In this line of ideas, **our beloved Association is also undergoing a major change**. As Henry Kissinger once said: *"The task of the leader is to get his people from where they are to where they have not been"*, and this is what the Co-Chairs of the Transition Committee are doing. Many of you have participated in the training/informative sessions that are underway around the world. You are now more acquainted with the new governance structure that will take place in 2024. The initial steps will be taken

15 days prior to the 2023 Congress to be held in Malaga from November 1 to 5, as elections for Directors and Deputy Directors will take place, together with those of the 2024 President, 2024 Vice-President / 2025 President Elect, Auditors and Members d'Honneur. The results are to be known during the AGA.

As a result, the 2024 President will have the time to assign to each Director the Committee which he/she will be responsible for. The new Executive Board will be meeting in Malaga during the 2nd half of January 2024, to have the formal kickoff of their year's work.

Finally, I want to convey **my warmest recognition** to Past-President Lavonne Wittmann, International Skål Councillor Holly Powers, and Alfred Merse Co-Chairs of the Transition Committee, Past-President Mok Singh and Past-President Salih Cene Co-Chairs of the Statutes & By-Laws Committee, and to Past-President Hülya Aslantas and Past-President Burcin Turkkan for all the work and hours devoted to make the new governance structure a reality. Obviously, this recognition also goes to all the Members of the said Committees.

"Con un fuerte abrazo Skål"

**JUAN I. STETA**

Skål International World
President 2023
jsteta@gmail.com



MEET o SKÅL INTERNATIONAL

EXEMPLARY SKÅL LEAGUE

LEADER AND VISIONARY

James Thurlby is an accomplished leader and visionary who currently holds the esteemed position of President at Skål International Bangkok. With **over 20 years of experience in the hospitality industry**, James has lived and worked in Thailand since 2018, making him well-versed in the local market dynamics and cultural nuances.

James has demonstrated a strong passion for marketing throughout his career, particularly within the leisure, hotels, and tourism sectors. Having worked for renowned companies such as the Thomas Cook Group and Haven Holidays, he has consistently delivered exceptional results and garnered accolades for his contributions. James' expertise extends to digital marketing, where he currently serves as a Digital Marketing Manager for Move Ahead Media, overseeing campaigns for clients in various industries, including travel and tourism.

As President of Skål International Bangkok, **James has proven to be an influential leader, driving positive change and steering the organization toward unprecedented growth and success.** His strategic thinking and keen understanding of consumer purchase decisions and motivations have been instrumental in enhancing the membership's experience and addressing their needs effectively.

Under James' guidance, Skål International Bangkok has witnessed remarkable advancements across multiple fronts. He has implemented innovative strategies to elevate customer experiences, nurtured strong relationships with key stakeholders, and championed initiatives to promote sustainability within the organization. James' unwavering commitment to excellence and his passion for the industry have earned him widespread respect and admiration from colleagues and industry peers.

In 2023, James was extended a special invitation to serve as one of the Co-Chair's on the Skål International Technology Committee, a prestigious role that highlights his expertise and influence in the field. This committee has embarked on



JAMES THURLBY

Skål International Bangkok President.

overseeing one of the most critical IT projects for Skål International, emphasizing James' trusted leadership and ability to navigate complex technological endeavors. By accepting this role, James further demonstrates his commitment to driving innovation and leveraging technology to propel SI forward into a successful future.

Beyond his professional achievements, **James is also recognized for his philanthropic endeavors.** Actively participating in community initiatives, he strives to impact society positively and sets a strong example of corporate social responsibility for the industry.

As President of Skål International Bangkok, James Thurlby continues to lead with a clear vision, empowering the organization to achieve new heights of success. His remarkable leadership skills, industry knowledge, and unwavering commitment to excellence make him an inspiring figure in the world of hospitality, shaping the future of Skål International Bangkok and leaving a significant impact on the industry.

SKÅL INTERNATIONAL HELD A SUCCESSFUL MID-YEAR MEETING IN MALAGA, SPAIN

Skål International, the world's largest organization of travel and tourism professionals, successfully held its 2023 Executive Board and International Skål Council Mid-Year Meeting from 26 to 29 April in Malaga, Spain.

With its historic monuments and museums, stunning beaches and a lively atmosphere with numerous shops and restaurants, Malaga has become a reference point for international tourism. Malaga is also home to the Parque Tecnológico de Andalucía and a major European centre for the development of the digital sector and is in the spotlight of large technology companies such as Google which, in 2023, will open its Centre of Excellence in Cybersecurity next to the port. This Andalusian city is also known for its Film Festival and its Holy Week, but above all, Malaga is a city full of passion and joy which makes it a unique place.

The Skål International gathering opened with the traditional Get-Together at the AC Hotel Malaga Palacio terrace on Wednesday 26 April 2023, where attendees enjoyed breathtaking views of the cathedral, the Alcazaba, the Gibralfaro Castle and the city harbour. The welcome speech was given by Carmen Arjona of the Malaga City Townhall, followed by a warm greeting from José Luis Quintero, International Skål Councillor Spain, and Skål International President Juan I. Steta. Finally, the President of the International Skål Council, Julie Dabaly-Scott, welcomed all attendees. Skål members from Malaga-Costa del Sol, Madrid and Tenerife, were also in attendance.

The two-day meeting, held on Thursday and Friday 27 and 28 April 2023, brought together International Councillors from around the world

to discuss strategies and guidelines for Skål International's future direction. The meeting also featured virtual participation through Zoom from several Councillors and Past-Presidents who could not attend in person. The Skål International Executive Board held its own meeting on Thursday 27 April and attended the joint Executive Board and International Skål Council plenary meeting on Friday 28 April 2023 during which each Director gave a brief summary of their portfolio activities. *"We are extremely pleased with the outcome of the Mid-Year Meeting in Malaga"*, said Skål International President Juan I. Steta. *"We were able to discuss crucial issues affecting the travel and tourism industry and work towards shaping Skål International's future direction. We are grateful to all who attended and contributed to the success of the event"*.

The participants had the chance to visit the Skål International World Headquarters in Torremolinos at the close of the meeting days. They were able to witness the recent office refurbishment which reflects Skål's new direction of modernity and dynamism. Following the visit to the General Secretariat, participants received a warm welcome at the Skål International Málaga-Costa del Sol Club house where they could interact with local and national members.

The highlight of the event was the International Skål Council President's Gala Dinner at the Gran Hotel Miramar Malaga, where attendees enjoyed a pleasant dinner in a

unique setting, an event supported by Turismo Andalucía, who provided gift bags to the attendees. The evening featured speeches from the President of Skål International Malaga-Costa del Sol José María Callejón, Skål International President Juan I. Steta, and International Skål Council President Julie Dabaly-Scott. International Skål Councillor José Luis Quintero and the Skål International General Secretariat team were recognized for their efforts in the organisation of the Mid-Year meeting 2023.

A special moment of the evening was the presentation of a commemorative plaque and presidential banner to Skål International Honorary President, Antonio Garcia del Valle, for his 63 years of dedicated service to the organization, as well as the presentation of the presidential banner and a Tequila bottle by President Juan I. Steta to Skål International Spain President José Jorge Rodríguez Galvan, Skål International Malaga-Costa del Sol President José María Callejón and Skål International Spain Councillor José Luis Quintero.

Friday 28 April was also the 89th anniversary of Skål International, and congratulation videos from each of the Executive Board members were published on the association's social media channels. Skål World Day culminated with the traditional Skål International Toast in the three official languages.

PHOTO

Skål International Executive Board & the International Skål Councillors during the Mid Year Meeting 2023 in Malaga.



SKÅL INTERNATIONAL WORLD CONGRESS

2023 GET READY FOR AN UNFORGETTABLE SKÅL INTERNATIONAL WORLD CONGRESS 2023 IN MALAGA-COSTA DEL SOL!

We are delighted to announce that the Skål International World Congress 2023 will be held in the beautiful city of **Malaga, Spain, from 1 to 5 November 2023.**

This is your chance to connect with fellow tourism professionals from around the world and share insights and experiences.

With a diverse programme of events and activities, you will leave the Congress feeling inspired and invigorated.

Prepare to embark on **an unforgettable journey** as we gather for this prestigious event. The preliminary programme promises a rich and diverse experience:

PRELIMINARY PROGRAMME

1 NOVEMBER

Arrival of Congress participants.
Get-Together Party.

2 NOVEMBER

Opening Ceremony.
Lunch.
Cultural & Social programme including dinner.

3 NOVEMBER


Annual General Assembly of Skål International Club Delegates.
Lunch.
Excursion for accompanying person included in programme.
Dine Around or evening at leisure.

4 NOVEMBER

Global Market Place & Trade Fair / Workshops & Travel Forum.
Lunch.
President's Gala Dinner.

5 NOVEMBER

Departure of Congress participants or Post-Congress Tours.



**WE ARE EXCITED TO
WELCOME YOU TO MALAGA
COSTA DEL SOL, WHERE
WARM HOSPITALITY
AND UNFORGETTABLE
EXPERIENCES AWAIT.**

*Skål International World Congress
Malaga 2023 Team*

In addition, **the Skål International Executive Board will meet on 30-31 October and 5 November 2023.** The **International Skål Council meetings are scheduled for 31 October and 1 November 2023,** allowing International Skål Councillors to book their Council package through the Congress website.

Further highlights of the Congress include the Past Presidents' Meeting and Dinner on 2 November 2023.

The Congress website, which will provide online registration for the Congress and Pre- & Post-tours, will be available shortly.

CONGRESS HOTELS

Hotel Barceló Malaga****Sup (Headquarters hotel)

This hotel is in the city of Malaga. It is located in a privileged environment, next to the Vialia station and a shopping center. 5 minutes away you can enjoy a beach. It is located 10 minutes' walk from the city center. This hotel has 221 rooms. This hotel is ideal for business or vacation tourism. Clients have at their disposal a large room where they can hold conferences, a restaurant and a wine cellar. The modern rooms have air conditioning, pillow menu, satellite TV and bathroom with hydromassage.

MORE INFO 

Hotel Ilunion Malaga****

The hotel is in the center of Malaga, about a 5-minute drive from Malaga Cathedral and the Picasso Museum Malaga. About 1.9 kilometers away is the port of Malaga and 2.9 km from La Alcazaba. Part of the facilities of the establishment are an indoor pool, a sauna and a gym. Other services are Wi-Fi service without paying an additional charge, souvenir shop, facilities for wedding celebrations, a business center, dry cleaning, reception, conference center and parking with extra charge. Customers have at their disposal 179 rooms with flat screen TV, wireless internet at no additional charge, bathroom with shower, bathtub, toiletries at no additional charge, bidet, safe, desk and direct dial telephone. It also has a bar, room service and English breakfast for direct payment.

MORE INFO 



BUT THAT'S NOT ALL!

We have exciting news to share with you. The chosen dates of the Skål International World Congress 2023 have been strategically aligned with **World Travel Market London**, which will take place immediately after our Congress. This remarkable coincidence will allow you to extend your journey and maximize your business opportunities as you participate in both events.

Stay tuned for updates on the Congress website, where you will be able to register to the Congress and the Pre- & Post-tour options.

PRE-CONGRESS TOUR
24 - 29 OCTOBER 2023

Discover the Riches of Andalusia

DAY 1

24 October 2023: Malaga-Ronda-Gibraltar-Seville

Departure at 08:30 in the morning from the chosen point (to be determined). Travel through the romantic landscape of the Serranía de Ronda to the town of Ronda, spectacularly situated on a rocky plateau. Here we will visit the historic center with a visit to the collegiate church of Santa María la Mayor, the house of Don Bosco and the oldest bullring in Spain. Continuation to Gibraltar. Border crossing and cliffs Tour in minibuses with a stop at the Barbary Macaque Monkey Reserve to the viewpoint from which, weather permitting, you can see as far as Africa. Continuation to Jerez, the capital of wine. Visit a well-known sherry bodega. After a walk through the bodega's barrel forest, you can enjoy a tasting of different types of sherry. Finally, arrival in Seville. Dinner and accommodation.

DAY 2

25 October 2023: Seville

Today you will get to know the lively capital of Andalusia. After a panoramic tour of the Expo 92 site, you will visit the beautiful Parque de María Luisa and, of course, the district of Sta. Cruz with the Alcazar Royal Palace and the third largest gothic cathedral in the world. Idyllic patios (patios), flower-filled streets, and impossibly narrow streets are just another part of this city's splendor. The afternoon is free to explore the beauty of Seville. Dinner and accommodation at the Hotel.

DAY 3

26 October 2023: Cordoba - Granada

Today we will pass through beautiful olive groves to Cordoba. Arrival to Córdoba. The highlight of today's visit is undoubtedly the Mosque-Cathedral, one of the symbols of Islamic architecture, declared a World Heritage Site by UNESCO. Then we will walk through the Jewish quarter and visit the synagogue from the Middle Ages. In the afternoon we will continue to Granada, located at the foot of the Sierra Nevada. Dinner and accommodation.

DAY 4

27 October 2023: Granada

Visit to the Alhambra, the world-famous Moorish palace complex, which was declared a UNESCO World Heritage Site in 1984. In the afternoon, we will walk through the old Moorish quarter of Albayzin and enjoy the beautiful view of the Alhambra with Sierra Nevada at the bottom. In the evening, opportunity to experience a flamenco show (optional). Dinner and accommodation in Granada.

DAY 5

28 October 2023: Granada - Frigiliana - Malaga

After breakfast, we will travel through the Alpujarra mountains to the Costa Tropical. We will visit the white town of Frigiliana, one of the most beautiful in Andalusia. Then continue to Malaga. We will take a panoramic tour to the Gibralfaro Fortress, we will pass through the city park, the port, the Paseo del Limonar and the Plaza de la Merced, where the birthplace of Pablo Picasso is located. Then free time to do your last shopping. We recommend art lovers to visit the Picasso Museum, where you can admire more than 200 works from the artist's private collection. Dinner and hotel accommodation in Malaga.

DAY 6

29 October 2023: Costa del Sol - World Congress

Breakfast and free morning in Malaga. Around 2:00 p.m. transfer to the Congress Venue hotel for registration and accreditations. Note: Extra nights can be booked at the host hotel or others.

SERVICES INCLUDED

- 2 x overnight stays at the 4* Hotel in Seville.
- 2 x overnight stays at the 4* Hotel in Granada.
- 1 night accommodation in a 4* hotel in Malaga.
- 5 breakfasts and 5 dinners.
- Travel by bus as described in an air-conditioned coach.
- Gibraltar city tour.
- Visit to a sherry cellar and sherry tasting.
- Accompanying guide in English.
- English-speaking city guides in Ronda, Granada, Córdoba and Seville.
- Sightseeing visits with all tickets according to the program.
- Tickets to the Alhambra (Generalife, Carlos V Palace and Nasrid Palaces).
- Headset system for visitors.



POST-CONGRESS TOUR
5 - 9 NOVEMBER 2023

Unveil the Mystique of Morocco's Imperial Cities

DAY 1

5 November 2023: Costa del Sol - Tarifa - Tangier - Rabat - Casablanca

Departure at 07:00 in the morning along the Costa del Sol to Tarifa. Boarding the ferry for a short and interesting crossing of the Strait of Gibraltar bound for Africa. Arrival in Tangier, disembarkation, customs formalities and continuation by coach southbound via Larache to Rabat, diplomatic and administrative capital, official residence of King Mohamed VI. Visit of the most important places in the city; exterior of the Royal Palace, Mausoleum of Mohamed V, and the unfinished Hassan Tower, all important examples of Almohad architecture. Next, we will continue our trip to Casablanca, the industrial and economic capital and the most populated in the kingdom. Leisure. Dinner and accommodation at the hotel.

DAY 2

6 November 2023: Casablanca - Marrakech

Breakfast at the hotel. Panoramic tour of the most interesting sectors of the city, Anfa boulevard, Nations Square, residential areas and from the outside the great Hassan II Mosque.

Departure to Marrakech. Marrakech capital of the South, located within an extensive oasis between the Atlas Mountains and the pre-desert zone. Visit of the city including the Koutoubia Tower, twin of La Giralda in Seville, Saadian Tombs and Bahia Palace, walk through the medina and souks and through the magical Jma El Fna square, full of fortune tellers, snake tamers, acrobats, dancers, it all makes the city center an open-air theater that requires audience participation. Don't forget your camera. Dinner and accommodation at the hotel. Optionally dinner and show at 'Fantasia Chez Ali'. Accommodation at the hotel.

DAY 3

7 November 2023: Marrakech - Meknes - Fes

Breakfast and early departure towards the also Imperial City of Meknes, where we visit the Walls of Bab el Mansour and the Moulay Ismail Mausoleum, the only mosque in all of Morocco where access is allowed to non-Muslims. Finally, arrival in Fez. Dinner and accommodation.

DAY 4

8 November 2023: Fes

Breakfast at the hotel. In the morning, visit the oldest and most monumental of the Imperial Cities, visiting the most interesting places: the 7 gates of the Royal Palace, the Jewish Quarter or Mellah, the Bab Bou Jelous gate and a walk through its grandiose Medina or ancient city, declared World Heritage Site. The humanity. Late available. Dinner and accommodation at the hotel. Optional dinner with show.

DAY 5

9 November 2023: Fes - Tarifa - Costa del Sol

After breakfast at the hotel, departure to Tangier. Transfer to the port to board the ferry, through the Strait of Gibraltar back to Spain. Continuation to the Costa del Sol. Upon arrival, accommodation in a hotel on the Costa del Sol. End of the tour.

SERVICES INCLUDED

- Departure by coach from the Costa del Sol.
- Guided tours in Rabat, Casablanca, Marrakech, Meknes and Fez.
- Bilingual escort guide assistance during the circuit (Spanish and English).
- Transportation by luxury air-conditioned coach.
- 5 nights of 4* accommodation.
- Daily breakfast and 4 dinners.



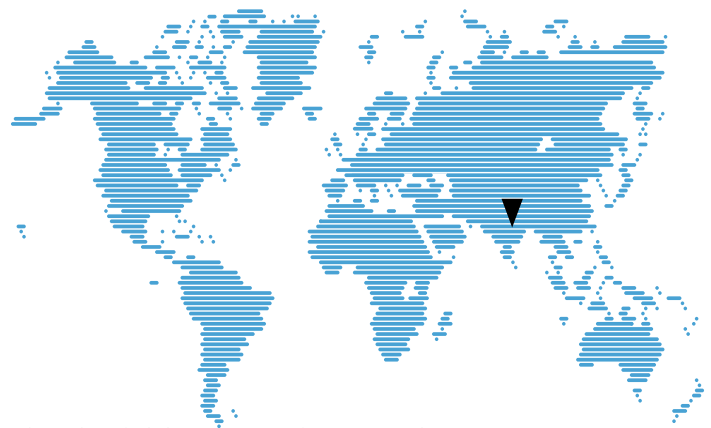


THE EVOLUTION OF THE LEADERSHIP EXPERIENCE

#DOING BUSINESS AMONG FRIENDS

SKÅLLEAGUES SHARING THEIR EXPERIENCE DOING BUSINESS AMONG FRIENDS AROUND THE WORLD THANKS TO THE SKÅL INTERNATIONAL NETWORK OF TOURISM PROFESSIONALS.

#DOING BUSINESS AMONG FRIENDS



**SKÅL INTERNATIONAL
LUCKNOW (INDIA)**

CONNECTING TRAVEL & TOURISM PROFESSIONALS ACROSS THE WORLD AS WE ALL KNOW IS WHAT SKÅL INTERNATIONAL STANDS FOR AND WITH A REPRESENTATION OF OVER 300 CLUBS AND A MEMBERSHIP SPANNING 86 COUNTRIES, IT IS A FRATERNITY THAT WE ARE INDEED PROUD OF... HERE IS AN ANECDOTE THAT WILL REAFFIRM THIS FAITH!

Skål International Lucknow is one of India's newest Clubs and is steadily growing its membership.

Anupam Shukla is one of their members who has been running his company Holiday Makers for over 20 years and is pursuing the trend to grow the outbound business from Lucknow an upcoming city in India.

Anupam recently attended Rendezvous organised by Atout France in Paris. Proudly displaying his Skål International lapel pin he was immediately singled out by Skålleague

Sandra Ottaviani who was happy to meet and interact with him to discuss future business opportunities. With a strong interest in France as a destination for his clients, it was an amazing opportunity to be able to converse with Sandra and get information on ground services and tours in the Côte d'Azur region in France.

A partnership is in the making and as we all know **networking is the mantra to success in today's world** and what can be better than to work with a Skålleague!

We wish Sandra and Anupam great success as they collaborate to

promote business together. While we are sure Sandra is proud to be a Skålleague, Anupam is a true believer of the value Skål International has added to his personal and professional life.

Skålleagues all over the world are committed to connecting across geographies and cultures empowering each other and yet remaining competitive!

Pictures speak a thousand words... **Sandra & Anupam are two proud Skålleagues?**



CARL VAZ

President, Skål International India



#DOING BUSINESS AMONG FRIENDS



**SKÅL INTERNATIONAL
VILLA LA ANGOSTURA (ARGENTINA)**

DISCOVERING A WORLD OF OPPORTUNITIES THROUGH SKÅL INTERNATIONAL.

In the exciting world of tourism, there are times when personal and business connections become the key to success.

My experience as a partner and member of Skål International has been the gateway to a world of friendship, business and growth in the tourism industry. Through this global network, I have been able to generate trust and loyalty among entrepreneurs, thus raising the prestige of my hotel and glamping boutique venture Las Balsas in the beautiful region of Patagonia Argentina, positioning it at an international level.

The support I have received from Skål International has been fundamental to boost the promotion of my destination, Villa La Angostura. During my tours in Spain at the International Tourism Fair (FITUR), I have had the opportunity to establish meetings with prestigious clubs such as Madrid, Galicia and Torremolinos, among others. These meetings have strengthened our relationships and opened doors to new business opportunities.

On my trip to the World Travel Market (WTM) in Brazil, I was invited to the agape, where I made great friendships with renowned



clubs such as those of São Paulo, Rio de Janeiro, Gramados and Fortaleza. These leading destinations in our neighboring country, Brazil, have shown a genuine interest in collaborating and promoting tourism in our region.

In addition to my experiences in Spain and Brazil, I have had the opportunity to forge thriving partnerships with clubs in Uruguay, thus opening new markets for my tourism destination. This regional connection has been invaluable to the growth of my venture.

My Patagonian city honored me by electing me president of our Skål

International Villa La Angostura Neuquén club, giving me the opportunity to develop the first Skål International monument in Argentina. This milestone has left a significant mark in our tourist town, consolidating Skål International as an integral part of our business community.

We have also actively participated as representatives in various tourism promotion entities in the province of Neuquén and in Villa La Angostura. This visibility has allowed our club to be valued by the whole community, recognizing our effort and commitment as tourism entrepreneurs.

Being part of Skål International has been an enriching and rewarding experience. I am happy to be part of this global network, full of opportunities to discover. Eager to expand our ties, I look forward to establishing new connections with other national and international clubs. My commitment and dedication to tourism continues to evolve, driven by the passion to discover and create partnerships from end to end in my beloved country, Argentina.



MARTIN SUERO

Past President

Skål International Villa La Angostura



#DOING BUSINESS AMONG FRIENDS

SKÅL INTERNATIONAL GOLD COAST (AUSTRALIA)

MICHAEL AND KAREN CROSS LIVE IN THE SUNNY BEACHSIDE CITY OF THE GOLD COAST, QUEENSLAND, AUSTRALIA.

They purchased the Management Rights to the beautiful 4 1/2 Star, Dorchester on the Beach Apartments, which boast 33, 3-bedroom, beachfront apartments overlooking Surfers Paradise beach in September 2014.

Karen was an inaugural member of the Skål International Sunshine Coast Club, the couple joined Skål International on the Gold Coast in December 2018. With a recently acquired property it was important to network locally, domestically and on the international scene. They realised there is only one industry organisation that allows that level of diversity in their membership and that being Skål International.

Over this period Karen and Michael have made many business contacts through Skål International. These are both wholesale and direct contacts. Also helping to build their business is

the many Australian Skålleagues who choose to stay at Dorchester on the Beach when visiting the Gold Coast. Skål International members receive the best deal depending on the season and availability within the property.

In 2022 Michael was elected as President of the award-winning Gold Coast club. Using the same principles they use in their business – they are growing the club and ensuring quality events. The Gold Coast Committee consists of true professionals on the Coast, and they are determined to grow the club within the protocols that Skål International was built on. Both Michael and Karen have a dynamic succession plan in place, with a very optimistic growth pattern for the club. Recognition saw them win Bronze in the Queensland Tourism Awards in 2018 in the category sponsored by Skål International Australia and recently they won the ARAMA Best Building Managers of the Year Award in all of Australia for 2021 and 2022.

Both Michael and Karen agree that the global profile



that Skål International has given Dorchester on the Beach and themselves is integral to their growth. So much in fact, that they attended the Australian Mid Year Meeting last year in Launceston and this year the Australian National Assembly in Darwin to learn from other clubs and spread the Dorchester story in the B2B sessions.

The couple attended the Skål International Congress in Bali in June 2023 and are seriously considering attending the Malaga Congress in November 2023. They know that as they expand their business, the networking and business contacts in Skål International are imperative to their success. Added to this is the bonus of making new friends and 'doing business with friends' through Skål International.



MICHAEL AND KAREN CROSS
Skål International Gold Coast



SUSTAINABILITY

IN THE

HOSPITALITY

INDUSTRY

THE QUEST FOR EQUILIBRIUM: THE BALANCE BETWEEN PROFITABILITY AND SUSTAINABILITY IN THE HOSPITALITY INDUSTRY

The hospitality industry is one of the significant pillars of annual GDP spent worldwide. The industry covers food and beverage, travel, entertainment, and much more. As costs rapidly increase, using resources efficiently becomes vital. Preventing the waste of these resources is essential. **Sustainability is adopting new and innovative techniques to utilize resources better will help avoid waste.** This will help prevent prices from increasing. Maintaining and improving the financial performance of popular hospitality sectors should help lower costs for guests and be better for the environment. In other words, doing more by using less and wasting less is sustainability.

Operating a hotel or any business requires a balance of sustainability and profitability. Companies can output mass amounts of products, including devices, commodities, and

services. Services like travel and hotel stays could leave smaller carbon footprints and waste less employee labor. Since cars, planes, and facilities use many natural resources, attempting to use these resources more efficiently may be better for the environment and increase profit.

The unfortunate truth, however, is that profit is a main priority for any business. Consumers may want environmental sustainability, but investors' desire increased profit. *"As much as sustainability is accepted as a goal to satisfy consumer demands, the main concern remains the impact it will have on profitability"* (Rey-Gore). Companies would have to increase the prices of products or services to combat spiraling costs, which no one wants. A suitable balance to appeal to both groups is to use resources such as water, electricity, and gas more efficiently. **Efficiency in the use of resources is essential** because it can help save money and help the environment. Reducing water, electricity, and gas will be more effective in the long run.

In addition to water, electric, and gas waste, preventing constant or unnecessary use of machines will significantly help reduce costs. *"Laundry and housekeeping are huge energy sinks, and outdated traditions about unnecessarily cleaning everything all the time may not be*

appropriate" (Mews). Cleaning a guest's hotel room and replacing the sheets once during their stay has significantly helped reduce energy costs. Multiple hotels use this feature to prevent the unnecessary use of machinery. Limiting the use of machines like the washing machine would prove beneficial in a hotel with hundreds to thousands of guests.

To maximize the efficiency of your resources, you need to consider many different aspects of the guest experience. Hotel rooms would be a wise place to start since they contain access to heating/cooling, running water, lighting, and other appliances. A hotel could have hundreds to thousands of rooms; if most of these rooms use a device such as lights, televisions, heating/cooling systems, or running water when the room is not occupied, it would be wasteful.

"Set a dead band between heating and cooling to ensure both heating and cooling systems are not running at the same time. For example, heating should switch off once temperatures reach 19°C, but cooling shouldn't come on until temperatures reach 24°C, creating a dead band of 19-24°C" (Use Resources Efficiently). Automatic prevention of having both the heating and cooling systems running would be beneficial. Heating or cooling should be used separately to save costs and utilize the

available resources. One or the other is expensive enough, so preventing both systems from running simultaneously is the best option. Each hotel room has multiple lightbulbs, *“Cut down on bulbs: in some instances, you may be able to remove one light bulb from a group of several without noticeable effects”* (Use Resources Efficiently). Cutting one light bulb from a group of several would be monumental in a hotel with hundreds to thousands of rooms. One bulb may not sound as impressive, but it would add up to hundreds or thousands of each hotel room had them reduced. It would be essential to balance hotel operations, consumer experience, and proficiency. The guest experience should not be hindered - a perfect balance between the two would be critical.

Energy management saving tips would help support any business to achieve maximum efficiency. Solar power and automated predictive monitoring will help hotels save on costs, *“Hotels of all sizes are leveraging increasingly affordable photovoltaic technology to reduce their energy costs. Solar power technology offers businesses a two-fold opportunity: to reduce energy consumption from the grid and sell excess production back into that grid. Therefore, hotels can save on their energy costs and subsidize whatever energy consumption they still have to pay for”* (Attala). Solar power has several benefits: it provides an affordable alternative for energy needs and seamlessly sells excess energy. The extra energy not used would go toward the energy grid instead of being wasted. The solar power method would allow power to be used at its fullest potential. Prevention of waste will benefit any business.

Regarding waste, predictive monitoring is an excellent tool for identifying potential trends for undesirable results. Preventing waste from getting out of control would be better

for the environment as well as for the business itself, *“Like energy-management systems that monitor, track and optimize energy consumption, predictive maintenance enables hotels to use sensor data to identify wasteful or hazardous trends and alert maintenance staff before the issue escalates into a much costlier one”* (Attala). Identifying potential problems early on would save a ton of expenses since they are not yet out of control. It would also positively impact guests since they may not experience hotel errors as often. Overall, it would be an excellent addition to any hotel.

While not directly tied to the environment - quality control will positively impact a hotel's reputation. Low-quality effort halts services which will result in unsatisfied guests. Looking for ways to improve your service should always be in an employer's mind. *“Quality control is critical in any business but especially in the hospitality industry, where a hotel's reputation depends on the quality of its service. Low-quality work leads to rework, and compromising resources from other tasks negatively affects the guest experience. Having processes in place can help identify and correct issues before they become larger problems”* (Epsilon). If a hotel earns less revenue, this may result in the establishment cutting efficiency tools as a reaction. Less income will deter the priority of a clean and sustainable environment in favor of increasing revenue. Less revenue will also result in being unable to maintain environmentally positive programs. A hotel's reputation and guest satisfaction must be positive to help businesses support the environment. Resources are needed to keep everything functioning so there can be a better effort on efficiency and quality.

A good question would be whether a hotel influences or

encourages consumer behavior to be more mindful of the environment. Guests would be less likely to leave a mess behind if their surroundings were clean. If guests saw advertisements on taking better care of the environment - they may be encouraged to follow suit. *“Image is widely considered to be a key part of tourist decisions (Lee, 2009). It can be conceptualized as the global perception that an individual develops of a place based on information that is acquired and processed over time”* (Lee et al., 2010; Bigne et al., 2001).

In the literature, destination image, product image, and brand image among others have been discussed extensively. As Kotler and Gertner (2002) noted that *“image has an impact on consumer's decision-making process and behavior by creating mental shortcuts when processing purchase data (Lee et al., 2010; Wang & Hsu, 2010)”* (Kubickova et al. 14). An image is a powerful tool that many organizations utilize. Imagery is a quick and effective tool to convey a message or idea to the consumer. Imagery must be easy to understand since guests are almost always on the move. Getting consumers to make mental shortcuts to a particular idea would get them to think on a similar wavelength the organization wants to convey. Setting an example may tell consumers to be more environmentally friendly and courteous to their surroundings. Overall, I believe having a clean building and proper image marketing could positively influence guest behavior which will both help the environment and eventually save the organization revenue.

Since the idea of influencing guests with imagery is established, how hotel managers can encourage guests to save energy becomes a focal point. Leaving an impression on guests can be easy, exemplary, or deficient. In a 1999 study, Page

and Siminovitch conducted a study to monitor energy consumption patterns. *“Although the researchers neglected to report the average kWh consumed in the tested rooms, the results of the field experiment revealed that bathroom lights were used for nearly eight hours a day per occupied room. Lamps on the bed and end tables were on for an average of almost five hours per day. Floor lamps were used on average for three hours per day per occupied room while the desk table lamp was used about two hours a day. Lights were used most in the morning from 6:00 a.m. to 10:00 a.m. and in the evenings (after 5:00 p.m.) They also noted that some fixtures, most notably the bathroom and bed fixtures, showed high usage during typically unoccupied daytime periods between 11:00 a.m. and 5:00 p.m.”* (Huh). The experiment reveals the time when lights were being used. The common denominator expresses busy times such as the morning rush and early evenings. Morning rush and early evening make sense since guests typically get up early and return to their rooms in the evening. It might be cost-efficient to purchase appliances with efficiency in mind.

A suggested approach to saving on resources is giving guests the science of choice to encourage them to be more environmentally friendly. Guests reaching a particular conclusion on their own may be more easily persuaded than if they are told to do something. *“Moreover, hotel operators should consider using the science of choice to nudge hotel guests toward energy conservation and sustainability. For example, with a wastewater drain that displays the amount of water that has passed through it, hotel operators can provide guests with information on the number of gallons of water used with a comparison to other guests instead of installing water-efficient showerheads that hotel guests might find unsatisfactory”* (Huh). Giving guests information

about how much water they use compared to other guests may encourage them to be more conscientious about conserving. Many people would receive a good feeling hormone that shows them they did something good. As stated before, sacrificing guest enjoyment for profitability in a hotel would not go over well. Nudging guests to be more conscientious instead of punishing them by offering suitable showerheads will be the better solution.

Future-proofing investment strategies are right up the alley of investors of a given brand. Investors are always interested in investment strategies to ensure short- and long-term profitability. Investors should be interested in learning about the energy consumption of their brand’s operations, **“Investors should particularly enquire about energy consumption, water consumption, and waste management, which are key indicators of environmental performance in hotel asset portfolios. Implementing efficiency measures is one of the most effective ways to improve the performance of an asset and a portfolio”** (The Business Case). Hotel asset portfolios indicate information about the particular brand. Knowing your expenses and where they originate can help form a plan to redirect or reduce unwanted costs. A visualized idea of where money is going will keep investors organized.

The location of a hotel or any business is crucial for its survival. Proximity to natural resources like water and already established facilities would lower the energy consumption to transport them. Picking an area that is not environmentally sensitive has been beneficial, *“Another factor which considered in choosing the locations was the availability of roads and utilities to avoid the extra cost and energy”* (Zolfani et al. 410). Building around already established

facilities instead of destroying preserved land is better for the environment. Not utilizing facilities around you would undoubtedly waste unnecessary resources and energy. Even though the building may not suit the environment, you can always help restore or repurpose it afterward.

The accumulation of all the research demonstrates that service providers are experience managers, *“The growing emphasis on developing a complete guest experience moves resort hotels from being ‘service providers’ to being ‘experience managers’ as one observer put it”* (Ayala). Managers should help their guests feel a specific way. The environment should also be a focal point as it is essential; guests can appreciate the importance of the environment too. Profitability, sustainability, efficiency, resources, imagery, location, and more all come together to make a memorable hotel or business to visit. Without all those pillars, it would be impossible to have a successful business and to reduce waste to help save the environment. As stated before, balancing profitability and sustainability to produce positive guest experiences is crucial.



APRIL M. MERENDA

President
Skål International Long Island

Research paper written by April M. Merenda, current President of Skål International Long Island, who is an Assistant Professor/Industry Professional and Program Coordinator of the Master’s Program on International Hospitality Management at St. John’s University in Queens, New York. In it, Ms. Merenda discusses the steps the hospitality industry is taking and must take to implement sustainability measures while maintaining a profitability business model.



MEET TRAVEL LEADERS OF THE INDUSTRY

INTERVIEW

CHRIS HOLTER

CEO AND FOUNDER, CHRIS HOLTER CONSULTING. WITH MORE THAN 33 YEARS OF COMPREHENSIVE EXPERIENCE AS A GLOBAL EXECUTIVE LEADER, CHRIS IS KNOWN FOR HER VIBRANT, INSPIRING, AND EMPOWERING LEADERSHIP STYLE.

Legacy Leadership:
Inspire, Lead, and Make
a Lasting Impact



TELL US A LITTLE BIT ABOUT YOUR CAREER IN HOSPITALITY AND YOUR CURRENT CAREER.

Hospitality is in my blood. My Mom grew up in the Western Hotel her father owned and operated. My grandfather was one of the co-founding members of the Michigan State School of Hospitality; it was a natural path. Starting as a Front Desk clerk. I worked my way up to becoming the first International VP of Revenue Strategy at Marriott International, expanding Latin America and Revenue Management for over 20 years.

Along the way, I discovered the power of developing our natural talents into strengths and pursuing an MBA at the Gallup Leadership Center at the University of Nebraska. I became a strengths-based certified professional coach.

I used talent to drive top-line revenue growth and worked with numerous individuals and teams. I am proud that several organizations today use it as a core foundation for business long after my transition.

The pandemic provided an opportunity to follow my passion. Becoming a Conscious Leadership Consultant and Executive Coach helping people be their best.

I am grateful for my career as my life is rich beyond measure. Hospitality was the catalyst to finding my true calling and legacy.

WHAT IS CONSCIOUS LEADERSHIP?

Conscious leadership means being self-aware, authentic, intentional, and creating a positive impact. When leaders strive to be their best, they

achieve goals and catalyze change. In today's rapidly changing world, it helps shape the future.

Being conscious means being awake and aware of the macro and micro levels around us. Combined with thoughtful action.

We travel to gain a new perspective. In leadership, it is the inner journey to become our best and then shifting to a thoughtful external approach to doing good in the world.

TALK TO US ABOUT HOW LEGACY FACTORS INTO CONSCIOUS LEADERSHIP.

Legacy as it brings conscious leadership to life.

At its core, legacy begins by being the best version of ourselves.

Legacy expands into the act of leaving a lasting impact that endures beyond our

time, something that carries on without our physical presence.

I can't help but think of my grandfather, William Jenkins, who, by starting a Hospitality School at Michigan State University, created a legacy that lives on well beyond what he may have thought possible.

Research supports the notion that when we actively lead to create a lasting legacy, it provides us with a sense of direction. We pave the way for a meaningful life.

WHAT ARE SOME THINGS TO THINK ABOUT WHEN CREATING A LEGACY?

Legacy as Motivation:

Reflect on those who profoundly influenced your life, igniting belief in limitless possibilities and offering kindness when needed. Contemplate your legacy. What do you want to leave for others?

Discovering your passions may hold the key to your legacy.

Authentic Values and Beliefs:

Legacy involves transmitting values, beliefs, and traditions across generations. Balancing preservation and evolution fosters growth opportunities. Be authentic in a modern way.

Be Intentional: Shape your actions, goals, and decisions to align with your values, purpose, and desired impact. Create something that reflects your identity and the positive mark you want to leave.

Take Action: Progress begins by taking that first step. Embrace imperfect action and move forward with courage and determination, even without knowing your destination.

DO YOU HAVE ANY THOUGHTS ON WHAT SKÅL INTERNATIONAL CAN DO TO CARRY ON ITS RICH HERITAGE AND CREATE A LEGACY?

Skål International has a unique position in hospitality as it connects all of the Tourism industry for friendship and business.

Tourism connects the world. That is powerful.

Today more than ever, we need human connection to one another, and this organization has an outstanding opportunity to do just this. Expanding its reach in global clubs and pulling together multiple generations together. It is the first time

in history that we have five generations in the workforce together. In the words of Walt Disney - if you dream it, you can do it. Perhaps it is time to dream bigger. And in doing so, deepen the layers of connections of humanity worldwide.

WHAT CAN YOU SHARE WITH OUR MEMBERS?

Maximize your network and shape your legacy with two key strategies:

1. Consciously add value by seeking meaningful connections and serving

others at every interaction. Move beyond mere networking and make a genuine impact regardless of your position. We all have something to teach and learn.

2. Don't hesitate to ask for support. While it feels rewarding to help others, remember that allowing others to assist you fosters community. Having an ask to create a reciprocal dynamic.

Together, you have the power to inspire and make a profound difference as a legacy leader. Our actions, values, and connections can be a source of inspiration that transcends generations, leaving an indelible mark on the world of hospitality and tourism.



SKÅL INTERNATIONAL HAS A UNIQUE POSITION IN HOSPITALITY AS IT CONNECTS ALL OF THE TOURISM INDUSTRY FOR FRIENDSHIP AND BUSINESS. TOURISM CONNECTS THE WORLD. THAT IS POWERFUL.

ABOUT CHRIS HOLTER

Chris is a global award winning thought leader, a highly-rated motivational speaker with 20+ years of experience as a global fortune 100 executive where she used strengths to drive performance.

She is is an ACC ICF certified professional coach, strengths based expert and group facilitator. She is the author of The Hero Principle which helps leaders create their own path forward. Chris works with people round the world to amplify their authenticity, increase conscious leadership so that everyone can thrive.

INTERVIEW

GLORIA GUEVARA



CURRENTLY CHIEF SPECIAL ADVISOR TO THE MINISTER OF TOURISM OF SAUDI ARABIA, GLORIA GUEVARA IS A RESULTS-DRIVEN LEADER WITH +30 YEARS OF EXPERIENCE WORKING IN THE TRAVEL INDUSTRY IN PRIVATE AND PUBLIC SECTORS. FORMER SECRETARY (MINISTER) OF TOURISM FOR MEXICO AND FORMER PRESIDENT & CEO OF THE WORLD TRAVEL & TOURISM COUNCIL (WTTC).

WHAT INSPIRED YOU TO PURSUE A CAREER IN THE TRAVEL AND TOURISM INDUSTRY?

I am Mexican. My degree is in Computer science, however, travel and tourism was always my passion since I remember I traveled all over my country and then to the US.

My family loves to travel because we connect with cultures. We have a better understanding, and we learn a lot while visiting different places.

Travel was my passion, and at some point, I decided to swap.

Sabre was my client, and the CEO for Mexico back then, Tom Klein, invited me to join his team after I finished a project.

And that is how I moved from the IT and Technology industry to Travel and Tourism.

I started working in technology for Travel and Tourism at Sabre holdings, and since then, I stayed in this beautiful sector.

AS CEO OF THE WTTC, WHAT WERE SOME OF YOUR KEY PRIORITIES, AND HOW DID YOU ACHIEVE THEM?

When I joined WTTC, the first thing that I did is I called all the CEOs and members, one by one to ask what was keeping them up at night or what their priorities were.

Based on their input, we defined a strategic framework and initiatives for the organization.

There were three priorities that were repeated over and over. Security and travel facilitation, crisis management and preparation, and of course, sustainable growth, and based on those, we defined the initiatives for WTTC.

That prioritised the work and produced important results.

For instance, we released a report about crisis management and the different crises that impacted our sector in November 2019.

That was exactly before the pandemic when we shared some lessons learned from 90 different crises in the world and what helped and did not help to recover faster, and which was crucial the months later.

During the time of the pandemic, we applied some lessons from the past.

We also worked in an important initiative called seamless traveler journey, which included how to improve the travel experience while at the same time increased security. Important recommendations were made to key stakeholders and governments.

The organization was working on several initiatives defined to provide value under the priorities from members.

WHAT DO YOU BELIEVE ARE THE BIGGEST CHALLENGES FACING THE TRAVEL AND TOURISM INDUSTRY TODAY, AND HOW DO YOU THINK THESE CHALLENGES CAN BE ADDRESSED?

The travel and tourism sector has multiple challenges, **from making sure that we are part of the solution in the fight against climate change to have sustainable growth.** We currently also have issues with shortage of workers due to all the jobs loss during the pandemic.

In airports, airlines, hotels and several providers we don't have enough workers and talent so the recovery will take time for some destinations.

In addition - There are multiple challenges globally. **We must continue working jointly private and public sectors and have the SMEs on the priority list.**

But I think one of the most important issues is sustainability; how do we ensure that travel and tourism is part of the solution and that some stakeholders in the world do not see travel just as the problem?

Before COVID, flight shaming was something very common, and overcrowding as well. So that means that perhaps we were not planning properly for destinations to receive the travelers and the impact was significant to the locals.

And at the same time, flight shaming was talking about the airlines. Yes, the airlines produce emissions, but in context, if the sector contributes 8%, the airlines contribute to 2.5 to 3% of the greenhouse emissions globally. It is significant, it is important, but while the airlines are working on solutions, we also need to look at this from a holistic approach.

Food waste is 8% of the total, as an example. So we can all contribute by reducing food waste, reducing our plastic footprint, and moving to renewable and clean energy, the impact is significant.

The airlines are doing their best, but in many cases some of the challenges required third parties to help them in the transition.

HOW IMPORTANT DO YOU THINK SUSTAINABLE TOURISM IS, AND WHAT STEPS CAN THE INDUSTRY TAKE TO BECOME MORE SUSTAINABLE?

Sustainable tourism is very important. We need to make sure in the near future when we travel - it is good for the planet, good for the environment, and good for communities.

The challenge also is that our sector is very fragmented. 80% are SMEs, and for years and years, we have not been able to support the SMEs properly.

Many of them hardly survived after COVID. Right now, there are some of them still not fully recovered in

terms of their revenue and income.

So we need to help the SMEs to transition to net zero.

And that is why an initiative announced in Saudi Arabia, which is a global center based in Riyadh, will be the place to-go to find solutions, knowledge, best practices, everything.

So if industry members want to know their footprint, they can find the information. If they want to learn from best practices, if they want to receive training or they want to know how to get funding to move to net zero, they will be able to do that in this initiative.

So sustainable tourism is very important, and it is crucial to learn from each other to work in a coordinated way. We do not have to invent the wheel or start from zero.

HOW DO YOU SEE TECHNOLOGY IMPACTING THE TRAVEL AND TOURISM INDUSTRY IN THE FUTURE, AND WHAT ARE SOME OF THE MOST EXCITING DEVELOPMENTS YOU ARE FOLLOWING?

I see technology impacting travel and tourism in the future in many different ways.

My background is in computer science. I love technology, and technology has changed the way that we live, the way that we think, and the way that we interact with each other.

Especially in the last 15 years, social media and all these apps and tools have significantly impacted our daily lives.

The travel and tourism sector is one of the most sophisticated industries using technology. It is also an industry with much disruption.

That is why you have apps such as Airbnb or Uber so successful.

Technology is very important for the sector to grow; for instance, the technology in airports to have a seamless experience and use of biometrics to go through immigration and customs.

We will see how planes with facial recognition boarding improve the experience and support growth of the sector. Also, using apps, VR, AI, AR and, of course, the metaverse.

All these different technologies and the Internet of Things will be fundamental for the growth of the sector and the adoption of new solutions.

But more importantly, they can also influence how you experience destinations.

Destinations are using AR and VR (Augmented Reality and Virtual Reality) and with these solutions the travellers can have a better interactive experience and see how they were hundreds or thousands of years ago.

Technology is crucial for the sector. Not only to operate but to grow.

ARE DESTINATIONS AND COMPANIES READY FOR THIS GLOBAL DIGITAL AGE?

Many destinations and companies are already, and we have many cases.

I do not want to elaborate on the details, but I see some of the destinations investing in technology will be one step ahead. I can tell you that Saudi is investing a lot in the Metaverse and AI, and some of the solutions and the apps that we are using are very sophisticated, but a lot of destinations are doing great as well.

Destinations, that are embracing technology more than others will benefit but in

general, I think that everyone knows how important it is.

WHAT ARE THE MOST IMPORTANT LEADERSHIP QUALITIES FOR SOMEONE IN A CEO ROLE IN THE TRAVEL AND TOURISM INDUSTRY, AND HOW DID YOU DEVELOP THESE QUALITIES DURING YOUR TIME AT THE WTTC?

I was a CEO before WTTC, I was the CEO of Sabre Joint Venture in Mexico. I think one of the most important qualities a CEO needs to have is empathy and listening.

Empathy for the clients, for the employees, and of course, for the stakeholders. A CEO needs to understand what is needed from their end so that you can put yourself in their shoes in order to come up with the win, win alternatives.

I believe that is very important for any CEO in this sector. Also, have that long-term and short-term view to execute.

IN MAY 2021, SAUDI ARABIA'S MINISTRY OF TOURISM APPOINTED YOU TO THE POST OF CHIEF SPECIAL ADVISOR TO AHMED AL-KHATEEB, THE MINISTER OF TOURISM. SHORTLY AFTER YOUR APPOINTMENT, WE STARTED TO SEE MORE SAUDI TOURISM. CAN YOU REVEAL SOME INFORMATION ON YOUR CURRENT POSITION AND THE PROJECTS YOU ARE WORKING ON FOR SAUDI ARABIA?

His Excellency Ahmed Al Khatib is creating the foundation needed for this country to become a top destination worldwide.

We have an amazing team here.

It is the Dream Team, a group of professionals from different areas.

For instance, Princess Saifa, the vice minister, is amazing with great knowledge.

Fahad Hamidaddin is the CEO of the Saudi Tourism Authority. He is an expert in marketing and branding and positioning.

Qusai, the CEO of TDF, the Tourism Development Fund, and other investment experts.

We have all these experts under the leadership of His Excellency.

Now the minister is a visionary, and he is an expert in execution.

With this group of experts in the ecosystem, we also have Mohammed Asiri from Red Sea and many others. Leading the giga projects. I think it is very clear that the strategy is working. This country is being run like a private sector. We have clear goals, KPIs, quarterly meetings, and quarterly reviews. And when we see that something works, it continues. When we see that something is not working, it is being fixed.

We are learning from other destinations and other countries. Resources are being assigned to the sector as I have never seen before.

And the resources that are being assigned are good not only for Saudi, but for the entire sector, like the Global Academy, for instance. Under Mohammed Bushnag is an initiative that is good not only for Saudi but it is good for the entire sector because it is going to be offering training globally. The Sustainability Global Center is good not only for Saudi, but it is a global initiative to support the global transition as well, based in Riyadh that would help in the transition to net zero and, like that, many other examples.

So there are many projects and very successful initiatives, but everything is under one strategy, and everything is under Division 2030.

WHAT PARTNERS DOES SAUDI ARABIA HAVE FOR THIS NEW PHASE OF TOURISM PROMOTION?

Saudi has many partners for the promotion, and Saudi is working with everyone that can help us. We welcome everyone. We work very well. The government works very well with the private sector. We are learning from other experiences, but we are also sharing our experiences.

FROM YOUR CURRENT POSITION, HOW DO YOU FORESEE THE WORLD MAP OF OFFER AND DEMAND IN TERMS OF DESTINATIONS IN THE COMING YEARS?

I think from my position, I see some changes on the world map.

Before COVID, Europe was the biggest region of the world. Asia was the region growing the fastest or the most. I see that trend continuing after COVID, not this year but next year now that China opened, but the Middle East was part of Asia. This emerging region has developed the sector in a very impressive way.

If you see what UAE, Dubai, Abu Dhabi, Qatar, and all the countries around Saudi have done, the last year has been very impressive. And now that the giant has woken up, which is Saudi Arabia, a country of the size of Mexico with a very impressive diversity, and thousands of assets to share with the world.

The Kingdom has a clear vision and clearly strong leadership, and the resources

are shifting some of the offerings. I believe the demand is going to change in the next years.

People are demanding more sustainable solutions and more cultural experiences.

They want to connect with the locals they want to enjoy more quality with their families.

COVID had a big impact on travelers globally, and the destinations where they spend more time and money, and resources on experiences and differentiating themselves are going to be more successful and that is what I see.

WHAT ADVICE WOULD YOU GIVE TO SOMEONE JUST STARTING THEIR CAREER IN THE TRAVEL AND TOURISM INDUSTRY?

My advice would be to try to enjoy the journey and maximize it.

This sector allows you mobility like no other sector in the world. When you work for the financial sector or even the IT world, you can move up, and in some cases, you can move to other industries and have the possibility to live in other countries.

Travel and tourism allow you to move up and also to allow you to move to other industries or other countries. I have many examples of CEOs of big corporations that started washing dishes, for instance, some years ago, and now have become the CEO of a very important hospitality group.

I have examples of general managers of hotels that started as concierges and they were flexible, and they were open to moving around and learning from other areas and also being relocated to other countries.

I have examples of people that started in reservations and ended up being the general manager of the airline in a specific country.

The mobility and the opportunities that travel and resume provides are unique.

That is one thing from a personal point of view, but second, this sector changes lives.

Not many sectors have the same impact as this sector. Travel and tourism provide opportunities in places where there are no other opportunities, provide income, allow minorities and women to be educated to have a job, and allow remote destinations to receive income from developed destinations.

So the social impact of travel and tourism is the greatest. The number of jobs the sector created during the pandemic was one in four, and 54% were women and 30% youth.

These are just some of the examples.

What I would say to the people starting their careers, enjoy the ride, understand the sector's value, be flexible, and try to learn as much as you can because learning is a journey.

It is not one state that you accomplish, and that is it. You need to have empathy. You need to be open.

You need to learn from cultures. You need to be flexible. You need to add that to move up in your career and try to move from successful to significant.

Because all of us can be successful, but when we impact others, and this sector provides that opportunity, you can be significant. It means creating a domino effect and a greater impact on communities for others with the work that you do.



CORPORATE SOCIAL RESPONSIBILITY



SKÅL INTERNATIONAL SUSTAINABLE TOURISM AWARDS 2023



Skål International presents one more year its Sustainable Tourism Awards, prioritising sustainability as a key long-term global commitment.



We have pleasure in announcing that these prestigious awards continue with the support of the World Tourism Organisation (UNWTO), as well as Biosphere© and the Responsible Tourism Institute, who will give the 'Skål/ Biosphere Sustainable Special Award'.

SKÅL INTERNATIONAL'S SUSTAINABLE TOURISM AWARDS AIMS TO RAISE THE VISIBILITY AND GIVE RECOGNITION TO ENTITIES IN THE TOURISM INDUSTRY.

Skål International established the Sustainable Tourism Awards, in line with the United Nations declaration, in 2002 to highlight best practices around the world. As an Affiliate Member of the UNWTO, whose mission is to promote the development of accessible, sustainable and universal responsible tourism.

APPLICATION DETAILS

— **DEADLINE 30 JUNE 2023**

The Sustainable Tourism Awards are open annually to all public and private sector companies, educational institutions, NGOs and tourism-related government agencies worldwide.

We encourage **all entities working for sustainability in the tourism industry** to apply. All sustainable operations and activities must be implemented by the company, NGO or agency applying for the award. Projects that are not yet operational are not eligible.

Entries must be endorsed by an International Skål Club or National Committee to be eligible, except Government entities, who will be required to enclose a document certifying their involvement with sustainability instead.

The call for entries will remain open until 30 June 2023. Important, as the judges are of different nationalities, the application form must be completed in English.

APPLICATION FORM

After the closing date for the acceptance of applications, the eligible entries received will be judged by three independent judges, who are invited for their expertise in the tourism industry and sustainability.

The Skål International Sustainable Tourism Awards will undoubtedly enhance the visibility of candidates and gain recognition for their outstanding performance in sustainable and responsible tourism.

In addition, winners will gain media coverage among Skål International's worldwide membership and our international press contacts and will be granted 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.



AWARDS CEREMONY

The Sustainable Tourism Awards ceremony will take place during the Opening Ceremony of the Skål International 2023 World Congress, which this year will be held from 1 to 5 November in Malaga, Spain.

MORE INFORMATION [HERE](#), OR CONTACT AWARDS@SKAL.ORG.



SKÅL



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THE POWER OF STORYTELLING



COMMUNICATING SUSTAINABLE PRACTICES

BIOSPHERE[©]

If we were to take a quick look at the tourism model of thirty years ago, we would be amazed by the amount of differences we would find compared to today.

In a world increasingly aware of environmental and social challenges, **the tourism sector has found itself in the need to evolve and adapt to a new paradigm aligned with sustainability.**

This change requires the participation of all the actors involved in the sector: companies, destinations, local communities and, of course, citizens. Both tourists and residents play a crucial role in the new tourism model by making informed and responsible decisions. The way they choose their destinations and experiences is more conscious every year. They are looking for more sustainable consumption options and are highly concerned about the environmental, social and economic impact of their travels.

This demand has driven companies to adopt more responsible practices and has put sustainability at the top of their agenda. Conscious actions are becoming increasingly common and, in addition to making a positive contribution across the board, they have shown to have a significant impact on an entity's reputation and long-term success.

However, despite the fact that many companies in the sector are working on their sustainability, they do not always know how to adequately communicate their practices. Among a myriad of options and possibilities, where greener and more ethical tourism is on the rise, the task of identifying products and services that meet sustainable criteria can be overwhelming for travelers. Many of them claim that this problem lies in the lack of clear and accessible information. Despite being willing to pay more for more sustainable products and services, they are often

caught in a web of non-transparent claims, and fear being misled and falling for greenwashing strategies.

That is why sharing and communicating good practices is now a crucial aspect for companies, as it not only allows them to stand out in an extremely competitive market, but also gives them the opportunity to make a positive change in society. They are able to generate greater interest and loyalty from travelers, and can help create a more positive image and commitment to sustainability.

An effective way to communicate a tourism company's sustainable practices is through storytelling, a powerful tool that connects with travelers, gets them emotionally involved with the initiatives undertaken and makes them feel a part of the whole process.

One of the best ways to get these stories across is to tell them through the experience of the actors involved: employees, local residents, tourists, etc. The intention is to show a real and transparent side of the company or organization, to show how they are contributing to sustainable development and raise awareness about various environmental or social problems, and share solutions to set an example and move towards an active change.

At Biosphere we not only offer a methodology for sustainability management for private companies and public administrations, but we also provide support with key materials and tools for a coherent and sincere communication aligned with the purpose of your entity, such as materials and information contrasted in audit, for the peace of mind of your target audience.

It is never too late to help educate and inspire others, as well as to create a more authentic and enriching experience for all parties involved in this continuous improvement process.

SKÅL INTERNATIONAL

AID FUNDS

TÜRKİYE AND UKRAINE AID FUNDS

TÜRKİYE AID FUND

On behalf of all the Skålleagues in Türkiye, I would like to convey our sincere appreciation and thanks to each and every member and Club from around the world for their most valuable donations to help the victims of the Earthquake disaster that struck the Southeastern part of our Country in February 2023.

We are indebted to the President and the Executive Board of Skål International for sharing our grief and immediately initiating an Aid campaign. We have received grants from several individual Skål International members, some of whom wanted to stay anonymous.

Clubs have also contributed individually or through their National Committees considerable sums which continue to arrive, and we have so far reached approximately Euros 22.000.

I have to name and commend Skål International Mexico who alone contributed Euros 8,474 for which we are most grateful and very much touched.

As we did not receive all the payments at once, we had to wait to make a meaningful donation that will help the recovery along the way. At the moment, together with our National Board, with about half of the donations we have decided to invest to a Tourism School in the area to reconstruct their damaged workshop hall and the IT centre. This will be a long term investment helping the tourism students in the area and Skål International will always be remembered and appreciated. In the next issue we hope to revert with more details and pictures.

Skål International solidarity is second to none. Thank you dear Skålleagues.



HÜLYA ASLANTAS

Co-Chair of the Türkiye Aid Fund
President Skål International 2009 and
Florimond Volckaert Fund Trustee

UKRAINE AID FUND

In February 2022 the entire world, and especially Europe, was shaken by an unimaginable event. Our civilization was awakened in a brutal way. Innocent people were forced to leave their places and migrate to secure places.

The Skål International community decided to sustain the international efforts to help our Ukrainian neighbours.

Now their needs are totally different. They tried to integrate in their new countries, starting a learning process in order to continue their normal life. The actual infrastructure of high schools in Bucharest was pushed to the upper limit receiving a huge number of Ukrainian students to be accommodated. Thanks to international community, we started to upgrade the teaching system in Bucharest in order to be able to accommodate this new number of students.

Skål International has identified several schools where there are a big number of Ukrainian students and have contributed with the purchase of digital school boards for Colegiul National Mihai Viteazul (350 Ukrainian students), Colegiul Edmond Nicolau (185 Ukrainian students) and Universitatea Tehnica si de Constructii Bucuresti (104 Ukrainian students).

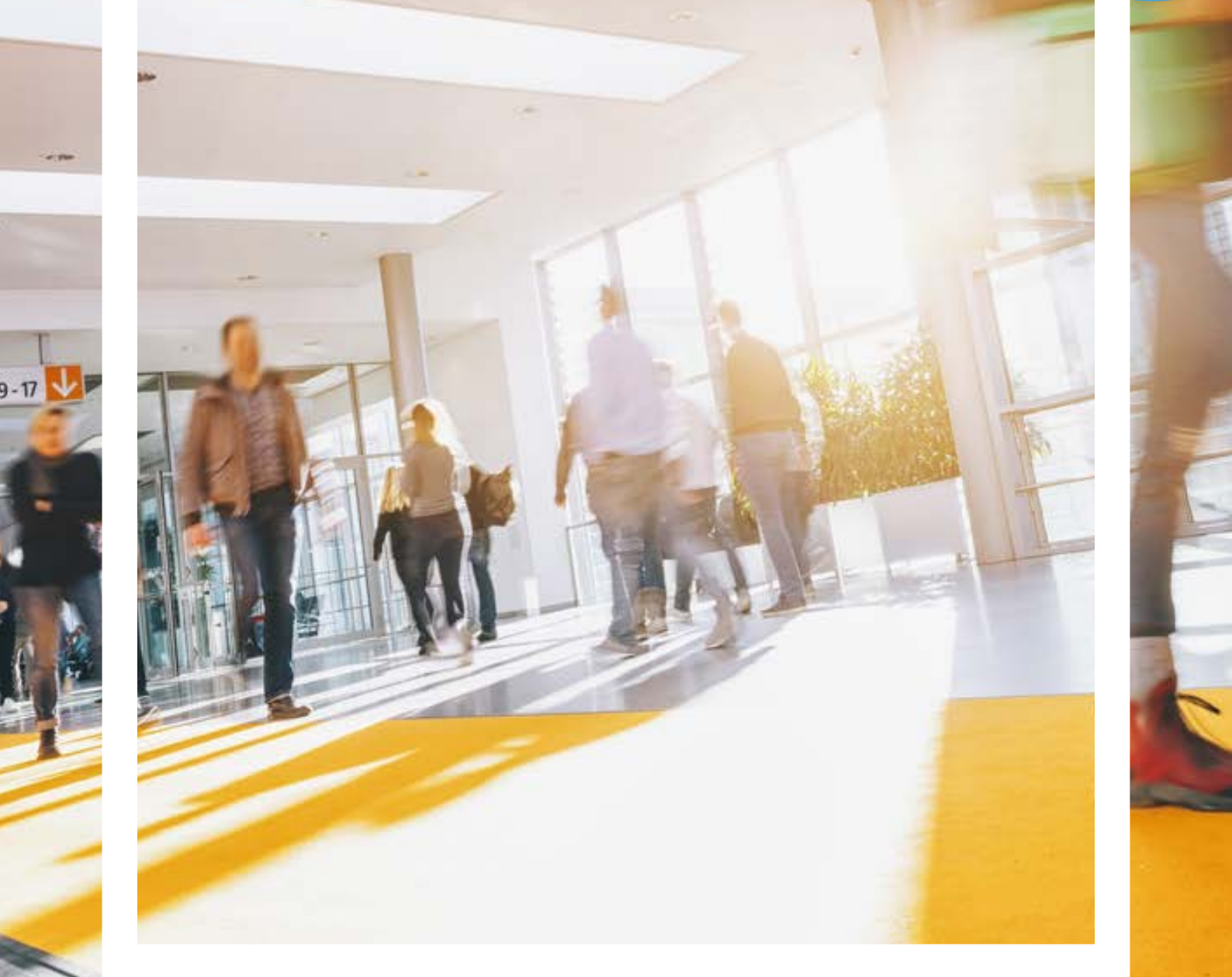
I will take this opportunity to thank the Skål International community for their help and their willingness to support such a cause. Humble soldier of piece.



FLORIN TANCU

Co-Chair of the Ukraine Aid Fund
President, Skål International Bucharest

INDUSTRY EVENTS



TOURISM'S TRIUMPHANT RETURN



Discover the Highlights of the Largest-Ever WTM Africa!

World Travel Market (WTM) Africa 2023 in Cape Town ended on a high note this year, achieving record-breaking attendance.

The event attracted over 8,300 visitors from 100 countries, making it the most successful WTM Africa to date. With six networking events, over 9,500 pre-scheduled appointments, and nearly 200 speakers, attendees had ample opportunities to connect and gain insights.

Patricia De Lille, Minister of Tourism, voiced her excitement at the event, emphasizing the significant role of the tourism sector in South Africa's recovery. "We are all ready to come back with a bang. I can feel the opportunity in tourism", she said.

Euromonitor's report provided a numerical snapshot of this resurgence and opportunity, revealing a 100% surge in inbound arrivals and a 25% increase in domestic trips by the end of 2022. ForwardKeys data confirmed South Africa's reigning position as Africa's most-visited destination in 2022, recording 5.5 million trips. The upward trend continues in 2023, with noticeable growth across the top African destinations, particularly in East Africa, where Tanzania is projected to surpass pre-pandemic levels by Q1 2023.

An important element in Africa's recovery is sustainability, and this was a key focus at WTM Africa 2023, with the Responsible Tourism Conference and Sustainability Village serving as platforms for sharing eco-friendly practices. According to the Africa Travel Week Trend Report, 69% of travellers are seeking sustainable options. A growing trend sees travellers contributing to local economies by purchasing holiday essentials from local suppliers and then donating these items to local charities upon their departure.

Other innovative sustainability practices were celebrated at the Responsible Tourism Awards, with the winners this year including the Mauritius Tourism Authority, Weeva, Birdlife South Africa, uThando, Wildlife ACT and Lemala Camps & Lodges among others. Megan Oberholzer, RX Africa Portfolio Director of Travel, Tourism & Marketing, praised the winners: "Their success stories are proof that responsible tourism is both a profitable and sustainable way forward".

The Trends report also highlighted other significant shifts likely to influence African tourism in the future. Adventure tourism, for instance, has seen a surge as tourists seek to engage physically with new cultures and landscapes. As this niche expands, new experiences and products are predicted to

emerge, further enriching the tourism offerings. In line with the adventure trend, SATSA announced a much-needed roadmap for adventure tourism self-regulation. Developed in collaboration with industry stakeholders, this framework aims to ensure the responsible and sustainable growth of this burgeoning sector.

Looking ahead to 2024, WTM Africa aims to delve deeper into experiential travel under the theme 'Your Journey Starts Here'. The next edition will be held from April 10-12, 2024 at the Cape Town International Convention Centre, following the International Luxury Travel Market Africa from April 7-9, 2024 at Kirstenbosch Botanical Gardens.



POSITIVITY, PRIDE AND BUSINESS GROWTH SUM UP

IMEX FRANKFURT 2023

“The 2023 edition clearly reflected an industry pride and renewed confidence among exhibitors and, of course, a strong desire to do business with thousands of buyers”, said IMEX Chairman, Ray Bloom at the IMEX Frankfurt closing press conference at Messe Frankfurt today (Thursday 25 May).

Over 3,500 buyers made 55,000 appointments with IMEX exhibitors, of which 47,000 were individual appointments; the remainder were group and stand presentations.

New this year and free for all exhibitors and buyers was the ability to scan each other’s badges through the IMEX app, delivering instant access to a leads report and resulting in more business opportunities.

Reflecting business confidence on the show floor, Pablo Sismanian, Argentina National Institute of Tourism Promotion, said: *“So far, we’ve had 15 events finalised at the show, worth more than \$10m – and this is just the tip of the iceberg. We’ve received many enquiries for incentives, and some congresses”.*

Claire Smith, VP Sales & Marketing at Vancouver Convention Centre, commented: *“The meetings we’ve had have really moved discussions along, including conversations about bringing medical and scientific associations in with between 1,200 and 4,000 attendees. We involve our event partners so buyers can meet the wider team – this helps build trust, which is crucial”.*

A new German language Impact Academy, organised by IMEX Brand Ambassador in the German speaking markets, Tanja Knecht, welcomed 60 hosted buyers who share a special interest in using events and event design to achieve both environmental and community engagement goals. Its

successful launch augurs well for a repeat in 2024.

Intentional design, brand refresh

Noting the importance of intentional design in both Hall 8 by the exhibitors and Hall 9 by the IMEX team and its industry partners, IMEX Group CEO Carina Bauer, remarked on the show’s visual impact and memorability factor being stronger than ever: *“This year’s show demonstrated how much more we all know about designing experiences with sustainability and purpose in mind, ensuring accessibility, inclusivity, higher standards of psychological safety and wellbeing....in fact all our human needs”,* she said.

Bauer noted that, although IMEX pioneered elements such as the Be Well Lounge many years ago, this year many more people had used it and appreciated its calming atmosphere. A choice of high-quality, locally sourced, low carbon food, plenty of comfortable and innovative places to rest and work together with low-level lighting in Hall 9 made the whole event experience more enjoyable and ultimately extended its value as a business and learning platform for everyone attending.

Also adding to engagement and positivity at the show was the IMEX brand refresh. Giant letters in the Galleria became the Instagram hit of the week, while attendees responded positively to the IMEX logo’s ‘handshake’ motif and contemporary colour palette.

Looking ahead, a strong relationship with the Google Experience Institute (XI) is set to expand at IMEX America this October. The launch of Google Co-Labs - mini design-thinking sprints - had been well received by large numbers of attendees, who also relished fresh, interactive learning

concepts delivered by DRPG, Maritz and Encore. The show also marked the launch of the Valuegraphics Belonging Index, which was gifted to planners who attended a session run by company founder, David Allison, and Google’s Megan Henshall.

Looking ahead, Bauer declared that IMEX is on target to publish its Net Zero Strategy later in the summer and has already established a dedicated project team who are working closely with MeetGreen and isla.

“We’ve always known that strong personal relationships and connections are the bedrock of business, especially in a global market based on hospitality and freedom to travel. Since the pandemic, we appreciate other aspects of our humanity too - shared values, a shared purpose, and the power of collective action. This is why the IMEX mission is to bring the global events community together to do business, learn and drive positive change. This week’s show has exemplified positive change. It bodes well for the future”, concluded Bauer.

Next year’s IMEX Frankfurt will take place 14 - 16 May 2024.





2023
June 13-15

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WORLD TRAVEL EXPO (WTE) MIAMI 2023 EXPECTS THOUSANDS OF ATTENDEES



WTE REVEALS NEW SLATE OF EXHIBITORS, EXCITING LINEUP OF SPEAKERS & TOURISM INDUSTRY THOUGHT LEADERSHIP PROGRAMMING, JUNE 13-15.

The World Travel Expo (WTE) Miami 2023 is expecting thousands of attendees and welcomes an additional slate of 21 exhibitors, an exciting lineup of speakers and newly-scheduled programming for the three-day event that will take place at the Miami Airport Convention Center (711 NW 72nd Ave., Miami, FL 33126) from June 13-15, 2023.

Expanding opportunities for brands and companies from the travel and tourism industry to build high-value relationships with influential national and international travel professionals, WTE attendees can expect to hear from some of the most influential voices in the travel industry and participate in thought-provoking panel discussions. Folks are encouraged to additionally deliberate in one-on-one meetings or workshops and gain valuable insights and strategies that will propel their businesses to the next level.

Guest Speakers

Some of the trade show's key guest speakers include Ralph Cutié, Director and Chief Executive Officer, Miami-Dade Aviation Department; Rolando Aedo, Chief Operating Officer, Greater Miami Convention & Visitors Bureau; Peter Cerdá, Regional VP, IATA; Hon. Edmund Bartlett, Minister of Tourism,

Jamaica; Juan Ignacio Steta, World President, Skal International; Gary Sadler, Executive Vice President, Sandals Resorts; Rick Sasso, Chairman, MSC Cruises USA, among many more.

"We are thrilled to welcome these outstanding individuals to our esteemed roster of speakers", said WTE Miami Director, Javier Palencia. *"Their diverse backgrounds and expertise will provide attendees with a wealth of valuable insights and ideas to help navigate the ever-evolving landscape of the travel industry".*

Programming & Panels

Confirmed programming and panels slated for the WTE Miami include an ever-important State of the Industry that will focus on current travel industry trends. Another major session will focus on Major Trends in Travel – Diversity Equity and Inclusion, Medical Tourism, Adventure & Expedition, and Travel in Educational Programs that will consider the various unique traveler demographics as well as the reasons why travelers pick specific destinations. Other relevant sessions include: The Importance of Tourism as an Engine of Economic and Social Development; International Cruising CEO Panel; The Evolution of the Commercial Flying Experience: From Legacy to

Low-Cost; Hotels: Industry and Sustainability, and an OTA Panel: The Future of Travel in a Post-Pandemic World.

New Exhibitors

Among some of the WTE's most relevant new exhibitors are Aerolineas Argentinas, Air Canada, Air Europa, Bahamas, Bookroad, Civitatis, Dopazo y Ravenna, El Al Israel Airlines, GOL Airlines, Grand Hotel Guayaquil, Martinique, Petru DMC, Royal Air Maroc, Transportes Especiales Senderos, Trota Tourism, Viajes Anita, Visit Buenos Aires, Vuelonet Travel and World Escapes.

Other key exhibitors include: The Society of American Travel Writers (SATW), Skal International, Belize, Costa Rica, Canada, Dominican Republic, El Salvador, Guatemala, Honduras, Jamaica, Mexico, Mozambique, Nicaragua, Panama, St. Lucia and Tolima Colombia, Delta Air Lines, French Bee, Iberia, LATAM Airlines, Scandinavian Airlines and Sky Airline.

American Airlines is this year's Official Airline & Global Sponsor, IATA/IATAN is Global Partner, the Greater Miami Convention & Visitors Bureau is Global Sponsor, and the WTE Miami 2023 Host is Miami International Airport (MIA).



**You have
the power to
change travel**

And travel has the power to change the world.

Play your part

Q&A WITH JULIETTE LOSARDO



EXHIBITION DIRECTOR OF WORLD TRAVEL MARKET LONDON 2023

We've seen the launch of the World Travel Market 2023 marketing campaign, and it talks about the 'Power to Change', what's the thinking behind this?

During the Ministers' Summit at WTM in 2022, there was a real moment of reflection whilst listening to stories of the UNWTO's global education programmes. These programmes are designed to teach communities about building stronger economies using the springboard of tourism.

We could see with complete clarity that tourism is a force for good and provides the possibility to change lives, be inclusive and build futures – and that it takes just one person to drive positive change.

The tourism sector is going through a pivotal time, and as we rebuild and discover new opportunity, we can do that in a more conscious fashion. This year at World Travel Market, we invite our exhibitors, partners and WTM community to be part of this change. We're excited to hear stories within our community of conscious success and positive change.

How is this relevant to World Travel Market?

In 2023, WTM will celebrate 20 years of Responsible Tourism programming, and 25 years of partnership with Just a Drop. WTM is committed to supporting the sector in driving mindful growth - whether that be relating to education around sustainability, promoting the importance of inclusion & diversity in our workforces, wellbeing of employees, technological developments, or job creation.

For 43 years now, World Travel Market has been the most influential 3 days it is possible to have for those working in the travel and tourism sector. It provides a place where the entire industry convenes, shares learnings and challenges and sets the roadmaps for the years ahead.



Can travel businesses be part of the power for change?

Absolutely - in a way that many other sectors could only dream of.

Travel is a topic that unites - a shared understanding, a passion and a mindset, an inclusive opportunity.

Tourism enables independent, sustainable change creating new economies in developing territories. At World Travel

Market, we are surrounded by individuals who love travel, love the sector they work in; and we want to remind our community about how that love and that passion is also a contributor to positive change.

How is World Travel Market London using its power for positive change?

World Travel Market is a home for education, for connections and business deals. Our role is to facilitate the global travel community coming together and to highlight and discuss common challenges and, of course, to work with the sector to build sustainable solutions.

As we did with Responsible Tourism, 20 years ago, WTM are here to table topics that need to be discussed - the things that can get lost in everyone's day job. When people weren't interested in 'responsible' or 'sustainable' tourism; WTM pushed on and drove this agenda as we knew the sector would need to be ready. We're here to drive and support evolution and change in the sector - by bringing together forward-thinking individuals and provide guidance and support to travel professionals around the world.

In 2023, our charity partner Just A Drop is celebrating its 25th anniversary. Just A

Drop was launched at World Travel Market in 1998 by the then Exhibition Director, Fiona Jeffries - another key investment in responsible practise made at the heart of the travel sector.

Talking of Just a Drop, why does WTM continue to choose them as their charity of choice?

Just a Drop is in our DNA. As I mentioned, Just a Drop was founded at WTM London by the Exhibition Director at that time, Fiona Jeffries. We hold the charity close to our hearts and are proud of the projects we have been able to sponsor over the years, bringing sustainable water supply to communities in need.

Back when Fiona founded Just a Drop in 1998, a child died every 17 seconds from dirty water, significantly just £1 (at the time) could deliver clean water to a child for nearly 10 years. Fiona started by implementing a £1 fee to attendees of World Travel Market. These funds went directly into supporting these issues. Essentially - Just A Drop is a perfect example of a member of the travel community using their power to change.

World Travel Market has stood by this ethos ever since, supporting Just A Drop in its work spanning years, through fundraising efforts

and facilitating projects that deliver clean water and adequate sanitation for communities across the world, as well as funding a range of activities to drive food security, income generation and menstrual hygiene management.

Amongst other initiatives, in 2023 all World Travel Market exhibitors will donate £25 to Just a Drop to continue this important global work.

By supporting marginalised communities across the world through community-led development, rather than just aid, we can focus on sustainability and ensure a project's transformative impact is felt for decades.

World Travel Market believes that the travel and tourism sector can be a force for good. We all have the power to drive change, and together, as an industry, we can make a real difference to future generations - so let's start now.

In 2023 World Travel Market are proud to announce the launch of its first Diversity & Inclusion Summit - we welcome you to get in touch to support us in driving this change.

Play your part at the world's most influential Travel and Tourism event. [Register for World Travel Market London.](#)





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