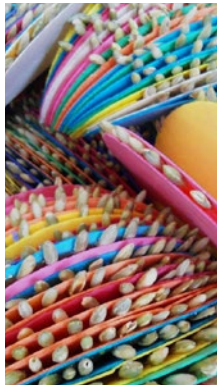


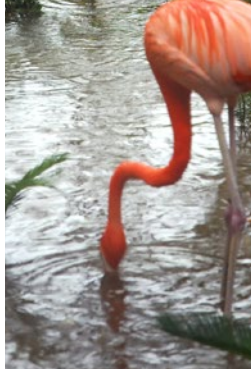
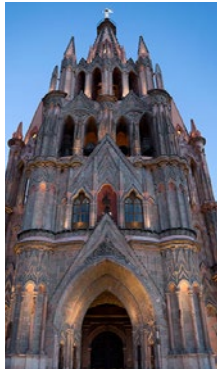


SKAL MAGAZINE

International Association of Travel and Tourism Professionals
Founded 1934



México





MESSAGE from the PRESIDENT



Mexico is waiting for you, come and join us!

Remember that Internacional Skål World International Congress Mexico City 2014 will take place from October 25th to 30th.



Registration: <http://www.skalmexico2014.com/registration.html>

For more information: <http://www.skalmexico2014.com/>

WELCOME TO OUR FIRST E-MAGAZINE OF 2014

As I told you all in my President's Message in the printed magazine, published in February, we are committing to two E-Magazines this year and only one printed version. There are two reasons for this. Firstly we must live by our creed of being a sustainable organisation and secondly the costs we save in printing and distribution can be put to other uses to help manage and grow membership.

May and June have been very active months for the organisation with the International Council Mid-Year meeting in Bangkok, followed by the Asian Area Congress in Bali, Indonesia.

I was very proud of the Councillors and Skålleagues who attended the meeting in Bangkok as they showed their support for the tourism industry in Thailand despite many travel warnings and negative coverage in the media following the military takeover. The decision was more than justified with all having a very safe and enjoyable stay in Bangkok. Many also took the opportunity to take post tours to other parts of Thailand.



THE INTERNATIONAL COUNCIL MEETING was extremely productive with many projects and tasks being completed as well as new ideas discussed on how we can make the Skål experience even better for the membership. Topics included medical tourism; how we engage with Young Skål; the presentation of the Skål Ambassador Programme; the Skål 2020 Road Map with the latter being a fantastic brainstorming session amongst the Councillors.

THE EXECUTIVE COMMITTEE met at the same time as the International Council so we could review the tasks and projects they presented to us and ensure action can be implemented with no delay. The Executive Committee also took the opportunity while in Bangkok to meet with the senior executive team at PATA to share ideas on how our two organisations can work together.



Left to right: Dale Lawrence, President, Skål International Bangkok and Thailand; Bernard Whewell, International Councillor Australia; Brinley Waddell, International Councillor Thailand; Karine Coulanges; Siripakorn Cheawsamoot (TAT); Keith Murcott, President, International Skål Council; Paul Follows, International Councillor United Kingdom; Susanna Saari, International Councillor Finland, and Eric Hallin, former President, Skål International Bangkok.

Following this meeting I attended, together with Director Nigel Pilkington, the 43rd Asian Area Congress in Bali where we met with the board to share ideas and hear from them what they expect from the Executive Committee. Two workshops were also held, the first on Membership Development where the clubs presented ways to make Skål an attractive proposition for today's busy travel and tourism Executives. The second session covered Young Skål and ways to enhance and grow the



membership. It is gratifying to see that the Asia area has grown Young Skål by 47% in the last year and has plans to ensure this growth rate is maintained. Congratulations to all the clubs for this result.

The Asia Area AGM was also attended by representatives from Australia led by National President, Denise Scrafton and National Vice President, Fiona McFarlane. It is great to see the two regions meeting and sharing ideas and this is truly the Skål spirit at work.

The World Congress in Mexico is coming up fast (25-30 October) and I encourage you all to visit the Congress website and register as soon as possible as at the present time there are some very good deals offered by airlines. It will be a fantastic experience and your opportunity to have your say on the future of our great organisation and to meet with fellow Skålleagues and share amicale.

*Karine Coulanges
President, Skål International*

THE INTERNATIONAL SKÅL COUNCIL HELD ITS MID-YEAR MEETING IN BANGKOK



The arrangements and preparations for our annual Mid-Year Meeting started early this year. Tasks were distributed to lead Councillors and their teams by the Vice Presidents of Committees A and B. Also the Road Map Survey took place via Survey Monkey from April to Mid-May.

All of a sudden the situation in Thailand changed with the army declaring martial law which later turned to a small coup d'état accompanied by a curfew. For a while emails were flying between the continents and councillors as safety issues were raised. Fortunately the Local Organising Committee headed by Dale Lawrence and the newly appointed Councillor Brinley Waddell kept

the ISC Board updated on a daily basis with "a morning message from Bangkok". This message was then forwarded to all Councillors and Executive Committee members every day right up to the meeting.

The ISC board arrived in Bangkok on Wednesday 27 May to have its first meeting about the arrangements. The same evening a casual dinner with the Local Organising Committee took place and final details were decided upon. By Thursday 28 all Councillors had arrived and it was time for the traditional Get-Together Party at Rembrandt Hotel.

This party was attended also by several local Skålleagues from Thailand and the Asian area. Greetings were exchanged and chatting got louder and louder as new and old friends caught up with the latest news and events since our world congress in New York.

On Friday 28 May the Committees started their preparatory meetings. Senior Vice President Paul Follows had Committee A members with him discussing Individual Membership, how to cut down the costs of ISC and a new membership category namely Medical and Wellness Tourism. Parallel to this session Junior Vice President Bernard Whewell's group had their own agenda discussing sponsorship, Statutes and By-laws, Form 4 and FVF.



After lunch both Committees joined forces for a training session on how to use Drop Box, the discussion about the renewed ISC Manual and finally a brainstorming session on the "Road Map". This session was facilitated by Susanna Saari and the numerous flip charts with ideas and thoughts for future were handed over to Director Nigel Pilkington for deliberation and action by the Executive Committee.

The plenary session took place on Saturday 29 May and the Executive Committee was naturally present to hear the numerous task presentations from both Committees. After the reports from ISC President, Vice Presidents and Secretary we had two presentations from President Karine Coulanges. She introduced ideas for the new congress set up as well as the Ambassador

Concept. We are sure to hear more about these at the world congress in Mexico. For the 2015 Mid-Year meeting we had received nine bids and this must be a long time record! The Council Board was excited to have this many bids from around the world (USA, South-Africa, Spain, Italy, Netherlands, and Germany) as this surely tells us that the clubs are interested in hosting our meeting in their home towns. The final vote will take place during the Mexico Council meeting. We also put four names towards the director position, namely Paul Follows (UK), Rafael Milan (Mexico), Susanna Saari (Finland) and Jason Samuel (India).

Finally the Councillors were introduced the results from the Road Map Survey conducted earlier this spring.

As usual President's Gala dinner was the final highlight of the meeting. The evening was once again lively with Skålleagues enjoying delicious food, cold drinks and Thai dancing. The guest of honour Mr. Khun Siripakorn Cheawsamoot - Director of The Americas Market Division for the Tourism Authority of Thailand - said that the decision by the Skål International to stage these meetings in Bangkok, despite recent political events, was an important signal to business and leisure travellers that Thailand remains open for business.

Our thanks go to the Local Organising Committee and all Skålleagues who made this meeting possible. Until we meet again in Mexico - SKÅL!



By Susanna Saari | International Councillor, Skål Finland and ISC Secretary

THE FLORIMOND VOLCKAERT FUND

FLORIMOND VOLCKAERT, BORN ON 23 FEBRUARY 1898 AND DIED ON 17 JANUARY 1968, WAS THE ACKNOWLEDGED FOUNDER OF SKÅL THE FIRST WORLD PRESIDENT OF SKÅL INTERNATIONAL.

Discussions commenced on the setting up of a benevolent fund in 1949 and in recognition of the tireless work that Florimond Volckaert put into Skål, the fund, approved by the General Assembly of Clubs during the Congress held in Mallorca, Spain in October 1953, was named in his honour. As a result the Florimond Volckaert Fund was set up in 1954 to provide assistance to Skålleagues and their immediate families who are encountering serious problems which cannot be resolved through other means.

The purpose of the fund is to extend the amicale of Skål to fellow Skålleagues who, due to circumstance, find themselves in need of financial help. The assistance can be in the form of a gift or a loan but usually it is provided as a gift because the members in need of help can be expected to have difficulties paying back a loan.

THERE ARE INNUMERABLE REASONS WHY HELP CAN BE REQUESTED SUCH AS, FOR EXAMPLE:

- *Death of a Skålleague whose spouse then needs assistance to pay schools fees for their children.*
- *Cost of surgical/hospital services which cannot be obtained elsewhere.*
- *Equipment for a physically disabled Skålleague so that the quality of life can be improved.*
- *Help for members and their immediate families affected by natural disasters.*
- *Financial assistance in special circumstances because of reduced income or as a result of prolonged illness.*
- *Criminal damage (not covered by insurance or other means).*

or such similar or justifiable circumstances as may be approved by the Trustees as defined in the Skål International By Laws. Loans for business purposes cannot be authorised. It is very important to note that the Fund should not be regarded as an insurance policy but rather as a crisis fund. It exists to help Skålleagues who have nowhere else to turn to.

The Fund is administered by three Trustees, who are appointed by the Executive Committee for a period of four years with a possible reappointment of a further four year term. The Trustees are charged with the primary responsibility of maintaining the assets of the Fund and approval of

all payments from it. Decisions by the Trustees shall be majority decisions. One of the Trustees, as decided between them, is responsible for coordinating their activities and for preparing accounts and reports in accordance with the By-Laws.

It is not a primary duty of the Trustees to promote the contributions to the Fund. The Trustees are solely responsible for the administration of the Fund and they stand outside of the control of the Executive Committee and Secretariat. The decision on the allocation of the Funds is solely that of the three Trustees and as with all decisions on the disbursement of funds the Trustees maintain total confidentiality.

THE MONIES IN THE FUND COME FROM DONATIONS FROM INDIVIDUAL SKÅLLEAGUES, CLUBS, NATIONAL AND AREA COMMITTEES.

Any paid-up Skålleague can appeal for assistance and the Trustees have seen many instances where members who were leading comfortable lives have suddenly encountered a crisis through no fault of their own and have fallen back on the Fund to help them get through. As one recipient of help said: "In all the years that I was soliciting donations for the FVF, I never dreamed that I would, one day, be asking for help from it."

TO ASSIST SKÅLLEAGUES CONSIDERING APPLYING TO THE FUND THE TRUSTEES RECOMMEND THAT ALL SKÅLLEAGUES BE AWARE OF THE FOLLOWING:

- The By-Laws are very specific as to how the Fund is to be used and administered. Councillors and others making applications for a grant should read through the By-Laws which are available in our site. (www.skal.org)
- Briefly, the By-Laws specify that the Fund is for use in certain old age situations, death,

illness, medical expenses, accidents and criminal damage. It cannot be used by a Skålleague just because he has fallen on hard times, sad though his situation may be. It cannot be used for providing business loans.

- The more information the person who is making the application can give the better and all questions on the application form which is available on the Skål Website should be answered if possible. Support from a Councillor also helps. The Trustees try to clear the appeals as fast as they can

and are sympathetic to such appeals but they also have a duty to the Association and its Members to ensure the Fund is used wisely so must be satisfied that the appeal is genuine and deserved.

- When grants are given they always make a difference, usually a substantial difference, to the well-being of the recipient, sometimes to the point of being the difference between life and death.

In today's world where we see a dramatic increase in natural disasters that impact heavily on the tourism industry it is rather sad to see that less than 10% of Skål members contribute to the Fund. Some clubs have made it easy for their members to contribute by including a small donation as part of their annual fees.

So why do we neglect one of the most important founding pillars of our organisation – amicale and helping our fellow Skålleagues in time of trouble? Yes, Skål members do contribute fantastically to natural disaster situations such as the recent cyclone and flooding in Australia and the devastating super cyclone that hit the Philippines. Yet sometimes a small donation to the Florimond Volckaert Fund can also do wonders for a Skålleague in trouble. There is a regular flow of requests for assistance and so donations are constantly needed to keep us in funds. And donating has never been easier. Simply log onto the skal.org website, enter the members only area, click on the Florimond Volckaert Fund link on the left hand side and then choose donate. You can do so securely by credit card.

SOME MAY SAY THE FUND IS STRONG ENOUGH AND DOESN'T NEED ANY HELP. THIS IS INCORRECT. WITH THE WORLDWIDE DEPOSIT RATES BEING AT RECORD LOWS THE INTEREST INCOME RECEIVED IS NOT COVERING THE ANNUAL CALL ON THE FUND – WE DO NEED YOUR HELP, AND WE NEED IT NOW!

This is your Fund. Remember, you never know when you might need help from it. Any assistance given is completely confidential. Unless the recipients want to tell anyone about the help they have received, only the recipients, the sponsors and the Trustees will know. So why not log onto the website and donate today?

YOUR TRUSTEES ARE:



*Richard Hawkins (President 2000)
Coordinating Trustee
richard.hawkins@hawkrentacar.com*



*Mary Bennett (President 2003)
marybennettgalway@gmail.com*



*Jan H. Sunde (President 2006)
jan.sunde@tide.no*

WORLD CONGRESS



SKÅL INTERNATIONAL WORLD CONGRESS | MEXICO CITY 25-30 OCTOBER 2014

Come and discover the magic, mystery and enchantment of our ancient land, its blend of sophistication and art as well as the smiles and warmth of its people. It is sure to be a trip long remembered.

The local Organising Committee is preparing an unforgettable International Congress, enriched with a wide variety of activities where you are sure to experience our culture, heritage and culinary arts.

As all the Congress events include soft drinks and cocktails, there will be no "extra charges".

President Karine Coulanges and Congress Coordinator Daniel Cervera completed the site inspection visit in Mexico City on 6 and 7 May 2014.

The LOC, lead by an energetic Yolanda Ruanova, and the PCO, with a staff team headed by Manuel Viñas, that has proved to be professional and experienced, will deliver a very well organised Congress.

We encourage our members to register for the Congress and enjoy the warmth and hospitality of the Mexicans.



President Karine Coulanges pictured with her husband Alain, Yolanda Ruanova and Rafael Millan at Chichenitxa during the inspection visit.

See you soon in **México**

WHY MEXICO?

Click [here](#)

HOTELS & PRICING

Payment by credit card:

CONGRESS PACKAGE	SHERATON MARIA ISABEL	GALERIA PLAZA REFORMA	HOTEL NH
Single Room	US \$1,986	US \$1,879	US \$1,716
Double Room	US \$1,583 Per person	US \$1,542 Per person	US \$1,406 Per person

Payment by bank transfer/cheque:

CONGRESS PACKAGE	SHERATON MARIA ISABEL	GALERIA PLAZA REFORMA	HOTEL NH
Single Room	US \$1,919	US \$1,815	US \$1,658
Double Room	US \$1,529 Per person	US \$1,490 Per person	US \$1,358 Per person

CONGRESS ONLY per person (no hotel)

Payment by credit card US \$ 1,096
Payment by bank transfer/cheque US \$ 1,059

The registration fee includes: five nights' accommodation with breakfast from 25-30 October 2014 (except Congress Only participants), portage and maid gratuities, four luncheons, five

dinners, soft and alcoholic drinks, functions, business sessions and excursions as detailed in the programme, transfers from/to the airport and Congress hotels (provided as follows: arrivals on Friday 24 and Saturday 25 October 2014; departures on Thursday 30 and Friday 31 October 2014), transfers from/to Congress hotels and functions.

Note: Congress Only participants are welcome to use the airport transfers to the Congress hotels and the transfers between Congress hotels and functions.



REGISTRATION

Register online [here](#) or on the Congress website.

PRELIMINARY PROGRAMME (subject to changes)

Saturday 25 October 2014	Arrivals Get-together Party at San Ildefonso College
Sunday 26 October 2014	Opening Ceremony Lunch at Restaurant Arroyo (will be a Mexican Party where you will enjoy local food, typical dances, piñatas, charreada, folklore and some handicrafts of our states) Dinner
Monday 27 October 2014	General Assembly at Sheraton Maria Isabel for delegates and observers Full day excursion to Taxco for non-delegates Dine around
Tuesday 28 October 2014	Tourism Forum at Sheraton Maria Isabel B2B at Sheraton Maria Isabel Afternoon excursions or at leisure President's Gala Dinner at Sheraton Maria Isabel
Wednesday 29 October 2014	Full day excursion to Teotihuacan Lunch at Restaurant Teocalli Farewell Party at Sheraton Maria Isabel
Thursday 30 October 2014	Departures



AIRLINE INFORMATION

STAR ALLIANCE



SAVE UP TO 20% ON TRAVEL WITH THE STAR ALLIANCE TM NETWORK

The Star Alliance member airlines are pleased to be appointed as the Official Airline Network for the 2014 Skål World Congress.

Registered participants plus one accompanying person travelling to the event can qualify for a discount of up to 20%, depending on fare and class of travel booked.

The participating airlines for this event are: Avianca, Copa Airlines, Ethiopian Airlines, Air Canada, Air New Zealand, Austrian Airlines, Lufthansa, Scandinavian Airlines, Singapore Airlines, THAI, United, Asiana Airlines, TAP Portugal, SWISS International Air Lines, South African Airways, Air China, Turkish Airlines, EgyptAir, Adria Airways, Croatia Airlines, Brussels Airlines, Aegean Airlines, EVA Airways.

Discounts are offered on most published business and economy class fares.

Full details at www.skalmexico2014.com/air-information.html

COPA AIRLINES



Copa Airlines www.copa.com is pleased to offer a 35% discount on the published fare available at the time of booking.

The deadline to purchase the ticket is three days from the time of reservation.

Please contact your nearest Copa Airlines office - click [here](#) to locate it.

The discount code is **G5524**.
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Aeromexico www.aeromexico.com is pleased to offer the following discounts:

Domestic: 20% discount on all fare basis except classes W, V, R, N, E.

International: 15% discount on all fare basis except classes W, V, R, N, E.

The discount code is **IT2ORGCO914N1**.

Terms:

- Travel dates 23 October - 1 November 2014
- Applicable on flight series AM 001 - 4999
- Not applicable on code share flights
- Booking and selling in Aeromexico ticket offices and call center only
- Discount applicable at the time of issuing the ticket
- Presentation of the Congress Confirmation is required
- In case of changes, the applicable penalties and charges of the fare basis will apply and possible fare difference if the original class reserved is not available

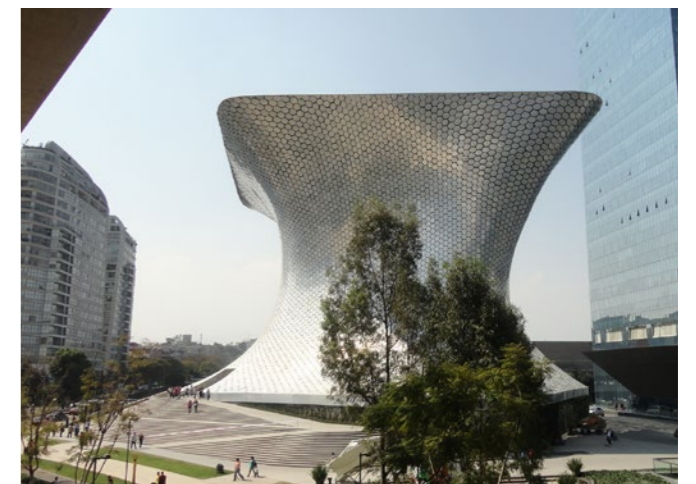
VISAS

Please obtain the requirements for travel to Mexico from your local Mexican embassy or consulate.

PRE & POST-TOURS | Click [here](#)

For information and reservation, please contact our PCO, Koch Overseas, at preposttours@kochtravel.com.mx

More information available on the Congress website: www.skalmexico2014.com



SKÅLWEBSITE

MEMBERSHIP BENEFITS,

Are you getting yours?

THE BENEFITS SECTION IN THE MEMBERS AREA OF THE SKÅL WEBSITE IS YOUR DOORWAY TO FANTASTIC SAVINGS ON ACCOMMODATION, SIGHTSEEING, CRUISES AND MUCH, MUCH MORE - EXCLUSIVE TO YOU AS A SKÅL MEMBER.

So how do members view the current offers made by fellow Skålleagues and/or create their own? Very easily in only three steps.

1. Access the Benefits Section on www.skal.org

2. Click on "View Current Offers" or "Create a Benefit"

3. Log in:

User name

Password (the default setting is the Skål membership number found on your Skål membership card)

We encourage you to use this section and to offer travel benefits for fellow Skål members.

What are you waiting for? Your fellow members have given you the chance to save on great deals that you can use for business or leisure. The next step... let your mouse do the walking!



Skål International will celebrate the 80th Anniversary of its foundation in the French capital, in the very city where it all started - in April 1934 - with the historical founding meeting of Skål International.

SKÅL INTERNATIONAL HISTORY BOOK UPDATE TO THE ONLINE EDITION

On the occasion of the 80th Anniversary of Skål International, a review of the History Book was considered appropriate. This update takes the form of a new foreword to the book by the current International President Karine Coulanges and an addendum to the first edition, printed in 2009.

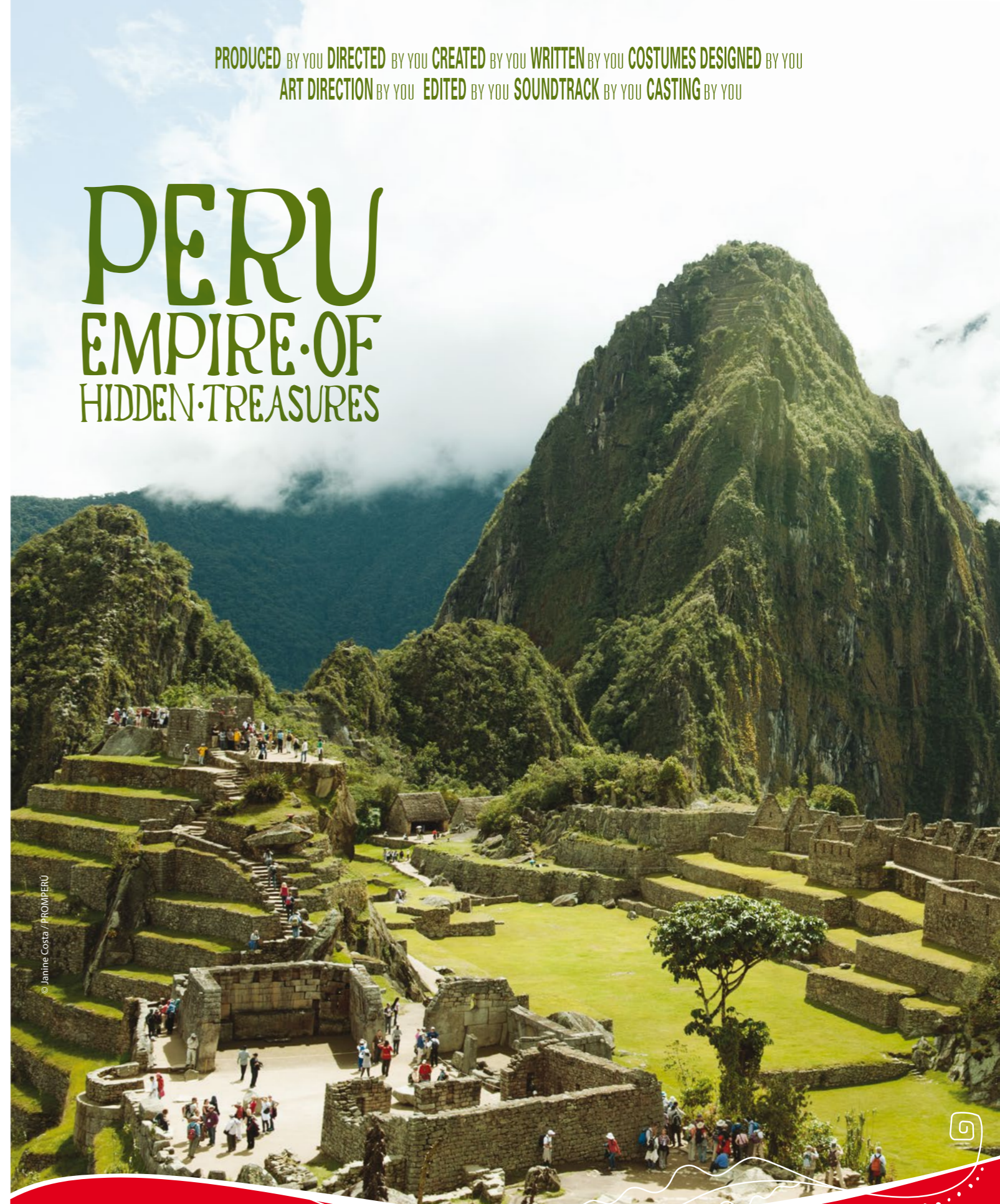
Members can read, download or print the whole book from the Skål website www.skal.org.

A complete programme of events, including a cocktail dinner on a private boat on the River Seine, a guided city tour and a special Gala Evening in the picturesque and traditional neighborhood of Montmartre, has been arranged by Skålleagues in Paris from 11-13 July 2014. For more information contact skal@skal.org



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WTM 2013

Generates More Than £2.2 Billion in Industry Deals

Independent research of World Travel Market's exhibitors shows WTM 2013 will generate a massive £2,223,445,308 billion of deals, either through contracts signed at the event or from negotiations with WTM Buyers' Club members, which will lead to deals signed before WTM 2014.

WTM 2012 generated almost £1.9 billion in business deals, either on the exhibition floor or in the 12 months that followed, which was a 12% increase on WTM 2011's £1.653 billion. WTM 2010 facilitated almost £1.5 billion.

The increase in business generated by WTM 2013 can, in part, be accredited to the 8% increase in WTM Buyers' Club members to more than 8,500 (8,544). Furthermore, there was an impressive 5% increase in overall trade visitors compared to 2012, with WTM overall welcoming more than 50,000 participants over the four days (Monday 4 – Thursday 7 November).

The WTM Buyers' Club is the leading business network for travel buyers and WTM facilitates networking opportunities, including the hugely popular WTM Speed Networking sessions which match the right buyers to exhibitors.

The traditional Monday morning Speed Networking session was phenomenally well attended with a record number of both exhibitors (760) and WTM Buyers' Club members (211) discussing business deals before the exhibition floor opened.

The Thursday Speed Networking took place for the second year running to facilitate post-WTM business deals, attracting 370 exhibitors and almost 90 members from the WTM Buyers' Club.

Furthermore, the resounding success can also be accredited to the increased focus put on travel technology with the inaugural Travel Tech Show at WTM and the luxury sector with A Taste of ILTM at WTM.

The dedicated 'show within a show' concept of The Travel Technology Show at WTM saw an impressive 59 new exhibitors compared to WTM 2012, with more than 7,000 visitors attending the event interested in buying travel tech products. While, in total 10,000 of WTM's visitors also experienced The Travel Tech Show at WTM.

A taste of ILTM at WTM also debuted last year, engaging key international luxury suppliers with UK luxury buyers, seeing more than 1,000 pre-scheduled appointments conducted over the first



two days of WTM, leading to a raft of business deals.

WTM's record business figure of £2.2 billion is further supported by announcements from a number of exhibitors highlighting the business they conducted due to WTM 2013.

- Specialist ticketing company Encore will generate more than £5 million of new business deals as a result of World Travel Market.
- Popular European holiday hotspots Andalucía and The Canary Islands confirming they had both seen a huge uptake in business deals as a result of the four day event, held in London
- MyBookingRewards.com, a rewards programme which connects travel agents with suppliers, also expanded its business in to a number of new countries due to deals agreed at World Travel Market 2013.

World Travel Market, Senior Director, Simon Press said: "I am delighted with the amount of business conducted at World Travel Market, which increases each year. This success firmly positioning WTM as a must-attend exhibition for national and regional tourist boards, global brands, luxury and technology companies.

"The phenomenal increase in buyers and visitors, the WTM Speed Networking programme, the new The Travel Tech Show at WTM and the inaugural A Taste of ILTM at WTM all played very important roles in the success of WTM 2013, offering all stakeholders increased opportunities to meet new contacts, sign contracts and conclude deals.

"The amount of business conducted and the findings from the exhibitor research show WTM is delivering on its commitment to facilitate business in the travel and tourism industry.

"The amount of business conducted at WTM clearly demonstrates WTM. Means Business."

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generated at WTM® 2013



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buyers

50,000
attendees
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3 – 6 November 2014 / ExCeL London



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world-travel-market-hotels.co.uk/hotelpackages

Official Partner



COUNCILLOR'S CORNER

The wonders and benefits of being a member of Skål never cease to amaze me. I share with you some of the rewards of actively participating in our organisation.

I joined Skål International Panama after several requests from the current President of Northern Latin American, Sara Pardo. Little did I know that this organisation would become such an important part of my professional and social life!

My first experience while attending the Budapest Congress prompted me to set a goal to become a Councillor for my area. A friendship born in this congress with a group of Spanish Skålleagues resulted in our two clubs twinning which opened the horizons for other events of this kind for our club. Furthermore, during my visits to beautiful Barcelona I have been introduced to a series of other members and industry professionals resulting in business opportunities and, the most wonderful of all gifts...friendships!

All these events have made our local club stronger and, increased its impact with its members, heightening the importance of doing business with members...think of a

Skål member first! This was brought up by President Karine during a recent visit to our club in Panama.

Attending the congress in New York last year I had the opportunity of meeting our current president Karine Coulanges. Her enthusiasm, energy and interest in Latin America prompted me further into working for a place as a Councillor and participating actively in the organisation. I am now the proud Councillor for the Northern Latin American Area Committee. In the short time I have been in this position I have been a part of many exchanges of ideas, plans and vision for the future. I foresee exciting times for our association and hope to continue bringing our worlds closer by reaching out to other clubs for best practices and activities, I strongly believe that by constantly reaching out we will grow a stronger organisation thereby benefiting our membership.

By Annette Cardenas, International Councillor, Skål Northern Latin American Area

One of the main handicaps for online agencies is the sense of mistrust they tend to engender among clients when it comes to payment and confidentiality, and this is one area where the traditional agencies win over many people, as they are able to offer clients the advantages of online purchases but with the added security of dealing with an agency that actually physically exists.

Nevertheless, more and more Internet users are opting to reserve and buy their tickets online, no doubt due to the benefits this provides (comfort and convenience, flexibility of hours, 24-hour service, seven days a week, throughout the year, powerful search engine system, constantly updated information, ease of making reservations, limited consultation time...) and to a growing confidence in electronic payments.

Internet is just the tip of the iceberg, however. The key issue is that telecommunications – including the Internet – enable destinations, producers, GDS and wholesalers to bypass the distribution channel and contact clients directly: both companies and consumers. To

that end they are able to take advantage of two major benefits of telecommunications: an inexpensive distribution channel and no impediments created by lack of space.

In fact, online travel agencies have defied the economic crisis, maintaining steady revenue and even, in some cases, experiencing slight growth. Noting this encouraging panorama, traditional travel agencies have realised the importance of reinventing themselves and incorporating online trends in their businesses, at the same time as online travel agencies are now obliged to confront this vigorous competition by analysing the quality of the e-commerce they offer clients via their Internet portals.

By Ana María Vera
General Secretariat Skål International

TOURISM INDUSTRY UPDATE

ONLINE TRAVEL AGENCIES

Tourism has been one of the main industries affected by the Internet explosion. Until just a few years ago, travellers were required to go to a travel agency to book air flights and accommodation, buy tourism packages, or simply seek information about any new offers, latest prices and general tourist services.

Today, it is all so different. The increasing use of the Internet and the fact that people have less time available for leisure has led to the birth of online travel agencies. These days, the Internet is a key tool for those planning a trip. Millions of people around the world make their reservations online, as it is quick, simple and extremely convenient.

The range of information provided by an online agency is wide and varied: holiday package prices, special offers, news, destination searches, tourist hotels and links, agency press releases, last-hour faxes, agencies' own offers, and a long etcetera. It also has one other advantage: the opportunity of comparing different offers and prices at the same place.

This new process has become a strong threat to traditional travel agencies, which have – since the rise of the Internet – been losing market share to online travel agencies.



YOUNG SKÅL: THE FUTURE OF SKÅL

Young Skål is a special membership category for tourism students or young professionals in the travel and tourism industry.

The requirements to become a Young Skål member are:

(a) Young Skål Student is a student at an authorised, tourism, educational

establishment which grants a degree or recognised diploma upon completion of studies. They must be a minimum of 18 and a maximum of 27 years of age.

(b) Young Skål Professional is a young professional training for or working in the industry. They must be a minimum of 20 and a maximum of 29 years of age.

(c) Young Skål Associate is a Young Skål Professional still training for or working in the industry after the age of 29 who does not yet qualify for Active membership may continue as Young Skål Associate member until the age of 35.

More information at www.skål.travel

HOLOCAUST MEMORIAL BERLIN VIRTUAL CONCERT IN THE MEMORIAL | A NEW KIND OF MUSIC

On 9 May 2008, a unique concert took place at the Memorial to the Murdered European Jews. Specially composed for the occasion, *Vor dem Verstummen* by Harald Weiss was premiered in the Field of Stelae, when it was performed by musicians of the Kammer-Symphonie Berlin Orchestra (Chamber Symphony of Berlin) under the baton of celebrated conductor Lothar Zagrosek, for an enthusiastic audience of thousands. The sound experience for each listener was different, depending on his or her precise location amongst the stelae.

Now it can be experienced again, as the first virtual concert in the world, using an app on your smartphone!

It is based on a brand new technology which will play an important role in the future of tourism. The way we see sights and travel is changing. These new technologies also offer a virtual experience.



The virtual concert increases the cultural value and enriches the experience for the visitor of the Holocaust Memorial. It offers the possibility to communicate and stay in contact with the visitors. The virtual concert is only one example of the many possibilities these new technologies offer. Part of the challenges of the tourism industry have to deal with the inclusion of this new technology.

For more information please visit our concert website www.virtuelleskonzert.com

LINENS FOR LIFE

From Despair to Hope



UNIQUE PROJECT EMPOWERS PEOPLE DISPLACED BY PHILIPPINES STORM WITH SUPPORT FROM HOTELS

People made homeless by a devastating typhoon that hit the southern Philippines at the end of 2011 have been rebuilding their lives by making and selling useful items from recycled linen in a unique project supported by Diversey Care in collaboration with a number of major hotels in the region.

Typhoon Washi (known locally as Sendong) hit the Cagayan do Oro area of the Philippines at the end of 2011. In addition to hundreds of deaths caused by the storm thousands more people saw their homes destroyed and were forced to move to temporary relocation camps where many are still living.

Diversey Care's in Asia and Middle East responded to a call for help from a local charity, Elmer Francisco Foundation (EFF). The team worked with EFF and hotels including Crowne Plaza Changi Airport (Singapore), Grand Hyatt Singapore and Shangri-La Hotel Dubai to devise the unique Linens for Life project.

Linens for Life has a simple but powerful objective: several families are able to make a small livelihood by converting linens provided by the hotels into new and useful items that they can sell. At the same time, the hotels have a meaningful way to recycle their unwanted linens that makes a real difference to people who lost everything during the typhoon.

Anyone living at the Makapaya Relocation Camp can sign up for the project which started in mid 2013. They receive basic training on how to sew and use sewing machines donated to the charity. After

this they can work at the camp's communal building to give a new lease of life to the linen donated by the hotels. Items created include pillow cases and simple clothing which is then sold to gain a small income for the people who made them. The participants receive a certificate when they complete their training and organise regular fashion shows to help sell their wares.

The project has helped bring the community together and provide much-needed support for the families involved. The charity says that helping the internally displaced people get back on their feet in this way is a very fulfilling. It gives them the tools and necessary skills to stand on their own two feet and make success happen. The initial project has been so well received that a second project has now been started in Indonesia with the support of the Conrad Bali Hotel.

Linens for Life is another excellent example of a new type of corporate social responsibility (CSR) programme that creates shared value (CSV) for communities through engagement with local businesses. The idea is that companies should create shared value for society and not economic value for their own sake.

Diversey Care's experience with Linens for Life shows how a simple idea delivered effectively can make a huge and sustainable difference. With basic equipment and support from the project team residents at Makapaya Relocation Camp learn a new skill to earn a livelihood that allows them to contribute to their own welfare rather than relying on charity or a conventional CSR project.

"Linens for Life demonstrates the massive potential for hotels and other businesses to work with partners such as Diversey Care to deliver shared value through low-cost projects with an excellent return on investment that builds business and strengthens relationships," says Stefan Phang, Regional Director, Sustainability & CSR at Diversey Care.

Follow Diversey Care on social media:

[Facebook](#)

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[Twitter](#)

Read Diversey's [blog](#)

Diversey Care is a division of Sealed Air Corp., a leader in food safety and security, facility hygiene and product protection. For more information about Diversey Care, please visit www.diversey.com.

About Sealed Air: Sealed Air Corporation creates a world that feels, tastes and works better. In 2013, the Company generated revenue of approximately \$7.7 billion by helping our customers achieve their sustainability goals in the face of today's biggest social and environmental challenges. Our portfolio of widely recognized brands, including Cryovac® brand food packaging solutions, Bubble

Wrap® brand cushioning and Diversey™ cleaning and hygiene solutions, ensures a safer and less wasteful food supply chain, protects valuable goods shipped around the world, and improves health through clean environments. Sealed Air has approximately 25,000 employees who serve customers in 175 countries. To learn more, visit www.sealedair.com



a CSR initiative by **Sealed Air**
Re-imagine™

SKÅLMEMORIES

A.I.S.C. STATUTES AND EARLY CONGRESSES

IN THIS NINTH PART OF A NOSTALGIC JOURNEY BACK THROUGH THE YEARS, PAST PRESIDENT (1985-1986) AND HONORARY PRESIDENT ANTONIO GARCÍA DEL VALLE RECALLS THE FIRST A.I.S.C. STATUTES, AND THE II, III AND IV WORLD CONGRESSES IN 1934, 1935 AND 1936.

Once the A.I.S.C. was founded and the Statutes were approved, Skål International began a long journey to our current times – now 80 years. I don't believe there is any other international tourism association that can match that longevity and experience. I did not want to continue with this series without mentioning the first Statutes.

Article 2: The Association Internationale des Skål Clubs (International Association of Skål Clubs, or I.A.S.C., in English) comprises all the existing Skål Clubs and its objective is:-
a) To bring together the Skål Clubs as a bond of union among them all, to extend the Skål



ideology and to undertake strong efforts to create new clubs.

b) To represent Skål at all the major touristic events, without becoming involved in professional and commercial issues.

Among the key points discussed and approved on 28 April 1934, I would like to highlight the following, within the Statutes' five chapters and 25 articles.

There will be an Honorary Committee and an Executive Committee, comprising a President, four Vice Presidents, Secretary, Treasurer, Press Director and two Accounts Auditors, elected by the Assembly. All decisions will be reached by a majority vote, and postal votes will be valid, signed by the delegates.

Elections, admission of new clubs and expulsions will always be by secret vote.

The Executive Committee will meet at least once a year, and the rest of the time the President and Secretary will have responsibility. A Congress will be held every two years.

The Association will not be permitted to have any political, union, religious or professional inclinations, and will remain of a private nature.

INVITATION BY THE THIRD REICH

Skål had crossed boundaries. Three of our founders, Volckaert, Genestie and Rouquerol, travelled to Germany in May 1934, invited by the Third Reich's tourist industry. The visit was organised by two German members of the Paris Skål Club, Streibel and Von Winterfeld. The welcome was very cordial, and they had the opportunity to outline the Skål ideology – which was distributed extensively and passed official censure – to German professionals. Thanks to German Railways, the schedule proceeded as planned. Von Winterfeld had taken leave from his work at Lufthansa to organise the event. Representatives of several German organisations attended the dinner, including Fuhrmann, President of the German Association of Travel Agents, who apologised on behalf of the Minister for Propaganda, Dr. Joseph Goebbels, unable to be present due to work commitments.

After measured reflection, Skål was founded in Germany and German Railways sent a news release to the world's press, making a case for the Skål Movement and announcing its support of the A.I.S.C. In 1936, Von Winterfeld joined the Executive Committee, elected Vice President unanimously. The Germans provided financial support to the A.I.S.C. and agreed to organise the 1940 Congress in Germany, leaving the IASC Presidency in their hands. The A.I.S.C. had been born, and the clear aim of all members was to overcome a turbulent and tortured world with ideals of peace, mutual respect and unity among men of good will and intentions

– within the sphere of international tourism. Serving Skål should be the byword of those who took an interest in our Association. It was not acceptable to discuss private commercial issues during meetings, but discussions of subjects of general tourist interest were encouraged if they served to inform members.

The II A.I.S.C. World Congress was held in Brussels from 28 November to 1 December, attended by 33 delegates from 14 clubs in seven countries. The Congress approved the membership card and organised a competition to find a new model for the insignia. Other matters discussed included National Committees and an Annual Directory with the names of all members.

In 1935, the Insurance Fund was set up and there were ongoing Skål conferences, study trips, parties and dinners. Only those with senior positions in the various companies could become active members, and members who joined before 15 March 1933 were considered to be founders. The benefactors paid a fee of 500 francs and active members, 50 francs.

The III World Congress in Lucerne was held from 26 to 29 September, with 54 delegates from 25 clubs in attendance, representing 12 countries. With this number of participants it was possible for hotels and restaurants to offer a programme for a symbolic price.

The year before, clubs had been invited to send in designs for a new insignia, and the one chosen was submitted by Côte d'Azur (a club still to be formed): substituting the letters "S" and "C" with the word "Skål" – the same as used today.

The following year, there were clubs in Athens, Antwerp, Basel, Batavia, Brussels, Budapest, Copenhagen, Côte d'Azur, Stockholm, Geneva, Holland, Interlaken, Lausanne, Liège, London, Lucerne, Luxembourg, Marseille, Montreux, Paris and Zurich.

The IV World Congress in 1936 was held in Stockholm, with an attendance of 175 delegates from 30 clubs in 14 countries.

Approved as the venues for the next World Congresses were Paris (1937), London (1938) and Berlin (1939). No one could have imagined at the time how history would change those plans.

The final meeting of the Executive Committee was held in London on 12 December, where it was decided that clubs from the same country could set up a National Committee and name their national delegate, with a maximum of three votes.

Finally, after many years, the Paris Skål Club's dream of having a permanent venue became a reality. It was established at 9 rue Auber in Air France's commercial services premises.

WHY DO GOVERNMENTS MARGINALISE THE BENEFITS OF TOURISM?

SKÅL INTERNATIONAL COMMENTS:

GLOBAL TOURISM REPRESENTS OVER 9% OF GDP (DIRECT, INDIRECT AND INDUCED IMPACT). ONE IN ELEVEN JOBS GLOBALLY IS IN TOURISM. TOURISM REPRESENTS 6% OF WORLD EXPORTS AND GENERATES OVER US\$1.3 TRILLION DOLLARS ANNUALLY. (SOURCE: UNWTO TOURISM HIGHLIGHTS 2013)

Yet governments continue to raise taxes and damage this vital industry.

- The UK's Air Passenger Duty introduced in 2013 is the world's highest aviation tax
- The 2013 US budget cuts to air traffic management threaten safety standards and flight scheduling.

SKÅL INTERNATIONAL WORLD PRESIDENT, KARINE COULANGES, STATES

"It is timely that governments calculate the real benefit and income streams gained from overseas visitors before imposing yet more taxes and levies to try and bolster their treasury funds. Even a small increase in charges can see a far greater loss of revenue as a result of tourists voting with their wallets and travelling to other destinations".

"As the world's economies see the first shoots of growth and confidence after six years of turmoil it is timely to remember that tourism was one of the only sectors to see growth during that time and like all industries it will continue to need fostering and care to ensure this growth continues and not policies of additional taxation for short term gain."

Tourist revenue in many countries is in the top five of their total GDP, yet many continue to hinder tourism through unnecessarily long visa application periods; the high cost of visa on arrival systems, as well as increasing airport taxes and border control levies. How would these governments react if tourist numbers fell by 10 – 20% with the resulting downturn in revenue? And what flow on effect would that have to their economy? An example can be seen in the decline in tourists visiting Thailand as a result of the unrest in Bangkok. While not related to this issue it does illustrate the effect a drop in tourism can have on a country's economy. According to Thailand's Minister of Tourism, arrivals in the country fell by 1 million visitors in January 2014 as compared to January 2013. The Tourism Council of Thailand estimated the revenue loss as 22.5 billion baht (approximately USD\$690 million).

How many countries could absorb losses like that? Remember tourists vote and travel with their wallets and if they perceive the cost and time required gaining visas, plus the cost of additional charges and levies imposed by both central and local governments, are too high, they will reconsider where they travel to.

These examples are just the tip of the iceberg and all are additional burdens on an industry that in many cases cannot take much more before seeing drastic reductions in revenue and the resulting detrimental flow on effect to many economies. Why do governments then continue to impede the industry with the introduction of more and more taxes and levies?

IIPT | SKÅL GLOBAL PEACE TOWN PROJECT

BUCHAREST, THE FIRST CAPITAL CITY TO BE AWARDED THE IIPT "PEACE TOWN" DESIGNATION



The spring brought not only sunny days, but also good news for and about Bucharest. The city became the first capital to be awarded the title of "Peace City" by the prestigious Institute for Peace through Tourism (IIPT) and Skål International. The title was awarded in a ceremony organised on Friday 25 April 2014 in the Herstru Park in Bucharest, as part of the second edition of the Young Skål International Symposium, an event that brought together young professionals in the field of tourism from over 10 countries of the world.

During the ceremony, Young Skål Bucharest, Skål International Romania, the General Council of Bucharest and the Lakes, Parks and Entertainment Administration (APLAB) designated a "bosco sacro" (peace grove) in the Herstru Park in Bucharest and planted 12 trees, symbols of peace, endurance and rejuvenation. The participants were asked to write messages related to peace on small pieces of paper and hang them in the newly planted trees.

Two commemorative plaques were also installed in the park; they are dedicated to the values supported by Skål at

international level: Peace, Friendship, Solidarity and the Promotion of common interests in the field of Tourism. The ceremony was closed with the liberation of white pigeons by Mrs. Marianne Krohn, Vice President, Skål International; Mr. R zvan Pirjol, President, Skål International Romania, Andrei Mih ilesu, Young Skål Bucharest, and representatives of the General Council of Bucharest.

The ceremony aimed at drawing attention to the contribution of tourism on the development and maintenance of worldwide peace and promoting tolerance, cultural diversity and the protection of the natural environment. Last but not least, the organisers emphasized that

tourism promotion should begin with tourist destinations being appreciated not only by visitors, but foremost by the local communities. "I challenge you to love the places you live in and speak of them with pride. We all know how important promotion is in the field of tourism. If we as tourism professionals do not promote the destinations we come from we cannot expect others to promote them", stated Ms. Anamaria R var, member of Young Skål Bucharest and Coordinator of the ceremony. The ceremony was attended by approximately 60 persons.

MEMBERSHIP DEVELOPMENT CAMPAIGN

HELP YOUR CLUB TO INCREASE ITS MEMBERSHIP - AND WIN A SPECIAL CONGRESS PRIZE!



EVERY MEMBER WHO INTRODUCES A NEW MEMBER BETWEEN 1 JANUARY AND 30 SEPTEMBER 2014 IS ELIGIBLE TO WIN EUROS 500.00 TOWARDS THE COST OF REGISTRATION FOR THE 76TH SKÅL WORLD CONGRESS IN KENYA COAST IN OCTOBER 2015.

The name of the prize-winner will be drawn at the International Council meeting during the Mexico City Skål World Congress and announced at the President's Gala Dinner. Members do not have to be there to be eligible - though this would be preferable if possible!

There are no limits on how many times a member can enter, so everyone is encouraged to ask colleagues in the industry to join. Young professionals can either join the special "Young Skål" category or, if they hold a managerial post, can enrol in the "Active" membership category. Please ensure that you put your name in the section "Introduced by" on the application form.

Skål Membership Development Award Programme

The Skål Membership Development Award Programme has proven to be very popular with Skål Clubs throughout the world. Skål Clubs that increase their membership over the previous year by a net 10% or more, or a minimum of net 10 new members for larger Clubs after allowing for members who leave, qualify for a commendation certificate which is presented at the President's Gala Dinner during the Skål World Congress each year. The programme was enhanced with the awarding of special framed commendations to the top three Skål Clubs: Platinum, Gold and Silver.

Skål International will provide a prize of Euros 500.00 towards the cost of registration to the Skål World Congress in Kenya next year for the Skål Club that achieves the highest net increase of new members.

There are many Skål membership classifications and Skål members are encouraged to consider inviting potential members from all sections of the travel and tourism industry to join Skål.

WHAT IS IT?

A certificate of commendation for Clubs that boost their membership. The three Skål Clubs with the highest net membership increase receive Platinum, Gold and Silver framed commendation certificates.

WHAT IS MEANT BY NET GROWTH?

Net growth means a net increase in members after taking members who leave for any reason, into consideration.

WHAT IS THE CRITERIA TO WIN THIS AWARD?

Any Club that increases its membership by a net 10% or gains a net 10 or more new members qualifies for this Award.

SAMPLE

Number of members in a Club	30
New members	+6
Members who left	-3
Net membership	33
Growth achieved	10%

WHEN IS THIS AWARD PRESENTED?

The Membership Development Award is presented to a representative of a qualifying Club by the President of Skål International during the President's Gala Dinner at the Skål World Congress.

GENERAL ASSEMBLY OF CLUB DELEGATES

CANDIDATES FOR ELECTIONS

SKÅL INTERNATIONAL WILL HOLD ITS ANNUAL ELECTION OF OFFICERS ON MONDAY 27 OCTOBER DURING ITS 2014 WORLD CONGRESS, HOSTED BY SKÅL INTERNATIONAL CIUDAD DE MEXICO.

FOR PRESIDENT

MARIANNE KROHN | SKÅL INTERNATIONAL HANNOVER

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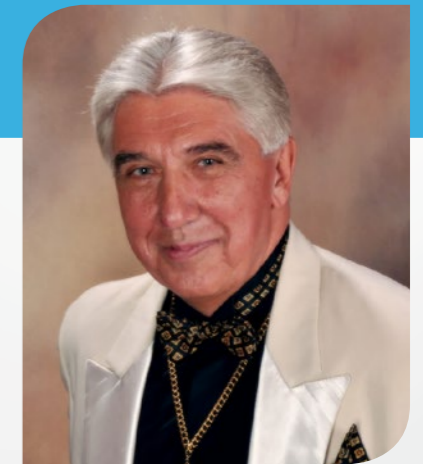


Marianne Krohn began her career in 1976 in the hotel business as Front Manager and became later Assistant to the General Manager. In 1980 she joined Hapag-Lloyd, the largest German travel agency, and was Regional Vice President when it was bought by TUI in 1999. From 2000 to 2001 she was Managing Director of Consedis Business Service & Consulting, a branch of TUI Business Travel and from 2001 to 2003 Managing Director Operations – Germany and EMEA for TUI Business Travel. In October 2003 she set up her own company, Krohn & Partner Travel Logistics. From 2004 to 2008, she was Managing Director of Hannover Tourismus Service. From 2008 to 2011 she was Manager Marketing, Press and Public Relation, Economic Development of City of Hannover. She is currently Managing Director of Celle Tourism and Marketing GmbH.

1991 to 2004	Member, Skål International Berlin
1992 to 1999	Secretary, Skål International Berlin
1999 to 2001	Vice President, Skål International Berlin
1999 to 2006	Director, Skål International Germany
2001 to 2003	President, Skål International Berlin
2003 to 2007	International Skål Councillor, Germany
2004 to 2014	Member, Skål International Hannover
2005 to 2006	Director, Skål International Hannover
2007 to 2009	President, International Skål Council
2009 to 2010	Director, Business Affairs, Skål International
2010 to 2012	Director, Finance, Skål International
2012 to 2013	Vice President, Finance, Skål International
2013 to 2014	Vice President, Membership Development & Young Skål, Skål International

V. SALIH ÇENE | SKÅL INTERNATIONAL ANTALYA

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V. Salih Çene started his professional carrier in 1969 as a Receptionist. He then moved to England for his education. During his studies in Hastings and London he also worked in various hotels and restaurants. After completing his higher education, HND in Hotel & Catering Admin., in Westminster Technical College – London, he moved back to Turkey in 1978 to continue his carrier in Hotel Management. Since then he worked in various Hotels & Companies as GM, General Coordinator, General Director, Board Member and Chairman of Board. Since 2006 he is giving consultancy services to hotels and investors. Languages: English (fluent), German (fair), French (beginner).

He is a member of various national and international Associations and Institutes. He writes articles in newspapers and tourism press; appears in TV interviews on Tourism; participates as a key-note speaker in symposiums and conferences on Tourism. He has given lectures in various Universities. He is also involved in social projects concerning Children. He joined Skål first in 1980 and since 1990 he has participated in various international Skål events, which are 22 World Congresses before Mexico City; 13 ISC Mid-year meetings before Bangkok; Asian and Mediterranean Area Committee Meetings; Amsterdam Initiative; Anniversaries of Skål International Paris, Inauguration of Skål International Beijing, Installation Ceremony of Skål International Atlanta (2014), and various national and international Club visits.

1980 to 1991	Member, Skål International Istanbul
1992 to 2014	Member, Skål International Antalya
1992 to 1993	Treasurer, Skål International Antalya
1993 to 1996	Secretary, Skål International Antalya
1993 to 1996	Director, Skål International Turkey
1996 to 1998	Secretary, Skål International Turkey
1996 to 1999	President, Skål International Antalya
1998 to 2000	International Skål Councillor, Turkey
2000 to 2003	President, Skål International Antalya
2003 to 2005	Vice President, Skål International Turkey
2005 to 2011	International Skål Councillor, Turkey
2006 to 2009	Chairman, ISC Membership Development Committee
2007 to 2009	President, Skål International Turkey
2009 to 2010	Chairman, ISC FVF & Finance Committee
2010 to 2011	Vice Chairman, ISC External Affairs Committee
2011 to 2012	Director, Development & Business Affairs, Skål International
2012 to 2013	Director, Membership Development (primary responsibility) & Business Affairs (secondary responsibility), Skål International
2013 to 2014	Vice President, Statutes, Skål International

FOR VICE PRESIDENT

NIGEL PILKINGTON | SKÅL INTERNATIONAL AUCKLAND

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From 1970 to 1980 Nigel Pilkington was a Commissioned Officer with the Royal New Zealand Navy. In 1980 Nigel entered the commercial world and commenced a career in marketing, holding various senior positions in companies as diverse as Seiko Time, New Zealand News, and as a Director of Gurney Nagel Advertising. Nigel founded De La Mer Communications Limited in 1990 as a public relations and marketing communications consultancy specialising in the travel and tourism industry, of which he is still Managing Director today. In the intervening 24 years Nigel has worked in senior marketing, public relations and representation roles for various tourism organisations, as well as representing/advising individual operators in Australia and the South Pacific who are active in the New Zealand market. Nigel has undertaken a number of volunteer service roles over the years including Scout/Group leader and Chairman of Sea Scout troops in Auckland; coaching local sports teams; committee member and treasurer for a local secondary school rowing club, as well as assisting with public relations (pro bono) for a number of local and national, volunteer, non-profit organisations.

- | | |
|--------------|---|
| 2001 to 2014 | Member, Skål International Auckland |
| 2005 to 2006 | Vice President, Skål International Auckland |
| 2006 to 2007 | President, Skål International Auckland |
| 2006 to 2012 | Director, Skål International New Zealand |
| 2008 to 2009 | Vice President, Skål International New Zealand |
| 2009 to 2012 | President, Skål International New Zealand |
| 2012 | International Skål Councillor, New Zealand |
| 2012 to 2013 | Director, Business Affairs (primary responsibility) & Membership Development (secondary responsibility), Skål International |
| 2013 to 2014 | Director, Communications & PR, Skål International |

LOU CONKLING | SKÅL INTERNATIONAL LOUISVILLE

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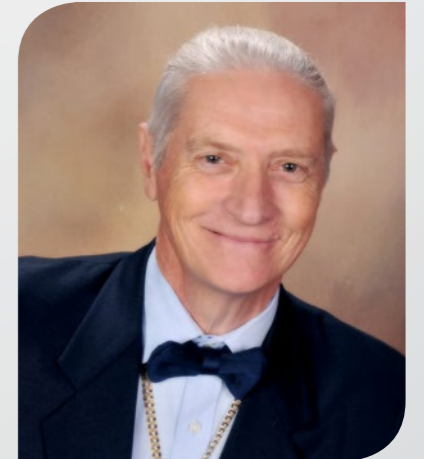


After completing his Bachelor of Arts in Business Administration, Lou Conkling worked for South Central Bell and AT&T from 1976 to 1985. In 1985 he formed Knights Travel, serving as Vice President. In 1994 Lou obtained the title of ICTA Certified Travel Counselor (C.T.C.), a title he continues to hold today. In 2005 he set up his own travel consulting business, TravelbyLou LLC, a job he is still doing today as an integral part of the international travel agency, Altour Travel. Lou has attended 10 world congresses and 15 NAASC Congresses.

- | | |
|--------------|--|
| 1994 to 2014 | Member, Skål International Louisville |
| 1997 to 1998 | Secretary, Skål International Louisville |
| 1998 to 1999 | Treasurer, Skål International Louisville |
| 1999 to 2000 | Vice President, Skål International Louisville |
| 2000 to 2001 | President, Skål International Louisville |
| 2004 | Chairman, NAASC Congress Louisville |
| 2005 to 2008 | Regional Vice President, Skål International U.S.A. |
| 2008 to 2009 | President, Skål International Louisville |
| 2008 | Treasurer, Skål International U.S.A. |
| 2009 | Secretary, Skål International U.S.A. |
| 2010 to 2011 | President, Skål International U.S.A. |
| 2012 to 2013 | International Skål Councillor, U.S.A. |
| 2013 to 2014 | Director, Business Affairs, Skål International |

DAVID FISHER | SKÅL INTERNATIONAL NAIROBI

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David Fisher started work with the Bank of America in the United Kingdom in 1968 as an operations clerk. He was then selected to go on a management trainee programme. Upon its successful completion, he was sent to Birmingham, England as Deputy Operations Officer of that unit. After a 5-year stint there he was sent on short-term assignments as a trouble-shooter to Cairo, Bahrain and Luxembourg after which he was assigned to the Commercial Bank of Africa in Nairobi, Kenya as Special Projects Officer. In 1993 after a 25-year career in banking he moved on and for the next six years did various consultancy work and also co-owned two restaurants. In 1999 he joined Maniago Travel and Cruises as a shareholder and Director, a role he continues in today. He is involved in all aspects of this company. David has attended nine world congresses and eight International Council Mid-Year meetings.

- | | |
|--------------|---|
| 2003 to 2014 | Member, Skål International Nairobi |
| 2004 to 2005 | Director, Skål International Nairobi |
| 2005 to 2008 | Treasurer, Skål International Nairobi |
| 2007 to 2011 | Treasurer, Skål International Kenya |
| 2008 to 2009 | Vice President, Skål International Nairobi |
| 2009 to 2011 | President, Skål International Nairobi |
| 2009 to 2013 | International Skål Councillor, Kenya |
| 2010 to 2011 | Secretary, International Skål Council |
| 2011 to 2013 | Vice President, International Skål Council |
| 2013 to 2014 | Director, Finance & FVF, Skål International |

FOR DIRECTOR

PRESENTED BY THE INTERNATIONAL SKÅL COUNCIL:

PAUL FOLLOWS | SKÅL INTERNATIONAL LONDON

(Recommended by the Succession Committee)

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Paul Follows started his career in the tourism industry working for Thistle Hotels in various management positions leading to general management. From 1985 to 1987 he was General Manager of Bloomsbury Park Hotel, London. From 1987 to 1988 he was General Manager of Great Western Royal Hotel (now Hilton Paddington), London. From 1988 to 1993 he was General Manager of Grims Dyke Hotel, London. From 1993 to 1996 he was General Manager of Prince Regent Hotel, Woodford Bridge, Essex. From 1996 to 2007 he was Board Director and General Manager of Grims Dyke Hotel, London. In 2008 he formed his present company Red Carpet Concepts Ltd. assisting clients with operational projects in hospitality including marketing and sales, PR and event planning. He also at this time became a Director of European Development for Distinguished International Hotels. Red Carpet's main clients included 2008 to 2012 Bell International Language School, where he managed international student accommodation, safety, etc. for up to 250 students. Since 2012 he has been representing Magna Hospitality in the UK and Europe and in 2014 Millstream Management Company developing an event management strategy within a retired lifestyle organisation. Paul has been a member of several other associations.

1979 to 1983	Member, Skål International Manchester
1983 to 1986	Member, Skål International Scotland
1986 to 2014	Member, Skål International London (UK)
2002 to 2014	Director, Skål International London (UK)
2003 to 2004	Vice President, Skål International London (UK)
2004 to 2005	President, Skål International London (UK)
2005 to 2007	Vice President, Skål International United Kingdom
2007 to 2008	President, Skål International United Kingdom
2009 to 2014	International Skål Councillor, United Kingdom
2011 to 2012	Secretary, International Skål Council
2012 to 2014	Vice President, International Skål Council

PERSONAL OBJECTIVES:

Having used the Skål network for my own business, I see this as a massive selling point for future membership development and sponsorship. Additionally Young Skål Professionals as well as students is our future. I want to see our world-wide network of potential benefits become more of an attraction to their business careers. This can play a massive part in Skål's attraction to these young professionals. I want to see this more developed.

I also want more transparency in the EC workings with minutes of meetings being published subject to removing any personal confidentiality. Additionally to see ISC proposals considered and responded to by the EC far quicker than they presently are. The agenda must have sufficient time set aside to do this.

Finally my hotel directorship background has given me the necessary experience and discipline in sales, marketing and PR plus financial control and creativity.

RAFAEL MILLAN PEREZ | SKÅL INTERNATIONAL CIUDAD DE MEXICO

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Rafael Millan Perez started his professional carrier with Arthur Andersen & CO., a world class accounting firm consulting, audit and taxes in 1972. From 1978 to 1991 he was General Manager and Corporate Director of Internal Audit for Grupo Posadas de Mexico at several properties located in different cities of Mexico. From 1991 to 2000 he was General Manager of Starwood Hotels & Resorts at the Westin Ixtapa, Guerrero, and Hacienda Jurica, Querétaro. Since 2000 he has been General Director and CEO of Grupo Hotelero Brisas in Mexico.

1980 to 1983 / 1986 to 1990	Member, Skål International Mazatlan
1983 to 1986	Member, Skål International Puerto Vallarta
1990 to 1997	Member, Skål International Acapulco
1994 to 2005	Director, Skål International Mexico
1997 to 2000	Member, Skål International Ixtapa
1997 to 2000	President, Skål International Ixtapa
2000 to 2014	Member, Skål International Ciudad de Mexico
2005	Treasurer, Skål International Mexico
2006	President, Skål International Mexico
2006	Order of Skål Merit
2010	Membre d'Honneur, Skål International
2011 to 2014	International Skål Councillor, Mexico

PERSONAL OBJECTIVES:

I am convinced that Skål is a great association that promotes friendship and offers the opportunity of business on an international level. My financial experience in international auditing companies will allow me to recognise immediate actions for the efficient movement of our funds, expenses, financial forecasts and projections for the financing, together with my experience of operating and developing new hotels, openings, changes and hotel groups, international brands, gives me an ample vision of the strategy and development to grow the membership of Skål. Proof of this is the six Clubs I have already formed in Mexico and an additional two will be formed in the next six months.

The time I have been a member of Skål and my experiences during 34 years of membership prove to me that we should have a more updated, modern vision which integrates new technologies, the necessities of generations of Skålleagues to come to whom I can offer experience and the desire to create synergies between new members. Promote the influence of Mexican and Latin American Club in Skål to create a greater presence for them in our organisation.

My passion for Skål is my best reference as an ambassador for our vision. My participation as a Director is an opportunity to demonstrate growth and promote the desire to continue to belong to our organisation and to continue to bring in new members who will love Skål the way I do.

SUSANNA SAARI | SKÅL INTERNATIONAL TURKU

(Recommended by the Succession Committee)

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Susanna Saari has worked for Turku University of Applied Sciences, since 1998 and currently holds a position as a Senior Lecturer in Hospitality Management. Her main tasks include the development of continuing education offered by the Degree programme, lecturing on service product development, sustainable tourism, hotel operations management and strategic human resources management at the Degree Programmes in Hospitality Management and International Business as well as tutoring student R&D projects. During the past 5 years she has been a project manager for research projects funded by the European Commission, namely the WelDest (2012-2014, Health & Well-being in Tourism Destination) with 15 EU partners and a total budget of EUR 456 289 and ILIS (2008-2010, Innovations and learning in Spa Management) with 5 EU partners and a total budget EUR 364 923. Susanna holds a Master in Social Sciences majoring in Leisure and Recreation studies and tourism. She has done specialisation studies in eBusiness in Tourism and Fair & Congress Management. Her hospitality industry experience is mainly in the field of hotels and she has worked for Hyatt Regency hotels in Dubai in mid-90's and Sokos Hotels chain in Finland. Susanna is a representative of TUAS at Turku Tourism Academy, a network of universities teaching hospitality and tourism in Finland and a board member of The Finnish Society of Tourism Research.

2004 to 2014	Member, Skål International Turku
2005 to 2009	Secretary, Skål International Finland
2007 to 2012	President, Skål International Turku
2008 to 2009	Treasurer, Skål International Finland
2010 to 2011	President, Skål International Finland
2011	Organising Committee, Turku 2011 Skål World Congress
2011 to 2012	Deputy International Skål Councillor, Finland

2012 to 2013	Treasurer, Skål International Finland
2012 to 2014	International Skål Councillor, Finland
2012 to 2014	Secretary, International Skål Council

PERSONAL OBJECTIVES:

As a member of Executive Committee I would emphasise the aim of becoming the contemporary travel & tourism association we should be. This development process includes using a project management approach on strictly chosen subjects (e.g. branding, Corporate Social Responsibility and sustainability, and development of Young Skål) and the use of technology and internal/external research data in all we do.

JASON SAMUEL | SKÅL INTERNATIONAL BOMBAY

(Recommended by the Succession Committee)

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

2000 to 2014	Founding Member, Skål International Bombay
2000 to 2005	Director, Skål International Bombay
2003 to 2005	Treasurer, Skål International India
2005 to 2009	President, Skål International Bombay
2007 to 2010	Vice President, Skål International India
2010 to 2011	President, Skål International India
2011 to 2013	Director, Skål International Asia
2012 to 2014	International Skål Councillor, India
2013 to 2014	Vice President (West), Skål International Asia

PERSONAL OBJECTIVES:

- 1) Double the Skål membership.
- 2) Reduce the membership fees.
- 3) Drastically reduce the Skål Congress fee to enable more members to attend.

FOR AUDITOR AND DEPUTY AUDITOR

PETER NEILSON | SKÅL INTERNATIONAL LAUNCESTON

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Peter Neilson's career in tourism started over forty years ago with the Tasmanian State tourism agency and progressed with employment by a national airline through to travel agencies and a peak tourism industry representation body. Further experience in tourism was gained and given in convention/conference organisation, marketing groups and strategic planning forums. Over many years he has held various positions on a continual basis to administer and improve prospects for tourism operators in Tasmania on a local, regional and state-wide basis including involvement as a board member of the Tourism Industry Council of Tasmania. In 1988 his company introduced Cable Hang Gliding to the attractions sector for tourism and it continues to be a popular adventure attraction. He is also the Director of Hovercraft Tasmania. As a Quality Management auditor for 15 years, he has gained knowledge from reviewing both small and large companies to the International Standard ISO9001:2008 throughout Australia, Thailand and Vietnam. His auditing experience has taken him through, for example, manufacturing companies, civil and construction contractors, consultants (e.g. architects), training organisations and others, and further through second party organisations.

1996 to 2014	Member, Skål International Launceston
2000 to 2004	Board Member, Skål International Launceston
2002 to 2004	President, Skål International Launceston
2003 to 2007	Vice President, Skål International Australia
2007 to 2009	President, Skål International Australia
2010	Club Liaison Coordinator (Australia) for the 2010 Sydney World Congress
2012 to 2014	Board Member, Skål International Launceston
2012 to 2014	Auditor, Skål International

ASUMAN TARIMAN | SKÅL INTERNATIONAL ANTALYA

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After completing her Bachelor of Education degree Asuman Tariman opened her own travel agency in 1985 which she still owns and manages today. Asuman has attended 15 world congresses and several International Skål Council and regional meetings.

1989 to 2014	Member, Skål International Antalya
1989 to 1993	Secretary, Skål International Antalya
1993 to 1995	P.R. Director, Skål International Antalya
1995 to 1998	Secretary, Skål International Antalya
1998 to 2000	Vice President, Skål International Antalya
1998 to 2001	P.R. Director, Skål International Turkey
2000 to 2003	Secretary, Skål International Antalya
2003 to 2005	President, Skål International Antalya
2003 to 2007	Chairman, Organising Committee, Antalya 2007 Skål World Congress
2013 to 2014	Deputy Auditor, Skål International

FOR MEMBRE D'HONNEUR

RUSSELL BUTLER | SKÅL INTERNATIONAL SYDNEY

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Russell Butler started his career in travel and tourism more than 40 years ago working within the domestic and international airlines and car rental sectors in New Zealand and Australia. Currently he is a Senior Executive with Avis Budget Group in Australia with responsibility for national and international travel industry sales.

1993 to 2014	Member, Skål International Sydney
2001 to 2002	Secretary/Chairman, Joint Skål Clubs of Sydney Ball Committee
2001 to 2003	Director, Skål International Sydney
2003 to 2005	President, Skål International Sydney
2005 to 2009	Vice President, Skål International Australia
2005 to 2010	Chairman, Organising Committee, Sydney 2010 Skål World Congress
2009 to 2014	President, Skål International Australia
2010 to 2011	International Skål Councillor, Australia

EIBTM 2014

EIBTM CONSULTS TOP INTERNATIONAL ASSOCIATIONS FOR A NEW FOCUS AT THIS YEAR'S SHOW



EIBTM (WWW.EIBTM.COM), THE LEADING GLOBAL EVENT FOR THE MEETING AND EVENTS INDUSTRY, HAS GONE OUT TO THE ASSOCIATION INDUSTRY TO STRATEGICALLY DEVELOP ITS ANNUAL DEDICATED PROGRAMME FOR THE BUYERS ATTENDING THIS YEAR'S EVENT.

The development of this strategy included a focus group meeting that took place this week in London, consulting with European Association Event Planners to help shape the buyers programme.

The independently run focus group research combined current Association sector attendees and potential Buyers, aiming to consult with these representatives to shape how their time would be best spent at EIBTM as well as what they would look for across the IBTM portfolio of events.

The results of this research will then help determine the design of this year's EIBTM Association Programme and demonstrate how integral association meetings are to destinations, venues and the supplier community.

Graeme Barnett, Senior Exhibition Director, Reed Travel Exhibitions, EIBTM, commented, "Listening to our Advisory Board, investing in research and providing more time on the show floor are all key to why we are dedicating time to structure this year's Association Programme around their needs and those of the exhibitors. We are hearing that time is key, meetings matter and networking is a vital ingredient to the show experience. We are to give more time in Barcelona for every Association Buyer, flexible travel arrangements, a new dedicated afternoon of education streams plus of course the usual networking, and opportunity for one to one appointment time and we will be announcing the full programme over the coming months so watch this space"

EIBTM 2014 will take place from 18th - 20th November.

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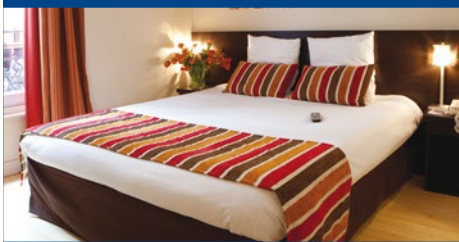


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