

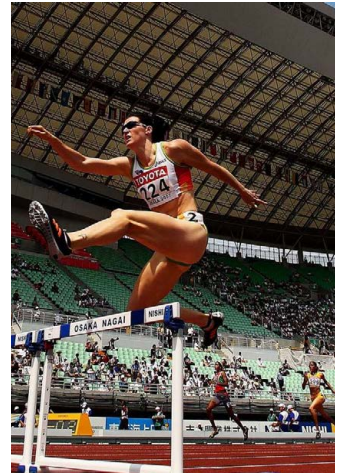


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# SKÅL

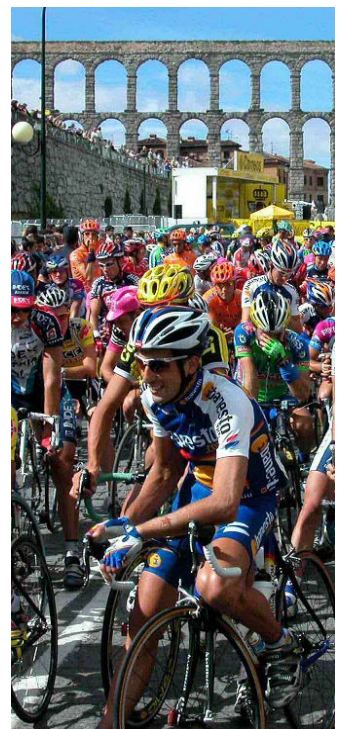
MAGAZINE

International Association of Travel and Tourism Professionals • Founded 1934  
A Trusted Voice in Travel and Tourism



## SPORT TOURISM

AS A NEW SKÅL MEMBERSHIP CLASSIFICATION





# EUROAL

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EUROAL 2016  
PRESENTATION

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more than 3,000 professionals and the  
international tourist offer over three days.



BUSINESS

NETWORKING

PROMOTION



# MESSAGE

from the

# PRESIDENT

*DEAR SKÅLLEAGUES, DEAR FRIENDS,*

*We are now well into the Skål year and most clubs and national committees will have held their AGM/Congresses and appointed their leadership teams for 2016 - to those who have joined the leadership teams at club, national and area level, my congratulations and more importantly my sincere thanks for giving up your own valuable time to work for our great organisation.*

Many members tend to forget that we are a volunteer organisation and that their local, national and international committees put in a huge amount of volunteer hours to keep the organisation running. It is a testament to all that we continue to see Skålleagues take up the banner of leadership while other organisations struggle to do so.

However let's not get too complacent - as an organisation we do struggle from time to time in filling positions at club and national level and here the need for a very clearly defined succession plan is paramount. Unless clubs and national committees identify and mentor members to take on leadership roles they will find themselves drifting and unable to attract motivated people to not only join the organisation but to progress through it ranks.

A gentle reminder that the club president has a very heavy responsibility in ensuring the club moves in the direction that the membership wants it to and just as importantly identifies members who can stand on committees and eventually replace him or her. One of the strongest traits of good leadership is the ability for a leader to replace him or herself and have the organisation run smoothly without them.

There are a number of tools available in the membership development section of the website to assist clubs with leadership issues, including the Future Leaders Programme and Membership Development Operational Plan. It is highly recommended that committee members at all levels download these documents and establish how and what they can do to enhance the leadership in their committees.

In terms of the overall direction of Skål International I just wanted to update you all on two initiatives.

Firstly the Skål 2020 Programme. There seems to be some misunderstanding as to exactly what this programme is all about.

Established under the presidency of Karine Coulanges in 2014, the 2020 teams are made up of over 25 Skålleagues from around the globe and at all levels of the organisation,



including Young Skål. Their brief? A clean canvas approach so all elements of the organisation can be challenged and reviewed. There is no wrong direction, no boundaries, we need to think outside the box and develop a framework for success. We must consider Local, Think Global, and Act Global.

A questionnaire has been sent out to every Skålleague asking for their input on how they see the future direction. This was not a yes or no survey, it asked for opinions and ideas.

We now have the responses and the teams will develop strategies and recommendations to put to the ISC Mid-Year meeting in April for implementation and will then be published prior to the Congress in Monaco where they will be put to the General Assembly for ratification. Remember only the General Assembly can approve change; not

the Executive Committee, not the International Council and not the 2020 teams – it must be the General Assembly who decide and agree on the direction we must take.

This project is not just a one year task – it is to develop pathways of change and improvements between now and 2020 to ensure we can meet our objective and also maintain our core values.

The second issue is that of appointing a CEO. As I articulated in the last president's message we do not need a Secretary General – we already have one in Yvonne Mansell. Yvonne oversees the administrative functions of Skål. What we need is a strong CEO to lead the entire organisation and ensure we move away from a membership fee based revenue stream to a mixed stream including sponsorship, advertising revenue etc. He or she must also be able to rebuild the value of the Skål brand in the travel and tourism sector and help make the organisation a must join for senior figures in the industry.

While we planned to have this position filled by the end of March, we unfortunately have been unable to secure the person we wanted from within Skål. While we had the right person we were unable to match an offer he received from another company so sadly we have

decided to re advertise the position, this time globally and outside of Skål as well. We need the right person and while there are strong candidates from within Skål we must ensure that we cast our net as widely as possible to attract the best candidates.

To this end we have engaged a professional recruitment agency who has started the global advertising campaign. If any members feel they, or someone they know, fits the criteria please do not hesitate to apply via the following link: <http://www.skal.org/en/news-emploeo#>

Skålleagues in closing I just want to reiterate that the club membership is the nucleus of the organisation and it is the club membership that is the first and most important part of what we are as Skål. The newest member of the club must be the focal point for everything we do – that is we must ask ourselves how can the things that we do ensure that we meet, or better supersede, his or her expectations of Skål. If we can do this we will succeed and grow!

Kindest personal regards & Skål

**Nigel A Pilkington**  
President  
Skål International 2016

## SPECIAL INCENTIVE FOR NEW SKÅL CLUBS

Any Skål Club formed between 1 June 2015 and 31 May 2016 is eligible to win €500 against the Monaco Skål World Congress 2016 registration fee.

The draw will be held at the Skål headquarters on 1 June 2016 and the winning Club announced in the e-Skål News.

If you believe there is potential to establish a Skål Club in your region/country or you have a contact in a country where Skål is not yet represented, you are welcome to contact [sandra.vera@skal.org](mailto:sandra.vera@skal.org) who will be pleased to send you the requirements.





# WIN YOUR MONACO



## SKÅL WORLD CONGRESS REGISTRATION

### PROMOTE YOUR BUSINESS AND SAVE €2,580

#### Procedure:

01

Confirm your participation

Submit your advertisement and payment

02

03

Enter the draw and win

## TERMS & CONDITIONS

1. Deadline to confirm participation to [anamaria.vera@skal.org](mailto:anamaria.vera@skal.org): **30 April 2016**
2. A minimum of 8 applicants is required for the draw to be conducted. If number not reached at the closing date, Skål will terminate the deal and no advertisement will be published.
3. Skål will offer one full page advertisement in its June, September or December 2016 e-Magazine (digital issues) + an advertising banner with direct link to the advertiser's website in two regular Skål e-newsletters. Cost: €1,000. Specifications
4. Members do not have to submit the advertising artwork or payment until Skål ratifies that the participation criteria under clause 2 has been met.
5. The draw will be conducted on 20 May 2016 at the Skål International headquarters. **The lucky winner will be entitled to a free single registration including accommodation in first class hotel for the 77th Skål World Congress – Monaco 2016 (29 October-2 November) – value Euros 1,580.** Airfare and other travel expenses not included. The winner will also be entitled to the refund of the Euros 1,000 advertising cost.



# 77<sup>TH</sup> SKÅL INTERNATIONAL WORLD CONGRESS MONACO

29 OCTOBER — 2 NOVEMBER 2016



## WELCOME TO MONACO!

*Dear Skålleagues,*

*Skål International Monaco is delighted to invite you and your partner to enjoy the 77th Skål International World Congress that will be held in Monaco from 29 October to 2 November 2016.*

Monaco is the second smallest country in size, but one of the most vibrant and attractive locations, with an international heart and a vocation for hosting unforgettable events, helping friends to meet, enjoy, network and be inspired.

A crossroad of cultures, with 120 different nationalities and many language spoken, Monaco has all the ingredients to surprise you in many ways.

Monaco is safe, Monaco is sunny, Monaco is accessible and easy to get around.

Monaco is dynamic with 5,000 companies in its small territory; Monaco is Sport and Culture with competitions, museums, exhibitions and unique musical events.

Monaco is Solidarity with hundreds of associations supporting the less fortunate and a Government which





supports research, the preservation of the environment and sustainability.

Monaco is Green with an Eco-Certified Congress Centre.

Last but not least, Monaco is Tourism Innovation with constant improvements to its leading attractions and an international university focused on Innovation in travel.

*Join us in Monaco, get inspired, be a “Game Changer”!*

Yours Sincerely,

Axel Hoppenot, Antonio Ducceschi, Sergio Mangini,  
Constantine Panoussi

On behalf of all the members of Skål International Monaco.

## HOTELS & PRICING

REGISTRATIONS ARE NOW OPEN! DON'T MISS THE CHANCE TO PERSONALISE YOUR EXPERIENCE BY CHOOSING YOUR PREFERRED HOTEL! PLACES ARE LIMITED!

### Registration fee for registration received before 15 September 2016

REGISTRATION FEE	COST (VAT INCLUDED)	HOTEL TO BE CHOSEN AMONG:
Single registration in Luxury Hotel (4 nights package in single room)	€1755.00	<a href="#">Fairmont Monte Carlo (Headquarters)</a> <a href="#">Monte Carlo Bay Hotel &amp; Resort</a> <a href="#">Hermitage Hotel Monte Carlo</a> <a href="#">Le Méridien Beach Plaza</a>
Double registration in Luxury Hotel (4 nights package in twin or double room)	€2650.00	
Single registration in First Class Hotel (4 nights package in single room)	€1580.00	<a href="#">Novotel Monte Carlo</a> <a href="#">Columbus Monte Carlo</a> <a href="#">Riviera Marriot Hotel La Porte de Monaco</a>
Double registration in First Class Hotel (4 nights package for twin or double room)	€2470.00	
Congress only	€895.00	No hotel included
Young Skål congress only (50% discount)	€447.50	No hotel included

In order to cover the extra accommodation costs that may occur if bookings are received after 15 September registrations will be increased by €90. There will be no increase in Young Skål or Congress Only registrations fees. Registrations received after 15 September will be on a request basis, pending space availability.

### GENERAL CONDITIONS:

Click [here](#) to read the general conditions for registration and terms of payment.

The registration fee includes:

- 4 nights' accommodation and breakfast in the selected hotel
- Functions and business sessions as detailed in the programme
- Get Together Party on 29 October 2016
- 3 lunches during the 3 days of Congress (30 Oct – 1 Nov 2016)
- Presidential Gala Dinner on 1 November 2016
- 3 day bus pass for public bus system within the Principality
- Transfer to and from the Presidential Gala Dinner

The registration fee does not include:

- Other transfers except the ones mentioned above
- Parking fees
- Wi-fi in hotels (each hotel will apply different conditions - see the [Hotels](#) page on the congress website)
- City Tax (where applicable - see Hotels page)
- Dine Around on 30 October
- Evening Party on 31 October
- Pre and Post Congress hotel accommodation
- Pre-and post-congress tours
- Excursions for participants and accompanying persons
- Credit card charges and bank transfer fees





## REGISTRATION

Register online [here](https://www.skalcongress.org) or on the Congress website [www.skalcongress.org](https://www.skalcongress.org).

## PROGRAMME AT A GLANCE

### Saturday 29 October

Arrival of participants  
([public and private airport transfers](#))  
Registration  
Get-together Party

### Sunday 30 October

Opening Ceremony  
Business to Business  
Seminars  
Dine Around (optional)

### Monday 31 October

General Assembly for delegates and observers  
Excursion for non-delegates (optional)

Theme Party (optional)

### Tuesday 1 November

Executive Committee Forum  
Travel Forum  
Young Skål Meeting  
President's Gala Dinner

## DRESS CODE

**Opening Ceremony:** business attire or National dress and Skål regalia

**President's Gala Dinner:** tuxedo and black tie or National dress and Skål regalia

**Rest of activities:** smart casual

## TRAVEL TO MONACO

### By plane

The Principality of Monaco enjoys a very privileged geographical location at the heart of Europe, less than a



two-hour flight from major European capitals.

Comfortable and rapid travel is provided by numerous direct flights. Further information is available on Nice Airport's official [website](#).

Nice Cote d'Azur International Airport is 22 km from Monaco and is linked to Monaco by an array of transportation options.

### **INFORMATION ON AIRLINES [HERE](#): BOOKING DISCOUNTED FLIGHTS FOR SKÅL WORLD CONGRESS 2016 MONACO**

Information about how to access Monaco by car or by train [here](#) or on [Congress website](#).

### **ENTRY REQUIREMENTS**

When travelling to Monaco, you will first reach French territory; as France handles immigration and customs matters for Monaco, any foreign national who wishes to enter Monaco and stay for less than three months must have a valid travel document accepted for entry into France.

The documentation required to travel to France varies according to the country of origin. Please contact your closest French embassy or consulate for more information.

It is advisable to take out travel insurance for your trip.

Given that conditions may vary, we suggest that you contact the French Embassy or Consulate to verify these requirements before you start your trip.

### **VISA**

All foreign citizens who wish to come to Monaco must be able to present official proof of the purpose of their stay, means of support and accommodation. Some nationalities need a visa to enter Monaco. Before you leave for Monaco, you need to apply for visas at a French Embassy or Consulate in your own country. A general invitation letter will be provided by the Secretariat.

### **WEATHER**

The climate in Monaco enables visitors to come all year round. The warm-summer Mediterranean climate

which is influenced by the ocean climate and the humid subtropical climate affords over 300 days of sunshine and nice temperatures all year round.

In October and November, day time temperatures are around 12-15°C (53-59°F). The evenings can be humid and it is, therefore, recommended that a light jacket be worn for protection against possible cool evenings. There is also a possibility of rainfall during this period.

### **LANGUAGE**

French is the Principality's first language, but, in this international destination, Italian and English are widely understood and spoken.

### **CURRENCY**

The currency in Monaco is the Euro. Payment using recognised, international credit cards is also commonly available in Monaco shops.

Visitors can change foreign currency at any bank or foreign exchange bureau. This service is also available in most hotels and travel agencies.

### **PRE & POST TOURS**

Several pre-and post-congress opportunities are being prepared for you. You can arrive early or extend your stay in Monaco, spend a few days in Nice or San Remo, stopover in Dubai or opt for one of the pre-and post-congress tours being organised by various Skål Clubs.

For more information please refer to [www.skalcongress.org](http://www.skalcongress.org)

We recommend you to check the Congress website regularly to see the latest information posted.

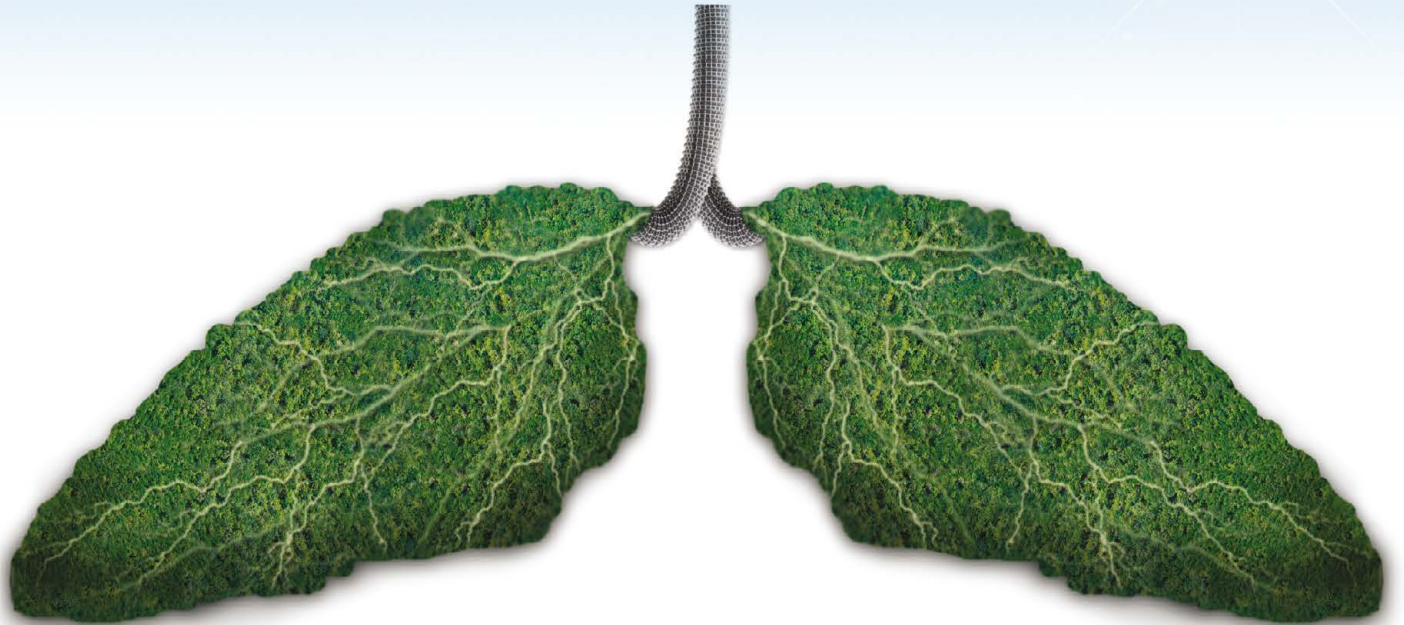
For any further information please contact: [SKAL2016@publiccreations.com](mailto:SKAL2016@publiccreations.com).



**77<sup>th</sup> SKÅL INTERNATIONAL  
WORLD CONGRESS**  
**Monaco**  
October 29 - November 2, 2016



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# COUNCILLOR'S CORNER

BY PETER MORRISON, INTERNATIONAL COUNCILLOR, SKÅL NEW ZEALAND

*I have been the International Councillor for New Zealand for the past three years after filling in for one year while I was New Zealand President. I am now entering my fourth and final year.*



New Zealand has six Clubs; Auckland, Hamilton, Rotorua, Wellington, Christchurch and Queenstown. We are about to start a new Club in the Nelson / Marlborough Region. Probably to be called Tasman. We have a total membership of around 300.

It has been a privilege to serve as New Zealand's International Councillor, and to continue the great work that has been done by my predecessors over the last 60 years. Of note is that we have had two Skål International Presidents - namely Phil Sims 2007/2008 and Nigel Pilkington 2015/2016. Jeff Tippen also served as Secretary of this Council for two years 2007/2008.

To my knowledge New Zealand has always been represented by our Councillor at each and every International Skål Council Mid-Year meeting and World Congress.

I have seen the Council grow in strength in the last few years and can see a lot of the work we do at these

meetings actually being implemented. The change that we have made to the structure of the meetings has been very successful. The Executive Committee and the Office Bearers of our Council are now meeting directly after each Mid-Year and World Congress meetings and our recommendations are now going through so much quicker.

Two fantastic things that happened from our deliberations last year in Haarlem and finalised in Torremolinos were the new member categories; namely Sporting and Medical. There is so much scope to get new members in these areas, because they are both the fastest growing areas in tourism. Clubs should take the time to look at the membership classifications and see the great opportunities that are there. This has been a great initiative by the Council and enthusiastically endorsed by the Executive Committee.

Just earlier this month, I attended the Australian AGM in Hobart, Tasmania. On our way we stopped in at Launceston for their monthly luncheon, and they inducted a new member (we think the first in the world) in the Sporting Category. He was the Business Manager for the Australian Rules League Team that is based both in Melbourne and Launceston. The excitement from the Australian Clubs that were also in attendance was great. They were already counting the new members they could get!!

I have always said, "You get out what you put in". In saying that it has been disappointing that out of the 41 International Councillors that we have; only around 24 to 27 turn up, although in recent years with the better co-operation this has grown year by year and countries can now see the effective work that the Council can do. The countries not attending really need to come (again) and see how this is operating so much better.

We are looking forward to greeting the Councillors in Christchurch next month for the International Skål Council Mid-Year meeting. Though disappointed with the final numbers we are confident that this meeting will lead to more positive outcomes from the Council.



# YOUNG SKÅL

## PROJECT PROPOSAL FOR SOCIAL MEDIA AND WEBSITE DEVELOPMENT



Skål International has given Young Skål members the possibility to realise a development project regarding Young Skål social media and website development. This project is starting with three development proposals: Young Skål website revamp, effective use of social media and creation of a Young Skål presentation.

Sara, Giada, Rodrigo, and Radhakrishna wrote a draft document during the Skål Congress

in Torremolinos, sharing their ideas. After a while they organised a Skype meeting with Vice President Susanna Saari who asked them to start working on the first task of that document.

The development targets, regarding to social media in particular, are simple but essentials achievements:

To become a stronger voice in Skål International. Promoting Skål and Young Skål, gradually making Skål also a Young Skål organisation as it is currently for the blue members. It is important for the young to get to know each other, to collaborate and to share their values.

1. Being internationally represented (through the social media platforms for example)
2. Help not so active young members to see the benefits of becoming more involved with and for the organisation.
3. Help potential Young Skål members to see what being a member means, what benefits and opportunities are available. It is very important to stop talking about what is possible to obtain from Skål, much better to show real examples of the benefits.
4. Stop the communication confusion. It is important to be better organised in our online communication system.

Rodrigo (Mexico) and Radhakrishna (India) are currently

working together on the ideas for the Young Skål presentation 2016 and the proposal will be ready later this Spring. Sara (Italy) is the coordinator in charge for Social Media strategy and the team leader of the Social Media group formed by Rosemary Okaka (Kenya), Sonia Marceca (Italy), Erhan Us (Turkey), Altan Demirkaya (Canada), Audrius Valius (Canada), Eda Kayhan (Turkey). "We started to think, analyse and discuss the current state of the Young Skål social media platforms. Our hope is to grow and become, in the future, the Young Skål social media committee", Sara states at the end.

*Giada D'Aleo (Italy), the coordinator in charge of the improvement and enhancement of the official website of the Group says: "as the Coordinator of the work, beyond giving my opinion on what is wrong and not on the platform, I am the referent of a group composed by two guys from America, Troy Lambert-Zaffino from USA and Altan Demirkaya from Canada, and a girl from Romania, Adina Popescu. Everybody collaborated efficiently in the realisation of a document concerning the issues we think should be improved on the Young Skål website, being proactive and enthusiastic. We really hope to be helpful and become the Skål Board referents for any opinions and comments regarding the website best performance."*

# ITB : SKÅL INTERNATIONAL BECOMING MORE ACTIVE IN THE FRONTS OF CHILD PROTECTION

The world's leading travel fair, ITB Berlin took place during the second week of March. Skål International was naturally present where the action was. Besides running a Skål booth with the strong support of Skål International Berlin and other German Clubs, Skål International was also represented in activities regarding child protection and empowering women in tourism.



*As the Vice President responsible for membership development and Young Skål, and based in Europe it was a natural choice that I would be present throughout ITB 2016 in Berlin on behalf of the Executive Committee. Sandra Vera from Skål Secretariat took care of booking me as many sales calls as possible during the professional days (more than 30 in total) and I also made it a point to attend as many other networking activities as possible while in Berlin.*

Finally during the five busy days I participated in three important events that I want to share with all of you.

## **THE FIGHT AGAINST SEXUAL EXPLOITATION OF CHILDREN IN TRAVEL AND TOURISM – THE CODE**

The Code (short for “The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism”) is an industry-driven, responsible tourism initiative with a mission to provide awareness, tools and support to the tourism industry in order to prevent the sexual exploitation of children. Skål International has been an affiliate member of The Code for many years and has held a seat on the board. On Tuesday 8th March there was an AGM of The Code in Berlin and Skål was standing for another three year period onto the board and appointed me as the person to represent our association. I am very happy to report you, that we were successful. This means that Skål will now be more actively involved in The Code and I will definitely share this important mission with all our members globally. The most important message that I want to provide to you right now is that we should no longer use the term “child sex tourism” as it gives an impression this is a “legal” form of tourism just like sports or medical tourism or any other special interest tourism there is.



The exploitation of children happens in our own backyards globally and as we speak and is no longer associated only with rich, middle aged, Caucasian male tourists. The persons involved in the sexual exploitation of children in travel and tourism (and this is the correct term to be used) are male and female of all ages, rich and poor and they come from all over the world. In fact much of the exploitation happens locally by the locals in the tourism destinations. To read more about The Code and how to join as a company, please go to: <http://www.thecode.org/>

Skål International will also be providing you with more information about The Code in the forthcoming Skål eNews and magazine.

## UNWTO NETWORK TOURISM ON CHILD PROTECTION

On 10 March I participated in the 31<sup>st</sup> Meeting of the World Tourism Network on Child Protection. This is an initiative to prevent all forms of child and youth exploitation in the tourism sector. Under the chairmanship of Carol Bellamy, the Chair of the Network and former Executive Director of UNICEF, the meeting focused on Responsible Business Strategies and Child Protection in Tourism, highlighting the good practices championed by the tourism industry.

The event featured interventions from ABTA, TUI Group, as well as the Chair of the High Level Global Task Force to End Sexual Exploitation of Children in Travel and Tourism Dr. Najat Maalla M'jid, who shared with us the "sneak peek" (link) of the Global Study on the Sexual Exploitation of Children in Travel and Tourism that will be published fully in June 2016. This meeting really made me think how important it is for Skål International and its members to be in the forefront of research information and how we can improve the conditions of tourism destinations to prevent the horrible things like exploitation of children from happening. Skål will share the study and the link to it once it is published.

## "CELEBRATING HER" GLOBAL PEACE AWARD

Finally I was invited by Mr. Ajay Prakash, President - IIPT India, to attend the first Global Peace Awards for Empowered Women in Tourism with the title "Celebrating Her" by ITB Berlin, the UNWTO, and IIPT India which was conducted on Friday 11 March.

Skål International has been working closely with IIPT (International Institute for Peace through Tourism) for some time now. The IIPT is a not for profit organisation dedicated to fostering and facilitating tourism initiatives which contribute to international understanding and cooperation, an improved quality of the environment, the preservation of heritage, and through these initiatives, helping to bring about a peaceful and sustainable world.

The IIPT India Global Awards, "Celebrating Her" are intended to acknowledge and celebrate exceptional women in the fields of travel, tourism and hospitality; individuals with a clarity of vision and mission who appreciate and believe that tourism, could become the first global peace industry and who have consistently worked towards fostering the tourism as a vehicle for peace.

In his closing speech Dr. Taleb Rifai, Secretary General of UNWTO, quoted Margaret Thatcher as follows: "If you want something said, ask a man; if you want something done, ask a woman". I wish that in the years to come Skål International could also scout and nominate its female members as the possible recipients of this exceptional award.





# SPORT TOURISM AS A NEW SKÅL MEMBERSHIP CLASSIFICATION

Skål International recently incorporated Sport Tourism within its membership classification. David Cox, the first member inducted under this classification, writes about his personal experience.

*I have watched Skål from afar for many years. I have a long history of working within the tourism industry but never felt the time, or the local chapter, were the right fit for me. I moved to Launceston in 2010 and since that time have come to love the sense of community, support and fellowship that this beautiful corner of the world has to offer. It took me some time to realise that Skål Launceston directly reflects those same qualities that I found so appealing and rewarding when I first moved here.*

So why now? Why did I wait so long? It is all about marrying the right time with the right personal circumstances. I am an innovator at heart, and I love to push the boundaries. Who would have thought a football club shared any synergies with the travel and tourism industries? The reality is, here in Launceston they are directly linked. Over our winter low season, Hawthorn Football Club stages 4 major sporting events that inject significant dollars into the local economy. Almost a third of all match day attendees have travelled to see the game. These visitors require food, accommodation and all the associated products and services you would expect a visitor to need.

From a professional perspective, membership of Skål allows me to access distribution channels that have not yet been explored. It enables me to give my product depth and meaning and to challenge preconceptions about what a match day is and how they can benefit from it. I have been able to shift thinking about the Hawthorn matches from being simply a game of football to an event that offers opportunities for corporate hospitality, match day sponsorship delivering national coverage, signage, and packages that can be used as rewards and incentives.

Local membership gives me profile. It opens up new connections. It creates an opportunity for sales. But most importantly it welcomes me into a community of people who look out for one another, who share a common life philosophy. It is about being embraced locally, and supported globally.

My recipe for success? Always treat people with respect. Look for solutions, not answers (there is an important nuance here!). Be creative in all you do – think differently, be open to taking measured risks, and learn from your mistakes. And above all – ABOVE ALL – have fun!

## DAVID COX, SKÅL INTERNATIONAL LAUNCESTON

*David Cox is the Tasmanian Operations Manager for Hawthorn Football Club in Tasmania, which essentially means he is responsible for delivering all aspects of the Hawthorn/Tasmanian relationship within the state. From match day events, marketing, stakeholder management, community programs and sales, David's role sees him juggle a diverse portfolio with the ultimate goal of maximising Hawthorn's presence in Tasmania. A key measure is the extent to which Hawthorn can positively impact the visitor economy through leveraging the matches as part of the state's winter events strategy.*

*Whilst David now works for the AFL's most premium club, he has a long history*

of working with and for the tourism industry. Prior to Hawthorn he spent 5 years working for Tourism Tasmania where his role focused on marrying brand messaging with conversion strategies in a way that generated bookings through commercial partnerships. Other roles in the private and public sector have included global marketing for an education and training company, Consumer and Trade marketing for both Tourism NSW and Tourism Australia in the Unites States, venues sales and management for the Museum of Contemporary Art in Sydney and several years working for Tourism Northern Territory.

Caption:

From left to right: Tracey Jacobs, President, Skål International Launceston, David Cox, Denise Scrafton, Immediate Past-President Skål Australia, and Darren McKenna who was also inducted but in another category.



## SPORT TOURISM, A POWERFUL TOOL FOR PROGRESS



The unprecedented rise in the numbers of people traveling to and from sport events all over the world has given rise to the term “Sport Tourism”. Sport tourism is defined as specific travel for non-business reasons outside of the usual environment for either passive or active involvement in competitions or where sport is the prime motivational reason for travel. The touristic or leisure element may act to reinforce the overall experience.

Sport tourism is at the heart of global tourism’s growth and represents the fastest growing sector in global tourism. The economies of cities, regions and entire countries are ever more dependent on creating synergies between sport and tourism to jump-start economic and socio-economic development and change.

*The growth of sport tourism creates employment and assists in the economic growth of a country.*



INCOME FROM SPORT TOURISM IS NOT ONLY ACHIEVED FROM THE PER DAY EXPENDITURE OF THE TOURIST BUT INDIRECTLY THE HOST COUNTRY BENEFITS FROM THE DEVELOPMENT OF LOCAL INFRASTRUCTURE SUCH AS STADIA, HOTELS, TRANSPORTATION NETWORKS, ROADS, TELECOMMUNICATION, AIRPORTS AS WELL AS GLOBAL MEDIA COVERAGE.



Over and above the obvious economic gains, sport tourism can help to promote regional integration as well as people-to-people interaction and solidarity. Sport tourism can also help to reduce incidences of xenophobia and discrimination as people become accustomed to dealing with diversity as well as accept different cultures.

Sport tourism attracts millions of spectators who attend the most famous sporting events like the Rugby World Cup, Super Bowl, Ryder Cup, Giro d'Italia, Wimbledon and mega-events such as the Olympic Games and the FIFA Football World cup amongst many other events.

*The type of sport tourist varies from “weekend warriors” who seek self-actualisation from participation in marathons, cycling, kayaking and surfing to more competitive athletes who travel to different countries to participate in sporting events. Sports tourists may also travel to visit iconic sports stadiums or even famous sport museums like The Legends of Barbados Cricket Museum.*

Hosting huge sporting events have a positive outcome. Barcelona doubled its number of tourists in the 10 years following the 1992 Olympic Games. Sydney generated \$2 billion in additional business following the 2000 Olympic Games and has become a thriving economic force in the last decade. Recently Brazil's World cup 2014, attracted 3.7 million international and domestic tourists to the stadiums. With the huge \$11 billion cost, the benefit of the tournament was dubious however

the impact of the event should be seen in a longer term and in wider aspects. Brazil will be hosting the 2016 Olympic Games and will now save on infrastructure costs due to the fact that most of these stadia were built for the Soccer World Cup in 2014.

Now that the consumer needs and expectations are growing, destinations need to reveal their spirit of sport tourism innovation and create an unrivalled opportunity to develop a successful and unforgettable sport tourism experience. Some sport tourism destinations are known internationally, whilst others are battling to get recognition. Sport tourism has the potential to be a powerful tool for development and progress. However, for this to be accomplished and to reap the benefits of sports tourism proper planning and management must be strategized.



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# E. COLIN SCHIRMER

## 9 December 1949 – 27 February 2016

By Russell Butler, Past-President Skål International Australia

*Colin Schirmer was a man of indomitable spirit, very quick witted with a dry sense of humour and generally a fun person to be with. Undeniably a well-travelled person who was known and loved by many.*

---

It is with much sadness that we acknowledge the death of Skålleague and friend Colin Schirmer, who passed away suddenly on Saturday 27 February 2016 at his home in Port Noarlunga, South Australia.

He was the adoring husband of Sam (Sandra) and a proud father of their daughters Amy and Nicola, often speaking of their achievements and of their partners, Chris and Sam. A close knit family with a wide circle of friends and colleagues.

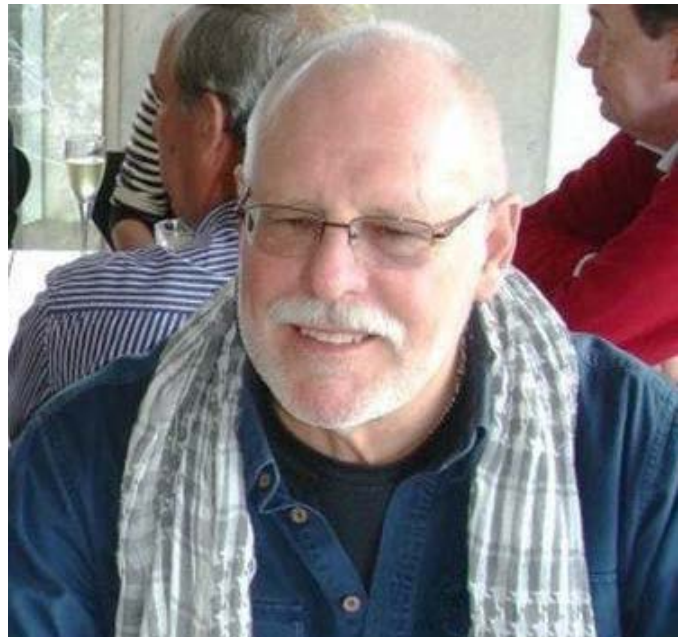
Colin and Sam moved approximately one year ago from their family home at Kings Park to their dream home opposite the beach at Port Noarlunga, south of Adelaide. They also had a small rural property at Myponga where they bred Angus cattle and where Colin used to say, he worked on his days off.

Colin's travel career started in London during 1977 with NAT Eurotours, before moving to Top Deck Travel as a European tour guide for three years. After meeting Sam, they returned to Adelaide, where he opened Colin Schirmer's Top Deck Travel in July 1980.

Colin was a dedicated and generous member of society and shared many passions in his life. He has been a member of Rotary International for 31 years, being a committee member, Treasurer and then President. He remained an active member of Rotary International and had been awarded the Paul Harris fellow and the Sapphire Pin.

Colin was a committed member of Skål and this article will reflect on his membership, one of his most enduring passions. Not only did he value his membership of Skål International, but he promoted those values extensively throughout the globe.

He was particularly generous with his time, always



representing Skål and instrumental in raising the profile and funds for the Florimond Volckaert Fund, and quick to be involved in local community fund raising.

He was the consummate host, whether at the family home with his hand built pizza oven or sharing a good red across the table in one of many restaurants around the world.

Colin joined Skål International Adelaide in 1990 and served on the committee as Treasurer, Vice President and as Club President in 2007 and 2008.

Colin held the position of Skål International Internal Auditor for four years from 2009.

In 2009 Colin was co-opted as Acting Treasurer for Skål Australia and was elected as Treasurer in 2010. He was stepping down as the Skål Australia Treasurer at the AGM in Hobart on 12 March 2016 to seek further positions in Skål.



Fond memories of his time on the Executive of Skål Australia abound. Colin had not long been the Treasurer when he was required to give his first financial report to the Executive - out came his note book and a long string of A4 pages, all taped together, which was to be his report.

Colin made a significant contribution as Skål Australia Treasurer with many process improvements implemented. These included SIA converting to MYOB; moving to online banking; streamlining the Club payment process and the establishment of a national banking arrangement that was available to all clubs.

During his time on the SIA Executive, if the discussion became too serious, or went too long, you would almost expect Colin to find a way to inject humour into the situation - differences of opinion were soon forgotten and you could not help but laugh with him.

Colin attended a number of World Congresses, from Chennai in 2003, to Antalya, Taipei, Budapest, Turku, Seoul, New York, Mexico City and Torremolinos. He was looking forward to travelling to Monaco later this year and Hyderabad in 2017.

Political correctness was not necessarily something you associated with Colin, however, he often embraced traditional costumes with gusto - although his penchant for costumes or headaddress was never to ridicule, it was always undertaken with a twinkle in the eye, a spirit of fun, and to be part of the occasion. He was always ready to laugh, particularly at himself; he loved a loud shirt, a funny hat, an odd looking tie, a curio or costume piece picked up from a market somewhere in his travels.

In fact, Colin was the man with a costume for all occasions. At the Chennai World Congress he arrived for the President's Gala dinner dressed in Indian formal attire. Who could forget his 'Whirling Dervish' outfit in Turkey, or at the Skål Australia National Assembly in Bunbury Margaret River, magnificently attired (plus moustache), in the "Wedding at Dimbolla - Bride from Dracula outfit"?

These images remain strong.

Messages of condolence were received from many Skål International Past Presidents, National Associations, Clubs, and individual members - all testament to the high regard in which Colin was held. A snapshot from the messages received:

- a great character, a true blue Skålleague, an inspiration;
- a larger than life personality with a wicked sense of humour;
- his guiding qualities and tireless assistance are well known, and were appreciated by all who knew him;
- a most generous person with his time, always available for others.
- our lives were enriched for knowing Colin and sharing time with him
- there are many fond memories of worldly travels, bus trips, and of un-soberly antics with harmless intent.

Two of the many messages received:

**Denise Scrafton, President Skål International Australia** said "Colin was a key member of the Skål Australia Executive. We are saddened for his family and friends - he has left a large hole in the Skål family. Many Australian Skålleagues have travelled to all corners of the world to attend International Congresses with Colin. On all of these trips Col was amazing and humorous company, always making sure everyone was being looked after. Colin was a loveable larrikin, but also a true gentleman".

During the Skål Australia National Assembly there was a presentation to commemorate Colin's life and following the National Assembly Skål Australia hosted drinks for all which was aptly named "Col's shout". As said by a long time Skålleague "Col would love to know that he shouted us all a drink - and did not have to pay for them."

**Nigel Pilkington, Skål International President** wrote: *It was with deep shock and sadness I read of the passing of a dear friend and Skålleague, Colin Schirmer. It beggars belief that someone as full of life as Col can simply be gone in the blink of an eye - life is not fair, especially when someone of Col's wit and sheer personality is taken from us.*

*To Sam, Amy and Nicola, words will fail to comfort, but our prayers and thoughts are with you, as are those of the entire Skål family.*

*Shakespeare had the right words - "passing is such sweet sorrow" - Col's irreverent sense of humour mixed with serious notes of solid advice will be missed but he will remain in our hearts. I know he will walk with us and every time we raise a glass to him we will hear one of his one liners echo in our minds.*

*When warriors and respected elders in ancient tribes died and started their journey to the Happy Hunting Grounds, they were shown respect by being told to travel well on their quest.*

*So Col, travel well, you will not be forgotten and will live eternally in our hearts.*

Colin will be missed by all for his passion and enthusiasm for everything Skål stood for, and many will remember him not only for his devilment and humour but his wide knowledge, political savvy and extensive international networking. Skål was important to Colin and was something he cherished and gave his all, plus some more!

To Sam, Amy and Chris, Nicola and Sam, thank you for sharing Colin with us. Whilst we are also sad, Skål and members who have had the pleasure of his company and friendship over the years, are all the more wiser and better for having known E. Colin Schirmer.

Our deepest condolences. Whilst we cannot ease the pain, we share the loss and offer our continuing support and love.

Colin, thank-you for your contribution to Skål, to life, and for the many memories.

Rest in Peace & Skål

## SKÅL CLUB'S SUCCESS CORNER

**SKÅL INTERNATIONAL ISTANBUL WILL CELEBRATE ITS 60TH ANNIVERSARY IN 2016. SKÅL INTERNATIONAL ISTANBUL MEMBERS BOTH OLD AND NEW ARE VERY REPUTABLE, TURKISH TOURISM INDUSTRY PROFESSIONALS.**

We take part in activities, events of all other tourism related Associations as well as the protocol. We describe ourselves as “the only platform which brings together professionals from all branches of the tourism sector“. We were able to make membership of Skål in Istanbul a place where people want to be a member. We have members who are hoteliers, travel agents, tourism professors, who work for airlines and sectors associated with tourism whereas other associations are limited to only one branch of the industry. This is what attracts people to the Club. Since our members are well known in our tourism industry, they also attract younger professionals by being role models to them in their sectors. No need to say our senior members are still the pillars of our Club and they also act as consultants to the Executive Board.

*Our Club has a selective process in recruiting members. Active member nominees should at least hold a managerial position in a reputable company for a minimum of 3-5 years. Once they are interested in becoming a member they are invited to monthly lunches by their sponsors and they are announced to all present by their name and the position they hold. This permits members to get to know them and agree to their membership of the Club. Our Young Skål members are usually recruited from university tourism faculties.*

Being a big Club with 308 members involves a lot of work and so we need a very hard-working committee to hold it together with monthly events



and other attractions. Our monthly luncheons bring together 100-150 members; we have other social events during the year; we have good written communication with our members; we have once a year “Skålité” awards and a “spouse’s night” in summer. We have weekends away for our members with the sponsorship of our member hotels. To be able to keep the value of our Club for our members so that we can retain them, we make sure that they benefit from the friendship and from being able to do business together and meeting senior professionals from all branches of the industry.

By Bahar Birinci, President, Skål International Istanbul



# SUSTAINABLE TRAVEL INTERNATIONAL

## GIVING BACK THROUGH TRAVEL AND TOURISM IN ST. KITTS

*From the tree tops of Mt. Liamuiga to the coral reefs in White House Bay, the island of St. Kitts in the Caribbean is a place where the past is celebrated, culture is authentic, and the people care about the protection of their land and sea.*

Since 2012, St. Kitts has taken significant steps toward investing in the future of their home through dedicated sustainable destination management work in collaboration with Sustainable Travel International. Over the past four years, St. Kitts completed a GSTC Early Adopter Destination Assessment, trained over 50 private and public sector individuals in sustainable destination management, won the 2014 Caribbean Tourism Organization (CTO) Sustainable Tourism Award, and formed a council of public and private sector members to lead the on-going stewardship of the island.

Most recently, in February 2015, St. Kitts and Sustainable Travel International launched The Heart of St. Kitts Foundation, a program that builds awareness around sustainability priorities in St. Kitts and provides funding for local projects that make the island a better and more sustainable place to live and experience.

The Foundation is committed to supporting projects that:

- Develop community-driven tourism products
- Conserve land and marine habitat

- Improve waste management
- Preserve local culture and heritage

Through support from local tourism businesses and visitors to the island, the Heart of St. Kitts Foundation aims to inspire locals and visitors as stewards of St. Kitts' environment, culture and lasting legacy. Learn more about Sustainable Travel International's other travel philanthropy programs [here](#).





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# SKÅL INTERNATIONAL 16

## SUSTAINABLE TOURISM AWARDS

**30 October - Monaco**  
**Closing Date: 30 June 2016**

*We are delighted to announce that entries are now being accepted for the 2016 Sustainable Tourism Awards that will be presented on 30 October during the 77 Skål World Congress in Monaco.*



The aim of these awards is to recognize best practices in sustainable and responsible tourism worldwide. Companies from the public and private sector, NGOs and government agencies related to the tourism industry are welcome to enter, as there is no cost to participate. Skål members can submit entries for their own companies or recommend another potential entry from the tourism industry.

There are nine categories of awards:

1. Tour Operators
2. Urban Accommodation
3. Rural Accommodation
4. Transportation
5. Countryside and Wildlife
6. Marine
7. Community and Government Projects
8. Major Tourist Attractions
9. Educational Institutions & Programmes and Media

*It is easy!*

Read though the criteria to determine the category that suits your organization, complete the form and enter. We are aware that time is needed for your presentation so we have included the registration forms and information below to start the process early.

### AND WHAT ARE THE BENEFITS OF WINNING?

- Opportunity to promote your business at international level.
- To personally collect the trophy during the Awards Ceremony at the Skål World Congress in Monaco (airfare excluded).
- To showcase your product and services at the Business to Business session during the Skål World Congress.
- Network with Skål tourism professionals and establish new contacts and friendships.
- And most importantly, experience the Skål amicale and enjoy the success and benefits of "Doing Business among Friends".

**Enter now as you could be one of our winners for 2016!**

[REGISTRATION FORM](#)

[FULL INFORMATION](#)

[2015 WINNERS](#)

If you require any clarification, please contact Sandra Vera via e-mail [sandra.vera@skal.org](mailto:sandra.vera@skal.org)

# FLORIMOND VOLCKAERT FUND

## *My Defining Skål Moments in Life*

**My story begins Jan '13. I leave for a SA tourism roadshow to India. Excited to meet Skålleagues in Hyderabad. The Roadshow took us from Mumbai to Bangalore to Hyderabad to New Delhi and back to Mumbai. The function with Skål Hyderabad was simply Unforgettable!**

I fell ill on my return to Cape Town and for 10 months I coughed and spluttered. I was treated for flu, bronchitis, pneumonia, influenza, you name it! I changed doctors. Turns out, I contracted TB whilst in India. Now, normally a plump, white, middle-aged woman will not contract TB. But as a Type I Diabetic I did. In order to define the strain of TB I had to undergo a Bronchoscopy. Without medical aid and having spent a lot of money on medical bills over the 10 months, I was destitute.

Skål International Cape Winelands rallied up and put a request forward to Lavonne Wittmann for assistance from the Florimond Volckaert Fund. I was overjoyed when the request was approved and on 25 November 2013 I had the Bronchoscopy as well as treatments necessary for the TB and associated liver complications. A defining Skål moment.

One year later Jan '14 I woke up blind. You would not think that the two are related. But the TB meds caused a massive haemorrhage behind my eyes, which detached the retina, and blood seeped into the white vitreous gel of my eyes. Causing instant loss of sight.

***Without a medical aid, every visit to an Ophthalmologist, I heard: "Yes, we can help you. No medical aid? No sorry. "Even the eye surgeon at Tygerberg hospital told me "Forget about it. You will never see again. We have done what we could. Go home."***

***I clearly remember the shock and hurt and desperation. God had forgotten about me. He never even heard me. I rolled over and played dead. I saved my Insulin. I could***

***see no future. I would not go into 2015 blind. "God, do you hear me?"***

I attended a healing service at the Kingdom of Fire in Stellenbosch. During the service, the Pastor said: "There is a lady sitting down with white blouse and glasses. She has a problem with her eyes. One worse than the other. It is the second time this morning God is telling me about you. Can you please put up your hand?" God heard me!

Life after that service did not suddenly become a walk in the park. In the end I found Dr Johann Krüger of the Tygervalley Eye & Laser Clinic who was willing to operate even though I had no medical aid and no funds. Skål Cape Winelands & Cape Town joined forces and again Lavonne Wittmann received a request for assistance. Skålleagues across South Africa and the world opened their hearts and pockets and donated generously to my cause. The Florimond Volckaert Fund application was approved and I could have my first operation! A defining Skål moment.

I had my first Vitrectomy 16 January 2015 and second one 19 March 2015. I have regained 50% sight in my right eye and 80% in my left eye. My ultimate defining Skål moment in life.

Not only did I regain my sight. I also regained my faith. I am now assisting Dr Krüger with his social media marketing in order to settle my considerable account with the Tygervalley Eye & Laser Clinic. I will always be humbled by the love and friendship amongst Skålleagues. I am forever thankful for the #GiftofSight from the Florimond Volckaert Fund.

Marinda Holtzhausen, Skål International Cape Winelands



# IMEX FRANKFURT

*VALUABLE BUSINESS OPPORTUNITIES, GREAT CONNECTIONS AND FRESH THINKING – ALL AT IMEX IN FRANKFURT THIS YEAR*

David Dubois, Immediate Past Chair of the Convention Industry Council and President & CEO of IAEE, is set to deliver the keynote at the opening ceremony of IMEX in Frankfurt, launching three days of business opportunities, networking and a comprehensive education programme. The show, taking place 19 – 21 April at Messe Frankfurt, has been developed following feedback from buyers and exhibitors and is designed to address some of the hot topics in the meetings and events sector.

*More for Hosted Buyers  
More than 20 new hosted buyer groups from around the world are set to attend IMEX in Frankfurt this year. These include buyers from the USA, Poland, China, South Africa and South America, plus UNICEO – the network for corporate event decision makers. ISES (International Special Events Society) is also bringing their Global Event Summit to the show for the first time.*

Revised group appointment timings will give buyers more time to explore the show floor, discovering new exhibitors, education and networking opportunities - the show will now open at 9.45am, with no group appointments scheduled before 11am or after 4pm.

Buyers can meet numerous new exhibitors such as Sardinia, Catalunya Convention Bureau, Wyndham Hotels, Condor Airlines, Variety Cruises and ESA Central & South America. Many established exhibitors have expanded their stand space, including Qatar Tourism Authority, Sri Lanka, Serbia, New Zealand, Hong Kong and Portugal; and hotel groups – Hilton International, Maritim Hotels and Preferred Hotels.

## TOPICAL EDUCATION

With over 180 education sessions at IMEX in Frankfurt this year, visitors are sure to find sessions that match their needs. The Inspiration Hub, home to all the show floor education, will host experts exploring Business Skills, Creative Learning, Diversity, General Education, Health and Wellbeing, Marketing/ Social Media, Personal Development, Sustainability, Technology, Trends and Research. CMP/CEU and ISES Points can also be accrued at many sessions. New for this year is a series of short and snappy talks focused on 'Trends and Future-Think'. These TED-style talks, brought to IMEX in Frankfurt by the Swedish Network of Convention Bureaus, promise



to introduce an 'innovative Swedish interactive learning experience'.

The sharing economy is a hot topic at the show this year, explored through the comprehensive education programme including a panel session of sharing economy pioneers discussing *How can we work with the new sharing economy?* Senior representatives from MeetingRooms.com, VizEat and Maritz Travel Company will detail their experiences and explore how the 'old' and new economies can work together for mutual benefit. Jean-Michel CEO and co-founder of VizEat, the European leader of social dining, will further explore the shared economy, particularly food tourism and authenticity, in his session *The unexpected power of shared meals*.

Business is Personal is another major area of focus with sessions designed to help buyers and exhibitors to grow and develop both professionally and personally. Business Skills and Personal Development educational tracks explore this theme with sessions on leadership skills, developing confidence and fostering strong connections. Jonathan Bradshaw delivers *The Meetology®* guide to influence and persuasion, while Laura Richey from WINiT (WomenInTravel) shares her advice on *Dealing with challenging people*.



# IMEX

# Frankfurt



19–21  
April 2016

“This is where  
events take shape.”



## Events are born out of great conversations

There are many advantages to be gained by coming to IMEX: you can get business done in half the time, make new contacts, and find out what's new in the international meetings industry.

But the real benefit of coming to IMEX – the thing that everyone loves – is meeting people face to face. Having a conversation about a forthcoming event is so much easier – and more enjoyable – when the person you're talking to is sitting opposite you.

IMEX is the place where business relationships are born – over smiles, handshakes, coffee, smoothies, baklava, tapas, dim sum, sushi, olives, wine, brandy... you get the idea.

Come to IMEX, 19-21 April 2016, Frankfurt.

We look forward to seeing your #IMEXsmiles.

Register now for IMEX 2016 [imex-frankfurt.com/register](http://imex-frankfurt.com/register)



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There are also numerous ways for both buyers and exhibitors to join the Business is Personal theme off the show floor, via meditation and yoga sessions in the new Be Well Lounge (supported by Weichlein Tours + Incentives and Munich Convention Bureau), or by joining others for an energetic start to the day at the IMEXrun, sponsored by Rio de Janeiro.

Fresh from its success at IMEX America, the Play Room will host its interactive 'quirkshops' at IMEX in Frankfurt. Play With A Purpose brings this new feature to the show, providing a creative, interactive, hands on "play space" designed to provide a fresh look at meeting planning.

**DEDICATED FEATURES**

As part of the show's comprehensive education programme, PCMA Business School is bringing its prestigious Business School to Europe for the first time alongside IMEX in Frankfurt. Hosted by Congress Center Messe Frankfurt, this free of charge programme is open to all and offers executives the chance to develop core business skills and learn from an MBA level professor.

Exclusively Corporate @IMEX is a dedicated education and networking event solely for corporate meeting and event planners. Leading business strategist, Dr Kaihan Krippendorf, will deliver a keynote on how to develop 'mental agility', sharing insights from his study of over 200 successful innovators. At a Mock Trial, new for this year, participants can turn their hand

to becoming prosecution and defence lawyers exploring a real, ethical scenario in an authentic courtroom setting in an engaging, entertaining educational session.

A dedicated education and networking event for exclusively for association executives, Association Day, attracts around 300 professionals from 40 countries each year. This year's collaborative programme has been developed in response to issues raised by participants at last year's event - how to remain relevant. Charles Leadbeater is set to harness this in his keynote address. As a leading authority on innovation and creativity, he has advised companies, cities and governments across the globe and is regarded as one of the top management thinkers worldwide.

Finally, the renowned Politicians Forum brings together up to 40 politicians and political influencers with around 80 industry leaders to discuss building and sustaining a successful meetings industry. This year the keynote speaker is Hon Minister Stuart Ayres, Minister for Trade, Tourism and Major Events for New South Wales detailing How Meetings and Events Can Fulfil Political Optimism.

IMEX in Frankfurt takes place at Messe Frankfurt from 19 - 21 April 2016. For further information and to register as a visitor go to [www.imex-frankfurt.com](http://www.imex-frankfurt.com)



# Discover the world

Don't forget to register your stand at WTM Africa 2016

[wtmafrica.com](http://wtmafrica.com)

Cape Town Convention Centre (CTICC) 6-8 April 2016



# WTM AFRICA 2016

CALLING ALL SKÅL MEMBERS TO EXPERIENCE THE THIRD YEAR OF WTM® AFRICA

*Now in its third year and taking place from 6-8 April 2016, World Travel Market®Africa, the leading B2B exhibition, hosts a nexus for the inbound and outbound African travel & tourism markets. Through its industry networks, global reach and regional focus, WTM®Africa creates personal and business opportunities providing our customers with quality contacts, content and communities; all under one venue, the Cape Town International Convention Centre (CTICC).*



*What sets WTM® Africa apart from other travel trade shows in Africa is that it caters to both the inbound and outbound sectors of travel and tourism. It is all about doing real business, in the business of travel. Although the location is right at the southern tip of Africa, in the beautiful Host City of Cape Town, WTM® Africa is just that, a show for Africa. Through the WTM® Portfolio, the organisers have access to an extremely large bank of buyers from across the globe and their policy has always been to bring new, quality buyers to the exhibitors.*

Companies and organisations are exposed to so many platforms through which to market their products and services. Matching the exhibitor clients with the right buyer, cuts through the clutter and ensures a profitable and worthwhile experience where actual business gets done and no-one's time is wasted. WTM® Africa really means business!

Exhibitors from Southern Africa, Continental Africa and International participants will be exhibiting, in addition international tourism boards, international hotel brands and product suppliers are encouraged to join in and benefit from quality appointments with buyers from all over the continent and beyond through their media diary of events.

The WTM® Africa events programme provides a reason to visit all on its own. The three days are packed with key and relevant seminars and presentations, by sought after speakers, on topics that are of relevance to our industry currently. A key function that will be hosted at WTM Africa for a second year is, the Africa Responsible Tourism Awards. These leading global awards recognises achievement and innovation in responsible tourism. WESGRO is the main sponsor for a second year running for the 2016 Africa Responsible Tourism Awards. In addition, WTM® Africa's 2016 show is excited to announce the new addition to the exhibition pool when leading digital, social, mobile and tech exhibitors showcase their products to key travel industry professionals. Technology in travel continues to play a vital role in the growth of the travel industry and the WTM® portfolio has recognised the need for incorporating top travel technology houses and how they can shape the future of travel and tourism, particularly for companies looking to incorporate new technology into their business strategies.

"The 2016 WTM® Africa event promises to deliver more interaction, more education, more networking and most importantly, more business concluded than ever before witnessed in our industry here in Africa" said Chardonay Marchesi, General Manager of African Travel Week. "We are delighted to continue to bring the world to Africa and Africa to the world once again in the beautiful mother city of Cape Town. We encourage all in our industry to get in touch with us via our website to find out how they can participate."

"We would like to encourage all Skål members everywhere, to make plans to travel to Cape Town early April to take advantage of all that is on offer at WTM® Africa" says Chardonay Marchesi, General Manager for WTM® Africa at Thebe Reed Exhibitions. "There is nowhere else in Africa other than WTM® Africa to go, to get this all-encompassing and up-to-date travel information sensory experience. For more information visit <http://www.wtmafrica.com/>



# GREENING MAURITIUS

SKÅL INTERNATIONAL MAURITIUS IN PARTNERSHIP WITH SKÅL INTERNATIONAL LONDON EMBARKED IN THE GREENING MAURITIUS PROJECT



*Skål Mauritius is embarking on a 2-year project called Greening Mauritius.*

*During the Skål International World Congress 2015 held in Torremolinos, Spain, Skål London and Skål Mauritius signed a Twinning agreement. The Twinning Ceremony took place during the Executive Committee Forum which was held on Saturday 31 October 2015 at 9am at the Melia Convention Centre.*

After the Twinning Ceremony, the logo Greening Mauritius was unveiled. Skål London will bring its expertise to support this 2-year project which Skål Mauritius will embark onto make Mauritius a true, universal, green island.

During the WTM Skål London cocktail which was held on Wednesday 4 November 2015 on the ground floor of the WTM South Hall Buyers Club, the Twinning between the two Clubs was celebrated and the presentation of the Greening Mauritius project was also made in the presence of newly elected President of Skål International, Nigel Pilkington, President of Skål UK, Alison Partridge, President of Skål London, Paul Hoskins and Skålleagues around the world. During his speech, the President of Skål International Nigel Pilkington pointed out that this initiative “is a good example that other Skål Clubs could follow”.

The idea is to turn Mauritius into a flower island with perennial and endemic plants which will be planted to enable the whole population and tourists to enjoy a flowery environment all year-round. This will be a National project where Skål Mauritius is inviting all Mauritians and the Private and Public sector to participate. Our main objective is to plant 1 million plants over a period of two years. As a first step of the project flowers and trees will be planted from the airport and along the motorways to the north of the island which will boost the image of Mauritius as a flower island. The island will then be divided into several zones from road sides, forests – jogging and walking trails by connecting all the different towns and

villages and the round about along motorways.

The project is to develop Mauritius into a tourist destination filled with flowers throughout the year which will be rolled out in stages upon the completion of surveys on the island.

Skål Mauritius became a major stakeholder in the Greening Mauritius project in partnership with the Ministry of Environment which is the lead partner. We have already participated in the launching of the three phases which were initiated by the Ministry of Environment namely at:

**1. BALISON MOTORWAY ON 7 JANUARY 2016**

The project was kick-started at the Balison Motorway in the south of the island in the presence of several Ministers namely: Hon. Raj Dayal, Minister of Environment, Hon. Mahen Seeruttun Minister of Agro-Industry, Hon. Anwar Husnoo, Minister of Local Community, Hon. Alain Wong, Minister of Civil Service and Hon. Prem Koonjoo, Minister of Marine Resources and Fishing. Skål Mauritius produced the landscaping design and donated over 1,800 shrubs, endemic plants and trees.

Several Members of Parliament, Members of the Diplomatic Corps and Skålleagues were also present.



Tree planting exercise by Honorable Ministers, Raj Dayal, Anwar Husnoo, Mahen Seeruttun, Alain Wong, Prem Konjoo and other MPs present.

**2. EBENE 6 FEBRUARY 2016**

Skål Mauritius partnered with the Ministry of Environment and the Mauritius Scout Association to launch the 2nd phase of the embellishment project in the new motorway starting from Ebene to Terre Rouge – Verdun. The symbolic tree planting and function were held at Ebene.



Hon. Minister Raj Dayal together with the Chief Commissioner of the Mauritius Scout Association, President of Skål Mauritius, Ibrahim Ayoub and Skålleagues.

**3. WOOTON 16 MARCH 2016**

The third phase of the embellishment programme of the Ministry of Environment was launched in the centre of Mauritius at Wootun in partnership with Skål Mauritius and the Mauritius Prison Service.



Tree planting exercise by the Mayor of Curepipe and MP Malini Seewocksingh.

Skål Mauritius has now contributed over 3,000 plants and for the next 2 years Skål Mauritius is going to set up a Greening Mauritius Trust inviting other stakeholders such as the Government of Mauritius and the private sector to join in. This Greening Mauritius Trust will be responsible for raising funds both locally and internationally in order to allow us to implement and meet our objectives of greening our island.



# COMBAT SEXUAL EXPLOITATION OF CHILDREN IN TRAVEL AND TOURISM

*The commercial sexual exploitation of children in travel and tourism for sexual purposes by offenders who travel to engage in sexual activities with children – child trafficking, child prostitution or child pornography – is a growing problem in destinations all over the world.*

There are a variety of ways in which an offender can gain access to children. For instance, abusers may seek out children on the streets, at the beach, in hotels, karaoke clubs and brothels. In countries where child marriage is common, families may accept money for their young girls and arrange the marriage for the length of the visitor's stay, in certain countries where such marriages exist. Illegal adoptions by foreigners serve as another point of entry for sex offenders.

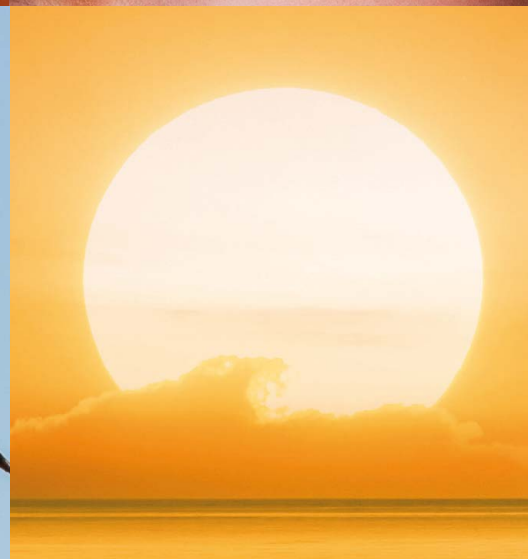
An estimated 150 million girls and 73 million boys under 18 years of age experience sexual exploitation or other forms of sexual violence according to the UN Global Study on Violence against Children. Every year, millions of children are bought and sold for the purposes of sexual exploitation. The International Labour Organisation (ILO) estimates that approximately 5.5 million are being exploited in force labour, including forced sexual exploitation.

Preventive actions have been implemented throughout the world to increase awareness and knowledge of sexual exploitation of children in tourism and build capacity for preventive action among tourism professionals, students, security forces and governmental authorities, in cooperation with governments and the tourism industry.

There have been efforts made to improve laws and policies preventing child sexual exploitation in travel and tourism, but there are cracks in the system that need to be addressed. As soon as prevention and protection efforts are intensified in a particular country, sex tourists seeking children seem to move on to a neighbouring country. Additional flaws include the lack of data on cases; legal gaps; insufficient training and awareness-raising; scarcity of resources for care and protection services; lack of prosecution of offenders; and the absence of cooperation from businesses.

Although the travel sector is not directly responsible for the sexual abuse of children in the tourist trade, the tourism industry has a key role to play in combating the sexual exploitation of minors and is encouraged to engage in ethical practices, particularly by adopting professional codes of conduct and other self-regulatory measures.

Skål International is a Board Member of The Code [www.thecode.org](http://www.thecode.org), an industry-driven initiative with the mission to provide awareness, tools and support to the tourism industry to prevent the sexual exploitation of children; a supporter of ECPAT International [www.ecpat.net](http://www.ecpat.net), a global network dedicated to protecting children; and as Affiliated Member of the UNWTO [www.unwto.org](http://www.unwto.org), Skål endorses its World Tourism Network on Child Protection campaign.



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# CALENDAR OF FORTHCOMING SKÅL EVENTS

## INTERNATIONAL TRADE FAIRS

You are most welcome to visit the Skål International stand at WTM Africa and IMEX Frankfurt 2016 and interact with tourism professionals!



### SKÅL INTERNATIONAL STAND: W16

[www.wtmafrica.com](http://www.wtmafrica.com)

Skål International Cape Town invites Skål members to attend the **SKÅL/WTM Africa Networking event and Cocktail Party** on Thursday 7 April 2016 at 18.00 hours at the Southern Sun Cullinan Hotel, Waterfront, 1 Cullinan Street, Cape Town. For registration, please respond to by 10.00 am Tuesday 5 April 2016 to Anne Lamb at [anne@yebo.co.za](mailto:anne@yebo.co.za) or [RSVP now](#). Remember to bring cash for raffle tickets. If you would like to gain additional exposure by sponsoring a prize, please e-mail: [michelle@tmesa.co.za](mailto:michelle@tmesa.co.za)



breakfast among Skål friends and trade personalities from different countries around the globe. Mr. Ray Bloom, Chairman IMEX Group, has confirmed his availability and willingness to attend the breakfast. To register, please contact [thien@thienconsult.de](mailto:thien@thienconsult.de).

This year we will be celebrating 10 years of cooperation and partnership between IMEX Frankfurt and Skål International. A cake cutting ceremony will be held on Tuesday 19 April at 14.15 on the Skål stand.

## YOUNG SKÅL SYMPOSIUM 2016

Young Skål members are invited to attend the 2016 YOUNG SKÅL SYMPOSIUM IN ANKARA, TURKEY, FROM 21-24 APRIL. Enjoy and share this professional and amazing experience with other Young Skålleagues from other parts of the world!



Full details, programme and registration available at [www.youngskalank.org](http://www.youngskalank.org)

## SAVE THE DATE

### AUSTRIAN NATIONAL SKÅL DAYS – “BUILDING SKÅL BRIDGES”

Wien | 15-17 April 2016  
80 Years Skål International Wien.  
Bestowal of the Skål Tourism Quality Award 2016.  
[Programme and Registration](#)

### 43rd SKÅL LATIN AMERICAN CONGRESS

El Salvador | 6-10 May 2016 - [Web](#)

### 55th NAASC CONGRESS

Boise, Idaho (U.S.A.) | 8-11 June 2016  
[Web](#)

### 45th SKÅL ASIA CONGRESS

Singapore | 14-17 July 2016 - [Web](#)



### SKÅL INTERNATIONAL STAND: F160

[www.imex-frankfurt.com](http://www.imex-frankfurt.com)

Skål members are invited to attend the traditional **SKÅL/IMEX FRANKFURT BREAKFAST** on Thursday 21 April 2016 from 08.30 to 10.00 a.m. at Frankfurt Messe Fairground, Hall No. 9.1, Room Esprit. Enjoy your



For more information on national congresses/meetings and local/regional events, please visit [www.skal.org](http://www.skal.org)



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