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HOW TO APPLY FOR A GRANT

Go to our website and enter the Members Only Area and click on Administration and Florimond Volckaert Fund. Here you will find the application form. Fill it out, and send it via your International Councillor or Club President to the three Trustees.

You can also send it directly to the Trustees, but then the process might take longer.

HOW TO DONATE NOW

Donations can be made by :

Bank transfer to the Florimond Volckaert Fund account:

**Banco Bilbao Vizcaya | Plaza Costa del Sol 9,
29620 Torremolinos, Spain**

US\$ Account No. 0182.0481.62.201121003.9
Swift: BBVAESMM
IBAN ES89 0182 0481 6220 1121 0039

EURO. Account No. 0182.0481.65.0011510764
Swift: BBVAESMM
IBAN ES94 0182 0481 6500 1151 0764

Cheque to the following address:
Skål International
Av. Palma de Mallorca 15, 1º
P.O. Box 466
29620 Torremolinos, Spain

YOUR TRUSTEES ARE:

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



Mary Bennett
President 2003:
marybennett@eircom.net



Jan H. Sunde
President 2006:
jan.sunde@tide.no



MESSAGE FROM THE PRESIDENT

GREETINGS!

The Executive Committee and the Secretariat have been working diligently towards our objectives.

I have been on the road a great deal, visiting Clubs as well as National and Area Committees. Since my return from Turkey in early April, I have had the occasion to participate in the North American Affiliation of Skål Clubs Area Congress in Sacramento, where there were some excellent workshops held by Skål International USA on membership retention and development. Then it was on to Dublin, where I had the pleasure of meeting Skålleagues from all over Ireland and handing over a certificate to Paddy Condon, a 94-year-old Skålleague.



I went on to attend the UK National Committee gathering in Guernsey, where there was a great opportunity to interact with their Minister of

Employment and Development (responsible for Tourism) as well as the Bailiff, the chief executive of the island nation.



I was invited to fire their noon-day cannon on Saturday 20 April at Castel Cornet, after which the Minister hosted all Skålleagues to a reception in the castle. Next it was on to Hungary for a lunch meeting at the newly resurrected Skål International Lake Balaton Club and an evening reception with Skål International Budapest.

The mid-year International Council meeting was held in Bali (Indonesia) on 2 and 3 May, along with the Executive Committee meetings on 1 and 4 May. All Councillors worked hard on the membership

development project led by Past President Richard Hawkins and Directors Salih Cene and Nigel Pilkington. I am keenly looking forward to the implementation of the proposals discussed.



The next visit was to Skål International Chennai in India. It was a memorable evening with most of the Skålleagues in Chennai attending, together with the President of Skål International India.



The Asian Area Congress was next in Negombo (Sri Lanka).

Over one hundred Skålleagues from all over Asia and two from our new Club in Beijing (China) were in attendance. It was wonderful to note the attention being paid to sustainable tourism practices by the hospitality industry in Sri Lanka, in particular the Jetwing group of hotels under the able leadership of Skålleague Hiran Cooray, their Chairman and Managing Director. I was also delighted to note the commitment to building tourism infrastructure exhibited by the Government with the objective of more than doubling their inbound tourist visitor numbers by 2016. Our Skålleagues in Sri Lanka stand ready to assist in this laudable effort.

I recently visited our Secretariat in Torremolinos. It was great to

spend time with all the folks I correspond with on a regular basis and who work so hard for us. I conveyed the collective thanks of the membership to all of them and was very pleased to see their commitment to their tasks and their enthusiasm for Skål. Skål International Málaga Costa del Sol had organised a meeting with the Mayor of Torremolinos, HE Pedro Fernández Montes, who is very supportive of Skål. There were many reporters present and our meeting was widely reported in the press the following day.

DURING ALL THESE VISITS, I SPOKE ABOUT THE DIRECTION SKÅL IS TAKING AND THE VISION, MISSION AND BRANDING EFFORTS WE ARE ACTIVELY PURSUING. I continue to find that this message is providing encouragement to many of our members and is being welcomed by them as an achievable objective for Skål.

I expect you have seen the message I recently sent to all our membership inviting your comments in regard to the position papers we have prepared on Aviation and Hospitality as well as Human Rights. We have received a great deal of engaged comment on these issues, for which I thank the membership. You can be sure that your guidance will be taken into consideration before their dissemination and release, which should have occurred by the time you read this article. We hope this helps provide greater visibility and a bigger footprint for Skål in the travel and tourism world. I again thank

the Executive Committee and Nigel Pilkington in particular for their assistance in this regard.

In our efforts to bring additional membership benefits to all Skålleagues and with the stellar assistance of the former Councillor for Canada and Chairman of the Task Force, Thom Vincent, we have reached agreement with TIS, based in the UK. TIS is a trading name for Travelbrands, which offers excellent worldwide travel discounts on hotels, travel packages, cruises and airfares to travel professionals.

Our arrangement with TIS is that Skålleagues can avail of the industry discounts that they provide. Please go to the benefits section of our Skål website to register for the TIS product line. You will see a link for TIS. Click on this link and it will take you to the TIS registration page. Click on Register (near login) and complete the simple form. Make sure to select Skål as your affiliation and use your Skål membership card number for the employee number and create your password for future visits. Now you can browse the TIS website as often as you like to avail of great travel benefits.

The travel supplier sets the criteria for membership discounts, and many suppliers will allow family and friends to take advantage of their deals, similar to an Interline Discount Club. This is in addition to the benefits provided by Skålleagues for Skålleagues, which are in the benefits section of our website. I hope this arrangement provides you with

another tangible benefit for your Skål membership.

FOR THOSE OF YOU WHO HAVE NOT YET REGISTERED FOR OUR INTERNATIONAL CONGRESS TO BE HELD ABOARD THE CARNIVAL GLORY FROM NEW YORK, 28 SEPTEMBER TO 5 OCTOBER, PLEASE DO SO NOW. WE HAVE VERY FEW CABINS LEFT AND IT SEEMS WE WILL BE GOING OUT WITH THE FULL COMPLEMENT OF 1,150 PEOPLE, WHICH IS THE MAXIMUM WE CAN TAKE DUE TO THE LIMITATIONS OF THE DINING ROOM ON BOARD.

It promises to be a great event, with professional content provided through workshops and B2B as well as the tourism forum. Of course, interacting with Skålleagues from around the world is the very spirit of Skål.

This will be my last article in Skål News as your President. It has been fantastic to experience the wonderful hospitality of Skålleagues around the world and I can assure you that the Skål spirit is well and thriving everywhere. All Skålleagues essentially hope for the same thing: friendship and an opportunity to better their personal, professional and business lives. As your President, I have done what I could to ensure that our Skål organisation responds to the needs and desires of our membership. That was my mission when I first stood for election to the Executive Committee in 2009. I hope I have touched upon your aspirational desire to belong to an organisation that is striving for something more... a

desire to do good things in our industry and our world. To reach out to our industry peers and work together with them on our core objectives of sustainable tourism practices, responsible programs, preservation of cultural diversity, protection of children and setting up a code of conduct with clear ethical standards, together with the ideal of peace to make our world a better place.

I understand that, during their induction recently at Skål International Toronto, "Two of the new members told the audience they were impressed about the dialogues that Skål was reviewing and they liked our strategic direction." It is encouraging that our message is being heard.

We continue to work to enhance our Brand, and I trust those that follow in coming years will continue to promote our Vision statement: "Be a Trusted Voice in Travel and Tourism". As you know, this key objective is our collective responsibility so I ask each of you to take ownership of this effort. Please also be mindful of our Mission: "Through our leadership, professionalism and friendship, work together to enhance our vision, maximise networking opportunities and develop a responsible tourism Industry."

REMEMBER, IT DOESN'T MATTER WHERE WE ARE: WE ARE NOWHERE COMPARED TO WHERE WE CAN GO. SEE YOU ON THE CRUISE.

*Mok Singh,
President*



2013 SKÅL WORLD CONGRESS

SKÅL WORLD CONGRESS AT SEA | NEW YORK (U.S.A.)
28 SEPTEMBER - 5 OCTOBER 2013

PRE & POST TOURS

Information on Pre & Post Tours in New York is available at:

<http://www.skal2013worldcongress.com/travel.html#tours>

HOTELS

Information on hotels in New York for pre & post cruise nights is available at <http://www.skal2013worldcongress.com/travel.html>

EXCURSIONS

The Boston Club has arranged a special shore excursion on Monday 30th September at Plimoth Plantation – “Skål Give Back Project”. Full details and registration are available at

<http://tourismcares.org/volunteer/2013-volunteer-projects/tourism-cares-for-plimoth-plantation/skal-club-give-back-project>

TRANSFERS

Congress transfers to/from JFK, Newark and La Guardia airports and the pier on Saturday 28th September (cruise departure date) and Saturday 5th October (cruise arrival date) will be provided. Midtown transfers from designated points in Manhattan to/from the pier will also be provided on 28th September and 5th October – details to follow in due course.

B2B WORKSHOP

The B2B Workshop will be held onboard the ship on Friday 4th October while the cruise is at sea.

This is a unique opportunity to promote your product, country, business, etc. that you should not miss.

One table per country is free of charge (booking required through the General Secretariat daniel.cervera@skal.org) and additional tables are available for Skål members at US\$ 50 each. The B2B Registration Form is available at http://skal.org/pdf_temp/b2bform_ny.pdf

CONGRESS PROGRAMME

(subject to modification)

September 28 - Saturday - New York, NY, Departure 16.00 hours

10.00 Skål check-in at Pier (Manhattan Cruise Terminal 711 12 Avenue, New York, NY 10019)

Note: It is recommended that you arrive at the terminal around 1100 to complete both the Skål and the Carnival check-ins

12.00 Boarding begins - Guest lunch at Red Sail restaurant

13.00-14.00 Cabins become available

15.00 All on board

16.00 Ship sails

19.00-20.00 - Welcome Reception at Cobalt Lido Pool Deck (Dress: Resort Casual)

20.15 Dinner in Platinum Dining Room

22.15 Show in Amber Palace Theatre

Balance of evening free

September 29 - Sunday - Day at Sea

Breakfast

Lunch

14.00-16.30 Opening Ceremony, Amber Palace Theatre (Dress: Business Casual with regalia)

Captain's Night (Dress: Cocktail Attire)

20.15 Dinner in Platinum Dining Room

22.15 Show in Amber Palace Theatre

23.30 Entertainment with Ernie Bruno in the Ivory Club Lounge

September 30 - Monday - Boston, MA, 0800-1700

Breakfast

09.00 Day at leisure (optional shore excursions

available)

09.00 Tourism Cares to Plymouth Plantation (optional programme for those wishing to participate)

Boston Skål Programme pending

17.00 Ship sails

20.15 Dinner in Platinum Dining Room (Dress: Resort Casual)

22.15 Show in Amber Palace Theatre

Balance of evening free

October 1 - Tuesday - Portland, ME, 0700-1700

Breakfast

Non Delegates to Portland, day at leisure

Optional lunch on board

08.30 General Assembly, Amber Palace Theatre

10.00 Coffee Break

12.00-13.00 Lunch

15.00 Coffee Break

17.30 General Assembly ends

17.00 Ship sails

20.15 Dinner in Platinum Dining Room (Dress: Resort Casual)

22.15 Show in Amber Palace Theatre

October 2 - Wednesday - Saint John, NB, 0800-1600

Breakfast

Day at leisure (optional shore excursions available)

Optional lunch on board

14.00 Saint John/Atlantic Canada Programme in Terminal

16.00 Ship Sails

20.15 Dinner in Platinum Dining Room (Dress: Resort Casual)

22.15 Show in Amber Palace Theatre

Various Entertainment/Dancing

October 3 - Thursday - Halifax, NS, 1000-1800

Breakfast

Day at leisure (Halifax Skål Club Programme)

Optional lunch on board

18.00 Ship Sails

19.00-20.00 Cocktails in Amber Palace Theatre

20.15 Presidents Gala Dinner, Platinum Dining Room (Dress: Black Tie with regalia)

22.15 Show in Amber Palace Theatre

23.15 Entertainment/Dancing with Ernie Bruno in the Ivory Club Lounge

October 4 - Friday - Day at Sea

Breakfast
 09.30-10.30 Tourism Forum
 10.30-12.00 B2B (in dining room)
 Lunch
 14.00-15.00 Optional Seminar 1
 14.00-15.00 Optional Seminar 2
 19.00-20.00 Farewell Cocktail in Azure Lido Pool Bar Area/back of Red Sail Restaurant (Dress: Resort Casual)
 20.15 Dinner in Platinum Dining Room
 22.15 Show in Amber Palace Theatre
 Balance of evening free

October 5 - Saturday - New York, NY, Arrival 0800

Breakfast
 Disembarkation

Disembarkation:

The disembarkation process will begin shortly after the ship is cleared by US Immigration and Customs.

The priorities will be established by the Carnival Staff in conjunction with the Skål transportation coordinator.

Passengers that will carry off their luggage (not left outside their cabins the night before) will be able to disembark at their leisure.

Transportation times for guests to the airports will be posted at the Skål Information desk on the day(s) before arrival.

The shuttle schedule for transportation to Penn Station and Grand Central Station will be posted prior to arrival.



All other guests will be disembarked as directed by Carnival. Full information on the Congress available at <http://www.skal2013worldcongress.com>

Check the FAQ section for updates on questions from guests.

Social Media: Join us on Facebook



Be a part of SKAL Gives Back during the World Congress Cruise!

Monday, September 30
 Plymouth, Massachusetts

Be a part of SKAL International Gives Back Through VolunTourism by participating in a unique opportunity to volunteer, get your hands dirty and help preserve and restore an iconic place in American history – Plimoth Plantation.

Plimoth Plantation is a 17th-century living museum located less than an hour south of Boston toward Cape Cod and dedicated to telling the story of Plymouth Colony from the perspective of both the Colonial English Pilgrims and the Native Wampanoag people. Plymouth, Massachusetts is known as America's Hometown and is the place where the Pilgrims landed in 1620.

Schedule of Events:

8:00 AM Volunteers will be transferred from Black Falcon Pier in Boston to Plimoth Plantation

9:00 AM Volunteers arrive in Plymouth and begin the work project! Volunteers will be working side by side with their fellow Skalleagues doing work projects that will include painting, landscaping and general cleanup. Work details will vary from light to strenuous based on the volunteer's abilities. Lunch, water & snacks provided.

2:00 PM Board coaches to take a brief locally guided tour of the town of Plymouth where you'll visit Plymouth Rock and the Mayflower II, a replica of the tiny ship that brought the Pilgrims from Plymouth, England nearly 400 years ago.

4:00 PM Arrive back at the Carnival Glory

Price: \$99 per person

Includes:

- Round trip deluxe motor coach transportation
- Water, snacks and box lunch
- Tools and supplies appropriate to the assigned work project
- Tourism Cares for Plimoth Plantation T-Shirt
- Tourism Cares for Plimoth Plantation Hat
- Guided tour of Plymouth, Massachusetts



Registration is available online at www.TourismCares.org/volunteer



GENERAL ASSEMBLY

CANDIDATES FOR ELECTIONS

FOR PRESIDENT

KARINE COULANGES | PARIS

R.O.S.E. Meetings & Events
132 rue d'Herblay
95150 Taverny
France
33-6.2055.1105
karine.coulanges@rose-meetings.com
www.rose-meetings.com

Karine Coulanges, after 20 years in the hotel industry as International Director of Sales, formed R.O.S.E. Meetings & Events in April 2010 of which she is Managing Director, in order to increase the scope of her activities and also as a complement to her activities for HelmsBriscoe. In view of the success of R.O.S.E. Meetings & Events, she decided to concentrate all her efforts exclusively towards the development of her company and, whenever possible, she applies the slogan **"Doing Business among Friends"** working with Skålleagues in France and abroad.

From 1987 to 1989, she was Sales Manager for Meridien Hotels Paris, responsible for the French and U.S.A. convention markets and international congresses for associations, federations and government institutions. From 1989 to 1992, she held the post of Regional Sales and Marketing Director for Penta International Hotels & Resorts, partner of Lufthansa – France, Benelux, Italy, Spain and Switzerland. From 1993 to 2000 she was Regional Sales Director for Renaissance International. In February 2000 she became National Sales Director – Marriott Group France, responsible for the commercialisation of eight hotels in Paris with more than 2000 rooms. Karine is fluent in French, English, German and Italian and has a good knowledge of Spanish.

In 2004, she received the Tourism Gold Medal from the French Ministry of Tourism for her significant actions in the development of tourism in France and for her active participation in various projects through Skål International for the protection of children in partnership with "ECPAT" and for the accessibility to tourist sites for handicapped persons together with "Association Tourisme Handicap".

1991 to 2013	Member, Skål International Paris
1991 to 1993	Treasurer, Skål International Paris
1993 to 1996	Secretary, Skål International Paris
1994 to 1997	Secretary, Skål International France
1995 to 1997	Vice President, Skål International France
1996 to 2000	Vice President, Skål International Paris
2000 to 2004	President, Skål International Paris
2004 to 2008	International Skål Councillor, France
2008 to 2009	Vice President, Skål International Paris
2008 to 2009	Director, External Communications & Media, Skål International
2009 to 2011	Director, Communications & PR, Skål International
2011 to 2013	Vice President, Communications & PR, Skål International



MARIANNE KROHN | HANNOVER

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www.celle-tourismus.de

Marianne Krohn began her career in 1976 in the hotel business as Front Office Manager and later became 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 2013	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



FOR VICE PRESIDENT

ANN LOOTENS | BELGISCHE KUST & VLAANDEREN

Hotel Portinari
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8000 Brugge
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www.portinari.be

Education: In 1990 Ann Lootens graduated from Hotelschool Spermalie, Brugge. From 1990 to 1992 she studied Hotel Management in the Hoger Technisch Instituut, Bruges, Belgium. In 1994 she graduated in Tourism from the Vormingsinstituut voor KMO, Brugge. Professional background: she took part in a vocational programme after her studies, with AFS intercultural

programmes. This took place in Denmark, where she worked in the hotel Falster, in Nykøbing Falster, for two months. Ann also did voluntary work for this organisation for 10 years. After this programme, she started working in the family hotel, Hotel Portinari, Brugge, Belgium where she still works.



1997 to 2013	Member, Skål International Belgische Kust & Vlaanderen	2008 to 2010	Vice President, International Skål Council
2000 to 2009	Director, Skål International Belgische Kust & Vlaanderen	2009 to 2011	President, Skål International Belgische Kust & Vlaanderen
2004 to 2008	Secretary, Vice President, Skål International Belgische Kust & Vlaanderen	2010 to 2011	Director, Business Affairs, Skål International
2005 to 2010	International Skål Councillor, Belgium	2011 to 2012	Director, Young Skål, Skål International
		2012 to 2013	Director, Young Skål & FVF, Skål International

V. SALIH ÇENE / ANTALYA

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V. Salih Cene is married and has three children. He 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 career in Hotel Management. Since then he has worked in various Hotels and Companies as GM, General Coordinator, Director General, 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, such as 21 World Congresses before New York and 12 ISC Mid-year meetings before Bali; Asian and Mediterranean Area Committee Meetings; Amsterdam Initiative; Anniversaries of Skål International Paris besides various Club visits.

1980 to 1991	Member, Skål International Istanbul
1992 to 2013	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

NIGEL PILKINGTON / AUCKLAND

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From 1970 to 1980 Nigel Pilkington was a Commissioned Officer with the Royal New Zealand Navy. In 1980 he transferred to Armoured Freightways Ltd. where he worked in the Marketing Department until 1981. From 1981 to 1983 he was Marketing Manager of Seiko/Pulsar Time NZ Ltd. From 1983 to 1985 he worked in the Marketing Department at New Zealand News Limited. From 1985 to 1990 he was General Manager/Director of Gurney Nagle Advertising (Auckland) Ltd. 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 22 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 – 2013	Member, Skål International Auckland
2005 – 2006	Vice President, Skål International Auckland
2006 – 2007	President, Skål International Auckland
2006 – 2012	Director, Skål International New Zealand
2008 – 2009	Vice President, Skål International New Zealand
2009 – 2012	President, Skål International New Zealand
2012	International Skål Councillor, New Zealand
2012 – 2013	Director, Business Affairs (primary responsibility) & Membership Development (secondary responsibility), Skål International

FOR DIRECTOR

Presented by the International Skål Council

DAVID FISHER / 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 eight world congresses and seven International Council Mid-Year meetings.

2003 to 2013	Member Skål International Nairobi
2004 to 2005	Board Member 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

Presented by the International Skål Council

JULIA LAMBERTINI | BUENOS AIRES

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Julia Lambertini started her professional career in 1965 as a Flight Attendant with Aerolineas Argentinas. From 1977 to 1978 she was Sales Representative of Korean Air in Buenos Aires. From 1978 to 1986 she was Sales Manager for TWA and Hilton. In 1986 she joined Cathay Pacific as Sales Manager. From 1997 to 1998 she was Business Manager of Mexicana Airlines. In 1998 she established Lambertini Representaciones en Turismo of which she is still Owner and C.E.O. today.

Authority of Thailand in the promotion and marketing through seminars and trade shows.

1999 – 2013	Member, Skål International Buenos Aires
1999 – 2000	Board Member, Skål International Buenos Aires
2001 – 2002	Deputy Secretary, Skål International Buenos Aires
2003 – 2004	Secretary, Skål International Buenos Aires
2005 – 2006	Vice President, Skål International Buenos Aires
2007 – 2008	President, Skål International Buenos Aires
2009 – 2013	International Skål Councillor, Argentina

She has been the representative for Spanish-speaking South America of NYC & Company Convention & Visitors Bureau since 1999. She has been the representative for Argentina and Uruguay of Fideicomiso de Promocion Turistica de la Riviera Maya since 2000. She has been the representative for Latin America of Luxe Worldwide Hotels since 2002. She has been the representative for Spanish-speaking South America of San Francisco Travel since 2005. From 2000 to 2010 she also was General Sales Agent of Aviaca. She was representative of Aviareps from 2006 to 2011. Since 2007 she has worked for the Tourism

LOU CONKLING C.T.C | LOUISVILLE

Presented by his Club



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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.

1994 to 2013	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 to 2008	Treasurer Skål International U.S.A.
2009 to 2009	Secretary Skål International U.S.A.
2010 to 2011	President Skål International U.S.A.
2012	International Skål Councillor Skål International U.S.A.

Lou has attended nine world congresses and 14 NAASC Congresses.

BENT HADLER | COPENHAGEN

Presented by his Club



Hadler DMC
 Torvet 6
 4600 Køge
 Denmark
 45-8880.7327
 45-4369.1221
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www.hadler.travel

Bent Hadler has been in the service and tourism industry almost all his working life and has, over the years, held a host of positions from bus driver to head of sales, director and owner. In 1984 Bent Hadler founder Hadler DMC, a Scandinavian Destination Management Company delivering services to international clients all over Scandinavia. In addition to owning Hadler DMC, Bent has been a consultant to countless tourism businesses, assisting company owners to develop their business and improve their

sales and revenue. In February 2013 Bent earned the designation "Destination Management Certified Professional"(DMCP) demonstrating a commitment to higher standards of excellence and to fostering professionalism and effectiveness of destination management worldwide.

Bent Hadler started his tourism industry career in 1984 as owner and C.E.O. of Nordic Incentives, a position he held until 2009. From 1989 to 2009 he was

also owner and C.E.O. of Danselect Management. From 1996 to 1999 he was also owner and C.E.O. of Tourbus DK. In 2000 he was appointed Head of Sales of Tivoli Gardens, a position he held until 2006. He has been Managing Director of Hadler DMC/ Nordic Incentives since 2009. In 2013 he opened Hadler Event, and events coordinating company. Bent has just received the Hosts Global Leadership Award 2013.

Bent has attended eight World Congresses, 16 International Skål Council Meetings and several Nordic Congresses

- 2002 – 2013 Member, Skål International Copenhagen
- 2004 – 2009 President, Skål International Copenhagen
- 2004 – 2009 International Skål Councillor, Norden Area
- 2005 – 2007 Chairman, ISC Congress Committee
- 2007 – 2009 Vice President, International Skål Council
- 2009 – 2012 President, International Skål Council

FOR AUDITOR AND DEPUTY AUDITOR

YAACOV HARTMAN / GALILEE

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Tiberias 14015
Israel
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hartmanyaacov@gmail.com



Yaacov Hartman graduated from the Israeli Technion in Haifa in Hotel Management. After finishing his regular army service, he remained in the reserves holding the rank of Colonel.

He is Project Manager of Ritz/Hartman Hotel renovation. He is a member of the Council for Peace and Security and is active in municipal affairs. Yaacov is the Skålleague who initiated and dedicated all his efforts which culminated in the creation of Skål International Red Sea Bay, uniting members in Jordan, Israel and Egypt.

Yaacov was awarded the Order of Skål Merit in 2006. Yaacov was awarded the "Certificate of Appreciation" by Skål International Red Sea Bay for his help and cooperation with the formation of the Club in 2010. Yaacov has attended 24 Skål World Congresses and visited many Skål Clubs worldwide. He was Chairman of the Galilee/ Tiberias Bidding Committee for the 2010 Skål World Congress.

- 1977 to 2013 Founding Member, Skål International Galilee, where he has held all executive offices
- 1985 Chairman, Pre/Post Congress Tours, 1985 Skål World Congress - Jerusalem
- 1986 to 1988 President, Skål International Galilee
- 1987 Chairman, 10th Anniversary Celebrations, Skål International Galilee
- 1990 to 1991 President, Skål International Israel
- 1995 to 1996 President, Skål International Galilee
- 1998 President, Skål International Galilee
- 2001 to 2003 President, Skål International Israel
- 2001 to 2003 Vice President, Mediterranean Area Committee
- 2003 to 2006 International Skål Councillor, Israel
- 2006 to 2008 Auditor, Skål International
- 2009 to 2011 President, Skål International Israel
- 2011 to 2013 Deputy Auditor, Skål International

FRANK KLARE / PHILADELPHIA

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After education in Germany and Switzerland, Frank Klare started his professional career with the Hilton Hotels Corporation in 1965. In 1976 he moved to the Radisson Hotel Corporation and in 1978 to Omni International Hotels. From 1982 to 1988 he worked for Inter-Continental Hotels Group where he rose to the position of Vice President Food and Beverage. He then spent a year as General Manager of the Adam's Mark Hotel in Charlotte, North Carolina before re-joining Carlson Companies/Radisson Hotels in 1989. After a short stint at the Xanadu Beach and Marina Resort in Freeport, Grand Bahamas and Radisson Plaza & Suites in Indianapolis, Indiana he became Regional V.P. Operations for Europe and General Manager of the Radisson Slavjanskaya Hotel in Moscow. In this position he also supervised the opening of hotels in Austria, Poland, Spain, Italy and Sochi, Russia. From 1993 to 1994 he was Vice President for Radisson Hotels Worldwide, based in Minneapolis, Minnesota. From 1995 to 2001 he was Vice

President/General Manager of Radisson Hotel Narita Airport, Tokyo, Japan. From 2001 to 2002 he held the same position with the Radisson Plaza Warwick Hotel, Philadelphia, Pennsylvania. In 2002 he started his own hotel management consultancy company, Hotel Interim Management LLC, a position he still holds today. Frank has attended four world congresses and six NAASC Congresses.

- 1997 to 2001 Member Skål International Tokyo
- 2001 to 2013 Member Skål International Philadelphia
- 2004 to 2005 Treasurer Skål International Philadelphia
- 2005 to 2006 Secretary Skål International Philadelphia
- 2007 to 2008 President Skål International Philadelphia
- 2010 to 2012 Vice President Region I Skål International U.S.A.
- 2013 Vice President Skål International Philadelphia

ASUMAN TARIMAN / 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 14 world congresses and several International Skål Council and regional meetings.

- 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 Chairperson 2007 Skål International World Congress Organising Committee

- 1989 to 2013 Member Skål International Antalya
- 1989 to 1993 Secretary Skål International Antalya

FOR MEMBRE D'HONNEUR

ALDO DEBENE / SALZKAMMERGUT

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Austria
43-6132.23554
43-6132.235543



On completing his education, Aldo Debene established a travel agency of a branch network in Friedrichshafen in 1948. From 1952 to 1954 he was head of the Tourist Office in Friedrichshafen. From 1954 to 1964 he was Director of the Bregenz Tourist Office and Managing Director of the travel agency which was the first centralised accommodation service specialising in group travel. From 1964 to 1975 he was Director of the Tourist Board in Bad Ischl and Managing Director of the Salzkammergut Tourist Association. From 1975 until his retirement in 1985 he was Regional Tourism Director for Upper Austria where he was responsible

for the implementation of regionalisation and the initial marketing plan for Upper Austria. Aldo has attended three world congresses and various local and national meetings.

- 1956 to 1964 Founder Member Skål International Bodensee
- 1964 to 1982 Member Skål International Linz
- 1982 to 2013 Founder President and Member Skål International Salzkammergut

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 MARCH AND 30 AUGUST 2013 IS ELIGIBLE TO WIN A CONGRESS ONLY REGISTRATION (NOT INCLUDING ACCOMMODATION) FOR THE 75TH SKÅL WORLD CONGRESS IN MEXICO CITY IN OCTOBER 2014.

The name of the prize-winner will be drawn at the International Council meeting to be held during the New York 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. Application forms can be downloaded from the Skål website: www.skål.travel. Please ensure that you put your name on the form in the section "Introduced by".

MEMBERSHIP DEVELOPMENT SPECIAL INCENTIVE FOR NEW CLUBS

HURRY! TO FORM YOUR NEW CLUB



THE SAME AS LAST YEAR:

ONE FREE FULL CONGRESS REGISTRATION WILL BE GRANTED TO A NEW CLUB

A DRAW WILL BE HELD AMONG CLUBS FORMED BETWEEN 1 OCTOBER 2012 AND 31 AUGUST 2013

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 per cent or more, or that introduce 10 new members or more 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 Award, Gold Award and Silver Award. Yet again Skål International will provide a prize of a Congress Only registration to the Skål Congress in Mexico City next year for the

Skål Club that achieves the highest net increase of new members. These awards will be calculated on membership growth on the previous year as at 1 September 2013. 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. The Executive Committee of Skål International looks forward to another record year for this Skål Membership Development Award Programme.

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 an increase in new members minus members who leave for any reason.

WHAT IS THE CRITERIA TO WIN THIS AWARD?

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

WHAT IS THE DATE THAT MEMBERSHIP NUMBERS ARE CALCULATED FOR THIS AWARD?

The date chosen this year is 1 September year as this is deemed to be the least volatile period for Club membership changes.

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.

SUPERWI-FIPOWER

A KEY CATALYST FOR “TRAVELISM”



A LEADING TRAVEL AND TOURISM COALITION HAS OFFERED ITS SUPPORT TO UPLIFTING NEW TECHNOLOGICAL DEVELOPMENT THAT CAPITALISES ON “SUPER WI-FI” AS A GREEN GROWTH DRIVER.

Referring to the book “Green Growth and Travelism – Letters from Leaders”, Professor Geoffrey Lipman, President of ICTP (International Coalition of Tourism Partners) and Director of GreenEarth.travel, said, “We are incredibly excited about the prospects of this new technology, because it has the capacity to hyper connect at the base of the pyramid. The question then emerges as to what the connected people do with it, and that’s where we believe that community-based ‘Travelism’ can be an incredible catalyst for the whole development framework – with integrated lodges, eco-tourism circuits, education, digital learning spaces and NGOs/social entrepreneurship undertakings.”

According to Professor Lipman, in a letter from the book Frank McCosker shows how internet technology revolutionises the way people travel and

how the disruptive technology Super Wi-Fi can actually provide much-needed cheap and seamless access to internet.

This Super Wi-Fi technology leverages unused TV spectrum to provide internet access at broadband types of speed. Its main advantages are that it can cover distances anywhere between three and 10 times greater than those covered by existing unlicensed wireless solutions, and that its signal is much less impeded by obstructions such as walls and buildings.

The Super Wi-Fi can not only reduce the digital divide between rural and urban areas, as well as between developed and less developed countries, at an affordable price, but it can also do so sustainably.

association.

Indeed, notes Professor Lipman, base stations can be designed to run on wind or solar power, thus creating a green and sustainable broadband solution. As expanding connectivity goes hand in hand with expanding tourism, such disruptive innovation is primordial. McCosker predicts that universal access to broadband will be one of the most important drivers of economic growth, supporting the growth of inbound and outbound tourism in the coming decade.

Adds Professor Lipman, “We are planning to build on this disruptive technology, and particularly to bring into play the impact investment dimension with our GATEtrip partner, linking the world of alternative finance with the incredibly powerful travel and tourism development chain.”



The International Coalition of Tourism Partners (ICTP) is a grassroots travel and tourism coalition of global destinations committed to quality service and green growth. ICTP engages communities and their stakeholders to share quality and green opportunities, including tools and resources, access to funding, education and marketing support.

ICTP advocates sustainable aviation growth, streamlined travel formalities, fair coherent taxation, and investments for jobs; and supports the UN Millennium Development Goals, the UN World Tourism Organisation’s Global Code of Ethics for Tourism and a range of programs that underpin them.

More information: www.tourismpartners.org / www.greengrowth2050.com

IMEX FRANKFURT

SIGNIFICANT INCREASE IN BUSINESS APPOINTMENTS

Several important new business milestones were achieved at the Frankfurt edition of the 2013 IMEX trade show



and the introduction of the single IMEX inbox for hosted buyers, had resulted in a new record of over 53,000 individual appointments between buyers and exhibitors – an increase of 33 per cent on 2012. In all nearly 65,000 appointments took place, which included individual and group appointments as well as stand presentations.

Bloom mentioned that Mark Spivey, Director of International Sales at Maritim Hotels, had told him, “Our experience at IMEX this year got off to a great start. Within five minutes of attending a networking event on the first day we’d landed a major piece of business. We secured 1,500 delegates in Berlin – a great start to a great show!”

Amanda Kotze-Nhlapo, of the South Africa National Convention Bureau, was equally pleased with the results. “We’ve been rushed off our feet – 60 scheduled appointments took place yesterday alone! The pre-booking method is really useful: it enables us to plan our time at the show efficiently.”

POLITICAL MOMENTUM

Referring to the Politicians Forum, attended for the first time by three tourism ministers (Mexico, South Africa and Egypt), Bloom noted that such a high level of political interest was a significant breakthrough and signalled a shift in the impact being made due to the strong momentum of the industry’s ongoing advocacy efforts.

He reported that 27 politicians had now signed the new Declaration of Support for the meetings industry and that IMEX would be pushing to reach 100 signatories by the end of 2012.

Once again the IMEX Association Day brought over 300 association executives into Frankfurt for a full day of tracked education and networking. Feedback showed that the 2013 programme had been extremely well received.

NEW CORPORATE BUYERS

Bloom also highlighted the positive reaction from delegates who attended the new Exclusively Corporate @IMEX day. Of the 70-plus corporate meetings buyers and corporate executives attending the event at the Villa Kennedy, 70 per cent had never been to IMEX before. “This means we are bringing

brand new buyers into the show who stay for one if not two days. We’ve already had several emails saying how much they valued the education and how much they appreciated the chance to share knowledge and ideas with industry peers from other countries and industry sectors.” He said the event, which is modelled on Association Day, would now be developed and expanded for 2014.

In reference to the show’s education programme, he said, “The scope, the quality and the sheer variety of the subjects covered, plus the formats such as the campfires, both suit the show and suit the way everyone now wants to learn.”

He thanked the German Convention Bureau for their continued support and input, and congratulated them on having the highest number of German members to date on their new stand – 216. The GCB’s sustainable construction also won this year’s IMEX/GMIC Green Exhibitor Award.

NETWORKING INNOVATION

Other innovations for IMEX 2013 included the Networking Hub and IMEXLive. “IMEXLive worked well, with video interviews, a webcam and all the show’s Twitter feeds and online photo galleries available in one place via our home page. It’s another fresh idea that’s added value to the show and we look forward to developing it further.” He also reported there had been 2,000 downloads of the IMEX App this year.

Bloom gave a brief progress report on preparations for IMEX America, from 15 to 17 October in Las Vegas. “We move into renovated halls at the Sands Expo this year and these are both larger and offer state-of-the-art facilities, with new amenities which will benefit everyone.”

In conclusion, he said, **“From business appointment numbers, to hosted buyer growth and visitor numbers, this has been another strong year. Above all, we now have good technologies in place which support business growth for exhibitors and buyers and we look forward to building on this again in 2014.”**

According to IMEX Group Chairman Ray Bloom, more than 3,900-hosted buyers from 75 countries attended the show (among an overall visitor total of nearly 9,000), with 27 per cent of them from long-haul markets – up from 25 per cent in 2012.

On the first day 3,000-hosted buyers were in the halls doing business with exhibitors – another increase on last year – with almost 3,400 on day two. This was due to growing numbers of hosted buyers staying on at the show for between two and three days as part of the hosted buyer programme.

Bloom also revealed that visitors were now attending the show for two consecutive days as well, with at least half of those coming for the first day also present on day two. “This is an important new business trend and one we’re pleased to see.”

BUSINESS BOOST

Speaking at the show’s closing press briefing, Bloom explained that changes to the design of the hosted buyer diaries,

One of the driving forces behind the AISC was Geo Thiry, who suggested to Florimond Volckaert and Pierre Soulié that they set up an international association.

Twelve clubs from five countries attended the first meeting, or congress, of Skål Clubs, from 27 to 29 April 1934 in the Hotel Scribe in Paris. The AISC was officially founded on 28 April 1934, the date of the General Assembly.

Decades later, in 1979, Michel Jacqueman discovered that, during the demolition of the Hotel Scribe that same year, a plaque commemorating AISC's foundation had been uncovered, confirming 28 April 1934 as the anniversary date. The plaque was unveiled on 6 May 1954, to mark the 20th anniversary of the AISC's foundation, and inscribed:

**EN CE SALON A ETE FONDEE
LE 28 AVRIL 1934
SOUS LA PRESIDENCE DE
FLORIMOND VOLCKAERT
L'ASSOCIATION
INTERNATIONALE DES SKÅL
CLUBES
AISC
AMICALE DU TOURISME**

**CETTE PLAQUE A ETE
APPOSEE LE 28 AVRIL 1954
PAR LE SKÅL CLUB DE PARIS
EN PRESENCE DE SON
PRESIDENT
LOUIS VIDAL**

HOTEL SCRIBE

The Hotel Scribe was inaugurated in 1860 as "The Jockey Club", with 40 rooms for the accommodation of club members and other wealthy and famous guests. It is renowned, among other celebrated events, for having welcomed brothers Auguste and Louis Lumiere for one of their first film

SKÅL MEMORIES

INAUGURAL CONGRESS IN PARIS

In this eighth part of a nostalgic journey back through the years, Past President (1985–1986) and Honorary President Antonio García del Valle recalls the first AISC Congress in Paris.



projections, on 23 December 1895. Extension work was carried out at the hotel between 1900 and 1910, and in 1923 it was acquired by Canadian National Railways, which handed over its running to Reunidos Hotels. From 1940 to 1944 it was occupied by the Germans' propaganda services, and in 1945 used by General Eisenhower for his press conferences. It is currently Skål International France's headquarters, and the AISC commemorative plaque has been restored to the foundation room, thanks to Gerard Toupet, general manager of the hotel and a member of Skål International Paris.

THE FOUNDERS

Of the AISC pioneers, Florimond Volckaert was Foundation President until his death in 1968, Hugo Krafft retired and lived in Paris to the end of his days, and Jules Mohr and Georges Ithier died as heroes during World War II. The latter was a member of the resistance group known as "Groupe du musée de l'Homme", set up in the Palais de Chaillot in 1938 by intellectuals and led by Boris Vilde, who published a clandestine newsletter called "La Resistance". Vilde was executed by firing squad at Mount Valerien, together with Ithier and other colleagues, accused of "serious anti-German crimes". There is no news of Pierre Soulié's latter years.

FOUNDATION MEETING

On 27 April 1934 a reception held at the Cintra Bar helped warm up the atmosphere, while a dinner that night at the Hotel Pennsylvania will always be recalled as "wonderful gastronomy, with cascades of oratory". These were times when feelings of friendship rose above any other interests. Later, a reception was held at the Scherezade, where those attending shared a champagne toast.

INTERNATIONAL ASSOCIATION OF SKÅL CLUBS

Dedicated to a working session, 28 April 1934 is considered the Foundation Day. The agenda comprised:

1. Study of the Statutes
2. Appointment of the AISC Committee
3. Organisation of the General Secretariat
4. Organisation of the Treasury

5. Report by the Skål Bulletin Editorial Secretary
6. Delegates' functions on the Committee
7. Activities programme for 1934
8. Designation of the date and venue for the next Assembly
9. General business

The session was presided over by Florimond Volckaert, assisted by Pierre Soulié, with 21 delegates present representing 11 Skål Clubs, and two observers from London. The Secretary noted the absence of the recently founded Copenhagen Club, adding that it would confirm any decisions made.

At the start of the meeting it was decided that, as it was "amicale", a show of hands would suffice and each delegation would have a vote. All those present took part in the discussions and most of the points were approved unanimously. During the elections all the candidates were elected unanimously, except for Ekstam and Honoré, who both received nine votes. Elected unanimously, Mathez ceded his place to Ekstam to ensure the Swedish had a representative, prompting the observation, "A lovely gesture from a true Skålleague". Genestie was proposed for Treasurer, but declined, and Ithier was elected. All the countries were represented on the committee, elected for one year.

President: F. Volckaert (Paris)

Secretary General: P. Soulié (Paris)

Vice Presidents: J. Arlt (Antwerp), G.A. Wilczek (Lucerne), A. Ekstam (Sweden), Honoré (Marseille)

Treasurer: G. Ithier (Paris)

Press: R. Hahn (Montreux)

Auditors: W. de Lange (Rotterdam), Dr. Szaraz (Budapest)

They decided to hold the General Assembly on the first Saturday of December every year, with a maximum of four delegates from each Club. Every two years they would hold a World Congress for all members. The next meeting was to be held in Brussels, as the Belgians had been the first to join the Skål movement launched in Paris.

The second Congress was to be held in Lucerne in 1935, with Budapest withdrawing its candidature in return for hosting the third Congress in 1937, although the Club subsequently declined the honour as it wasn't sufficiently prepared. Stockholm offered to host the Congress, with a new direct flight from Paris to Stockholm having just been announced, a proposal approved by acclamation.

Later, a cocktail reception was held at the Hotel Scribe, with those present declaring that the "Skål spirit" was no myth; and Paris Skål Club hosted a gala dinner at the Hotel Le Littre, attended by 150 – this impressive total demonstrating that Skål's birth had not just been a pleasant utopia.

CULTURAL TOURISM

CULTURAL TOURISM IS A FORM OF TRAVEL DESIGNED TO BROADEN PEOPLE'S HORIZONS AND HELP THEM DISCOVER THE ATTRACTIONS AND CHARMS OF THE LOCAL ENVIRONMENT. AS TRAVELLERS ENJOY NEW NICHE ACTIVITIES, THIS TYPE OF TOURISM IS BECOMING EVEN MORE DIVERSIFIED. IT COVERS ARCHITECTURAL TOURS, VISITS TO UNESCO-RECOGNISED SITES AND MARINE TOURISM TO EXPLORE THE WORLD'S SUB-AQUATIC HERITAGE. IT ALSO COVERS RELIGIOUS TOURISM, GASTRONOMY TOURS, AGRO-TOURISM, FESTIVALS AND, WITHOUT A DOUBT, THE MOST TRADITIONAL ACTIVITY OF ALL, VISITS TO MUSEUMS AND ART GALLERIES.

TEXT Ana Maria Vera | General Secretariat Skål International

Defining cultural tourism is not easy. While tourism in general has a precise, official and international definition, culture does not.

Cultural tourism is experiencing constant growth and a change in the travelling public demographic is evident. Mass tourism for rest and relaxation is changing into a more intellectual, cultural form of tourism. In order to stand out on the world tourism stage, which is becoming increasingly competitive, destinations are creating unique identities for themselves in order to seduce this segment of the market. One of the principle advantages of cultural tourism is that it is not seasonal, which favours a more regular influx of tourists

throughout the year. In addition, the cultural tourist tends to spend more than the average package tourist. This additional spending is customary for transportation and entry fees for tourist sites.

In general, cultural tourists know what they want to visit beforehand. Museums, tourist sites and historical monuments figure highest among the attractions they want to take in. Events such as concerts and shows are relatively less important, probably due to the limited time they run and to language barriers.

Culture sells and history sells. Centuries of history, invasions and colonisation have left their traces everywhere. The demand for cultural tourism is ever-increasing

and with it the offers available are also expanding. Tourism can contribute significantly to the economic prosperity of a country, while also enhancing recognition of its cultural patrimony.

Cultural tourism has a great future but how can destinations carve out a place for themselves in this very competitive market? To stand out, destinations are placing more and more emphasis on cultural assets such as classic images, traditional flavours and iconic symbols which bring a country together.

These unique cultural traits serve as an important promotional tool for a destination as it spreads the word to potential tourists.



WORLD TRAVEL MARKET

NEW-LOOK EVENT PRIMED FOR INCREASED BUSINESS OPPORTUNITIES

Several new initiatives are planned for the 2013 World Travel Market, the leading global event for the travel industry and poised to be the biggest and best WTM yet.

Highlights of the new-look WTM, to be held from 4 to 7 November (Monday to Thursday), include the Travel Technology region becoming its own event within WTM, called The Travel Tech Show at WTM.

The World Travel Market is also launching a dedicated luxury event, A Taste of ILTM at WTM, in association with fellow Reed Travel Exhibition event International Luxury Travel Market, to take place on 4 and 5 November (Monday and Tuesday).

In addition, Business Travel Market (BTM), WTM's sister event, will co-locate with WTM at ExCeL for 6 and 7 November (Wednesday and Thursday).

By registering for World Travel Market, visitors will have access to The Travel Tech Show at WTM and Business Travel Market as well as WTM. A Taste of ILTM at WTM is an invite-only event for luxury buyers from the WTM Buyers' Club (formerly WTM Meridian Club).

WTM 2013 is set to post a record amount of business conducted and negotiated at the event for the following 12 months, beating last year's record of £1,860 million.

WTM 2012 recorded an impressive three per cent increase in visitors, with each of the four days attracting more visitors than in 2011. Overall WTM 2012 attracted almost 29,000 travel trade visitors, with the first day – the key day for business negotiations – receiving a five per cent increase in exhibitor invitation visitors.

WTM 2013 will include a full events programme consisting of sessions from the popular World Responsible Tourism Day, and technology, aviation and hotels programmes. In 2012 a total of 14,865 delegates (7,494 unique people) attended the 127 sessions.

According to Reed Travel Exhibitions Director World Travel Market Simon Press, "World Travel Market continues to improve every year, with 2013 poised to be the biggest and best yet. The introduction of The Travel Tech Show at WTM, A Taste of ILTM at WTM and the co-location of Business Travel Market will make WTM 2013 the most successful event yet."

To pre-register visit: www.wtmlondon.com/register

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In any language, in 175 countries around the world, Diversey continues to deliver sustainable solutions that generate profitable growth while reducing environmental impact. For over a century, we've helped our customers improve efficiency, reduce waste, and optimize business operations.

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Learn more at www.diversey.com/sustainability.



AVIATION MARKET



Skål International presents its position on the Aviation Market

The world aviation market is one of the toughest businesses to be in at the present time. The industry is not only slowly recovering from the global financial crises that saw a dramatic downturn in passenger numbers and traffic in 2009, it is also faced with continuing fuel price increases. The introduction of the recent US budget will see cuts to air traffic management and at the same time the increase in the UK's Air Passenger Duty on 01 April this year, (now making it the world's highest aviation tax) will cut deeply into the projected 1.6% net profit margin for the 2013 year.

In spite of this the industry is leading the charge in the development and introduction of new and innovative design, route management systems and fuel saving concepts that are not only producing one of the greenest industries, but also one of the safest and most efficient.

Skål International, whose 18,000 members make up the world's largest organisation covering all sectors in the travel and tourism industries, including a majority of the major airlines, wants to support the aviation industry in its move to continue to be one of the safest, most efficient and environmentally sound industries in the world, without undue interference from individual governments introducing adhoc regulations, that at best can be seen as revenue gathering, and at worst major impediments to the aviation industry achieving these goals.

States Mok Singh, World President Skål International, "It is vital that an organisation such as Skål International, that covers all facets of the travel and tourism industry, has a clear and concise position on an industry as important as aviation. It is our intention to make it clear to governments, both local and national, that adhoc regulations such as cuts to air traffic management systems and the introduction of localised airline taxes have a dramatic effect on the whole travel and tourism

industry, and in some cases see the loss of employment, not just in the immediate industry but via a flow on effect in an entire economy. It is also important to note that the footprint of aviation goes beyond the stakeholders in the aviation industry alone, particularly in developing countries. This often includes education and growth in skillsets which offer opportunities for foreign employment impacting inward remittances and economic upliftment of subsets of the population."

It is Skål's contention that the aviation industry continues to move towards a safer and environmentally sound footing by working holistically with international bodies such as the International Air Transport Association (IATA), the Intergovernmental Panel on Climate Change and the leading safety boards. However the aviation industry also needs to work more closely with national and regional tourism boards when planning and realigning routes and timetables. On too many occasions short term revenue pressures have seen airlines remove services from destinations that result in great financial and economic harm for that region. In some cases regions have never recovered from these situations. While airlines must manage their businesses to ensure they meet their shareholder charters, it is also vital that they and their shareholders take a wider view of the travel and tourism industry when making major route change decisions.

It is also the responsibility of airport companies to act not only in their shareholders interests but in the wider travel and

tourism industry's interests when they set higher landing and handling fees. Adhoc increases can have a dramatic effect on airline profitability and ticket pricing, the latter being very consumer sensitive. Such taxes provide a strong source of revenue for tourism-heavy countries, but ongoing focus must be centred on the purpose of these taxes. It is simply not good enough for tourists to be taxed for the simple aim of raising revenues, which potentially decreases tourist interest in nations with higher taxes. Rather, these taxes should be used, either fully or with a large percentage, to fund tourism related projects – be those infrastructure, public events, hospitality training, or security.

The aviation industry is not just airlines, it consists of all those industries that directly affect the airline industry – airport companies, air traffic management, national and local tourism organisations as well as international bodies (IATA, UN, EC etc).

States Mok Singh "Skål calls on all these sectors to ensure they work together to ensure that the consumer is provided with the best possible service in terms of safety, efficiency and environmental concerns. This can only be done if all parties work towards this goal and are prepared to closely audit their own positions when making decisions that affect the industry."

CECILE SIRAUT A TRULY WONDERFUL FRIEND

Our friend Cecile Siraut has left us, far too soon. A member of Skål International Paris, she was the owner of the Hotel Acacias St. Germain for more than 20 years but, when she fell in love with Brazil, she sold everything in Paris four years ago to follow her dream to build a "Pousada" near Recife.

She had always believed in "Doing business among friends" and had hoped to reactivate the

former Club in Recife. She wanted everyone to join her in Brazil and was always saying, "Mi casa es tu casa" ("My home is your home"). We will remember this petite lady – always dressed in yellow and green, her laugh, her generosity and even maybe her naïveté – for a long time to come.

Tribute by Skål International Paris



SKÅL GOOD NEWS

Port Vila support for Vanuatu tourism students

PORT VILA

At the April meeting of Skål International Port Vila, Club President Christele Boudier presented the principal of the Vanuatu Institute of Technology (VIT), Kalbeo Kalpat, with a cheque for Vt230,000 (AUD2,473).

This sponsorship was a fund-raising initiative undertaken by Skål

International Port Vila in 2012 to assist tourism students who would otherwise have been unable to complete their studies due to financial difficulties covering their final tuition fees.

A similar fund-raising raffle will be held in 2013, as the sponsorship is seen as an annual effort to ensure that hospitality students in Vanuatu have ongoing support from the industry.



Successful tour of Bourgogne

Tony Milhofer | Skål International London

BOURGOGNE

I recently escorted a group from the City of London on a Burgundy wine tour and I enlisted the help of four members of the Bourgogne Club. Thomas Chevalier, President of the National Committee of France and Secretary of Bourgogne, as well as being Directeur of Cluny Tourisme, is pictured welcoming me at the Cluny-Office du Tourisme.



In the group picture I have been made very welcome by Marie-Florence Grim, Chateau Manager at the Chateau Chassagne-Montrachet. Pascal Girardot, Directeur General of Selectour Voyages Giradot, provided the coach which collected my group

from the Eurostar in Paris, and escorted us around Burgundy before returning us to Paris, and Jean-Michel Tissot, Directeur of Le Cassissium, made available a special group rate for our tour and cassis tasting.

We had a very successful visit and this is already the second time I have made contact with the Bourgogne Club for a tour in this area. Why do business with strangers when one has so many good friends in Skål International!

1 TRAINS **2 CRUISES** **3 FLIGHTS...**

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THE MEMBERS BENEFITS SECTION WITHIN THE MEMBERS ONLY SECTION OF THE SKÅL WEBSITE IS YOUR DOORWAY TO FANTASTIC SAVINGS ON ACCOMMODATION, SIGHTSEEING, CRUISES AND MUCH, MUCH MORE.

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COUNCILLOR'S CORNER

By Scott Smith | Skål International Thailand

Travel notes from the beaches of Thailand to the peaks of China ... promoting Skål to future leaders

THE POWER OF SKÅL

DAYS AFTER THE ISC MID-YEAR MEETING IN BALI, I FOUND MYSELF ON THE SUNNY ISLAND OF KO SAMUI (THAILAND) TO CONDUCT THE FIRST OF (WHAT I HOPE TO BE) A SERIES OF LADDERS FOR LEADERS (LFL) TRAINING SEMINARS FOR FUTURE LEADERS.

The LFL program features my nearly famous Spirit of Hospitality seminar and includes a lively workshop focusing on developing leadership, management and coaching skills for tomorrow's leaders (25 to 35-year-old junior executives).

I'm honoured to have recently joined the Membership Development Sub Committee focusing on recruitment and retention, and I'm not surprised to find that the LFL program synergises well with the Future Leaders Program developed by Director Salih Cene and friends. I'm thankful for the tremendous encouragement for the LFL project from Skål Thailand President Andrew Wood and sincerely appreciate the efforts of all those involved.

In June, I was in Guilin (China) to facilitate a Dialogue for Future Leaders organised by the Guilin Institute of Tourism and sponsored by Skål International and Project Childhood Prevention Pillar, an AusAID initiative implemented by World Vision.

Students were introduced to Skål and then participated in a discussion and workshop about Child Safe tourism (www.childsafetourism.org). The next day the students presented their strategies to protect the children, at the 2013 Mekong Tourism Forum to hundreds of delegates from the six Mekong River countries including Thailand, Cambodia, Myanmar, China, Laos and Vietnam. The master of ceremonies for the 2013 MTF was the ever-popular SI Bangkok President Dale Lawrence.

Afroz Kaviani Johnson, Technical Director, World Vision, explains, "With tourism continuing to grow rapidly, we must put safeguards in place to protect children. Child exploitation could potentially grow and worsen if we don't act now. It was inspiring to speak with Future Tourism Leaders who will creatively work to make the tourism environment free from child exploitation and develop a sustainable Child Safe Tourism approach."

The Return on Investment (ROI) for events such as the Ladders for Leaders program in Thailand and the Child Protection Dialogue in China is often hard to measure. It's easy to quantify the costs but the benefits of introducing Skål to new markets and the next generation of tourism industry leaders will take time to realise.

Encouraging future leaders to invest in their professional development as we continue to work together to raise the profile of Skål will ensure

that the best and brightest are mentored, inspired and introduced to Skål.

I often tell my students, "Don't let school interfere with your education." Providing opportunities for motivated tourism students and young professionals to engage with Skål International and partnering with other like-minded tourism organisations will minimise costs and maximise benefits.

Skål Thailand members receive many invitations to speak at various events throughout Asia and often use the opportunity to introduce Skål Thailand to tourism professionals. As the Skål Bangkok club turns 57 this year members such as Dale Lawrence and Andrew Wood continue to raise the profile of Skål and add value to the brand.

The global tourism industry turns an eye to emerging destinations in Asia and the rise of Chinese travellers, and Skål Thailand members stand ready, willing and able to help their friends, neighbours and Skålleagues.



CLUBS NEWS

Summer Delight

TOURISM PROFESSIONALS ENJOY THE ATTRACTIONS OF MONTMARTRE



Special Report by Skål International Paris

Our Montmartre itinerary started at 6pm in front of the Moulin Rouge, Place Blanche, where we took the little Montmartre train. Tickets for the ride were made available to us by Promotrain so that tourism professionals (and tourists alike) had an easy and enjoyable access to the Butte (hill). En route!

The more energetic amongst us walked up and we met at the Syndicat d'Initiative de Montmartre, 21 Place du Tertre, where Skålleague Hélène Rouquette of Audiopev made her audio-guides available so that we could make the best of our pedestrian itinerary. If you would like more information please contact Hélène at: direction@audiopev.com or www.audiopev.com

The cultural and historic tour of Montmartre was undertaken by Jean-Manuel Gabert, a guide-keynote speaker with the Montmartre Syndicat d'Initiative who kept our attention for the whole hour-long visit through the old village.

We discovered various mills on the hill, notably the Moulin de la Galette, la Villa Léandre, the painter Poulbot's house, the chateau des Brouillards, la Place Dalida, le Lapin Agile (the agile rabbit) and the St. Vincent cemetery. The Basilica of the Sacred Heart was also always in view.

We then had the great privilege of visiting the vines of Montmartre, which were opened especially for us, and we tasted, under the gazebo, the Clos Montmartre wine... without, of course, forgetting the Skål toast.

We were then welcomed, with a fanfare, in front of the Bonne Franquette by the President of the Republic of Montmartre and the P'tits Poulbots.

This was followed by the discovery and tasting of a menu prepared by the chef and house wine specialist, who is none other than one of the owners of La Bonne Franquette, Patrick Francheboud: a perfect marriage between food and famous wines.

La Bonne Franquette was a favourite meeting place of Pissarro, Sisley, Cézanne, Toulouse-Lautrec, Renoir, Monet, Zola, Vincent Van Gogh... and Skål!

There was a succession of surprises during the evening...

These included the official swearing in of Club President Patrick Pourbaix and Skålleague Schuller-Matthès with membership certificates of the Republic of Montmartre and

P'tits Poulbots. The Skål International President presented the club banner to the President of the Republic, Alain Coquard.

The charming "Paris Dancers" persuaded two of our party to dance a devilish French Cancan with them. There was quite a lot of emotion and affectionate feelings for the legendary songs of Edith Piaf, including Vie en Rose, interpreted by Dora Carbonnel.

To end the evening: a "guest star". To his great surprise, and to our great joy, President Patrick Pourbaix, accompanied by the Bonne Franquette pianist, gave us his rendition of "My Way"

by Frank Sinatra. Bravo Patrick!

To summarise, the evening was a perfect combination of the spirit of the Bonne Franquette, "Love, Eat, Drink and Sing", and that of Skål's "Doing business among friends" – all brought together with great conviviality.

This tailor-made programme was put together by Skålleague Gerard Daniel. Congratulations and thanks! If you would like to organise an event with a Montmartre itinerary and Parisian gastronomy please contact Gerard at: tct.g.daniel@orange.fr.

Venezia and Panama

WATER THE LEITMOTIF FOR NEW SKÅL TWINNING



The twinning between Skål Panama and Skål Venezia was ratified in June during a ceremony presided over by Armando Ballarin, President of Skål Venezia, and Ernesto Reina, President of Skål Panama, in the presence of Marino Finozzi, Minister of Tourism for the Veneto region, Salomon Shamah, Panama Tourism Minister, and Karine Coulanges, Vice-President of Skål International. Also present were several Club Presidents and delegates of Skål International Italia, headed by National President Toti Piscopo.

The twinning consolidated the friendly

relationship between the Venetian Lagoon and Central American country, while also creating solid foundations for business relations between Panama and Venice, and Italy in general, particularly in view of the forthcoming celebrations to mark the centenary of the opening of the Panama Canal, due to take place in 2014 with the doubling of the canal.

It was in this spirit of cooperation that delegations from Panama and Barcelona, hosted by Skål Venezia, had the opportunity of visiting the sites of MOSE, the huge hydraulic engineering project made entirely in

Italy. Highlighted by its grandeur and creativity, the project has become a great attraction, and is set to be the high tide line of defence for the protection and safeguarding of Venice and the lagoon.

"Water" will be the theme of World Tourism Day on 27 September 2013, under the title "Tourism and Water: protecting our common future"; while accessible tourism will be the theme of European Tourism Day on 12 November. With Veneto Minister Finozzi present, the importance of accessible tourism was underlined, as well as the great



“in accordance with a productive model for social and economic development, to be implemented by members in their own territories for the benefit of local people”.

The Venice gathering also coincided with the second National Committee meeting at Hotel Riviera in Lido, during which members agreed to the strategic repositioning of Skål Italia, with a particular objective of

potential represented by this segment, the key reason why Skål Italia recently decided to create a special committee headed by Councillor and expert Roberto Vitali. On the subject of accessible tourism, President Armando Ballarin noted that Veneto was the leading region in Italy.

favouring incoming traffic flows and creating an operations tool in support of the commercialisation of members’ tourist proposals.

Special committees were approved and officers nominated for Ecotourism, Accessible Tourism, Economics, Development and Promotion, Statutes, and Education and Professional Training.

As for the Venice meeting, Skål Italia National President Toti Piscopo said it was “an expression of the innovative strategy put in place by the new Presidency, together with a firm commitment to reposition Skål, expressed by the entire National Committee”. Not just witnesses, he said, but players in the tourism system,



New Jersey Showcase SKÅLLEAGUES HOST KEY TOURISM NETWORKING EVENT

New Jersey travel, tourism and hospitality leaders joined members from eight Skål International clubs in a special initiative aimed at raising awareness about the “Garden State”.

The tourism networking event was held in June at the USGA Museum in Far Hills, where keynote speaker Grace Hanlon, Executive Director of the New Jersey Division of Travel and Tourism, referred to the state’s new tourism marketing and advertising campaign, and announced that New Jersey was “stronger than the storm” and back in business.



Hanlon welcomed everyone to the Jersey shore to see first-hand its recovery from super storm Sandy; while county tourism leaders added that they were “opening their arms to showcase the many tourism opportunities that New Jersey has to offer”.

The evening began with a tour of the USGA Museum, home to a magnificent array of golf trophies and memorabilia, including the six iron used by Apollo 14 astronaut Alan Shepherd on the moon in 1971.

Following the tour, Skål USA President Tom White opened the networking event with the Skål toast, and Cathy Tremontozzi, Northern New Jersey Skål’s Director of Public Relations, who organised the event with Skål Secretary Jim Dwyer, told the group, “We have a golden opportunity to work together to show the world that we have weathered the storm and are open for business.” Northern New Jersey Skål President Robert Lowell played a video from Skål International President Mok Singh, in which he explained Skål’s aims to be the trusted voice in tourism and detailed

some of the programs Skål that is currently taking part in, including peace and human rights issues.

Kim Gianetti, Assistant Manager, Marketing and Outreach, from the USGA, said venues such as the USGA Museum were hidden gems, and called on those attending to be ambassadors for New Jersey tourism and to spread the word about its attractions as a destination for conferences or day trips.

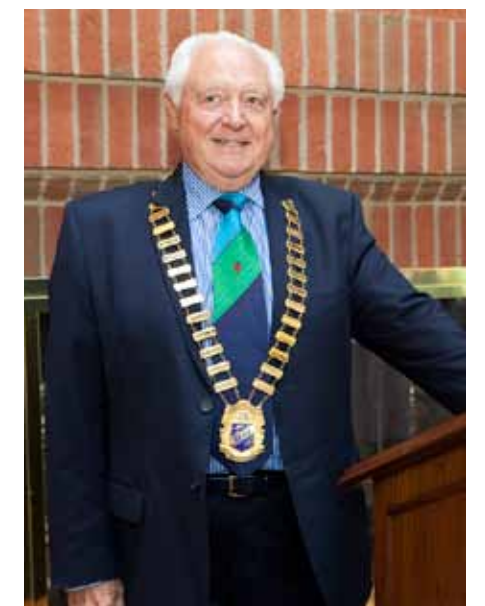
Jackie Morales, Director, Somerset County Tourism, expressed the desire that the area would be able to capitalise on the excitement generated from the event. Members from the tourism boards of Somerset, Monmouth, Mercer, Morris and Sussex counties were among those in attendance, as well as faculty representatives from The International School of Hospitality and Tourism Management at Fairleigh Dickinson University, which has the oldest hospitality program in the US.

One of Skål’s key objectives is to support schools with tourism programs, including the ongoing development of Young Skål,

which allows students to network with travel and tourism leaders.

The evening ended on the Pynes Putting Course, a nine-hole circuit modelled after the Himalayas putting course at St. Andrew’s in Scotland.

The organisers reported that overall the evening had been “a win-win for all who attended”, and noted there were provisional discussion about making it an annual event.





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