

EDITION 267



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# SKÅL

MAGAZINE

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



# SKÅL

WORLD CONGRESS

HYDERABAD | INDIA

5-9 OCTOBER 2017



## Environmental Responsibility in the Tourism Industry

More than one hundred million tourists who travel around the world every year make Tourism a powerful and transforming drive, greatly influencing millions of peoples' lives in all aspects.

Sustainability was not a real problem for us 10 years ago. Nowadays, however, we are more competitive if we are indeed more responsible with the environment. We should make a difference by raising awareness about the importance of a more sustainable development among the businessmen and executives who make decisions as well as among the general public. The countless applications that a product

such as Stone Paper has in the Tourism Industry surely guarantees a highly responsible consumption with the full backing of a certified seal of quality.



1 TON OF PAPER	TREES NEEDED	GENERATED RESIDUES	WATER USED	CHLORINE USED	ENERGY USED (BTU)
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**Little Actions  
Big Changes**

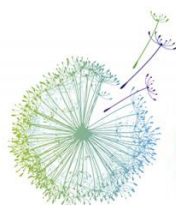
### Environmental Awareness

**NO TREES | NO WATER | NO BLEACH**

More than half the tropical forests have disappeared in the last 60 years



Official Sponsor of Skål International Sustainable Tourism Awards



2017  
AÑO INTERNACIONAL  
DEL TURISMO SOSTENIBLE  
PARA EL DESARROLLO



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# MESSAGE

from the

# PRESIDENT

*Dear Skålleagues, it has been my privilege and honour to serve as your President for the last 11 months and I now have only a few short weeks to go before I pass on the chain of office.*

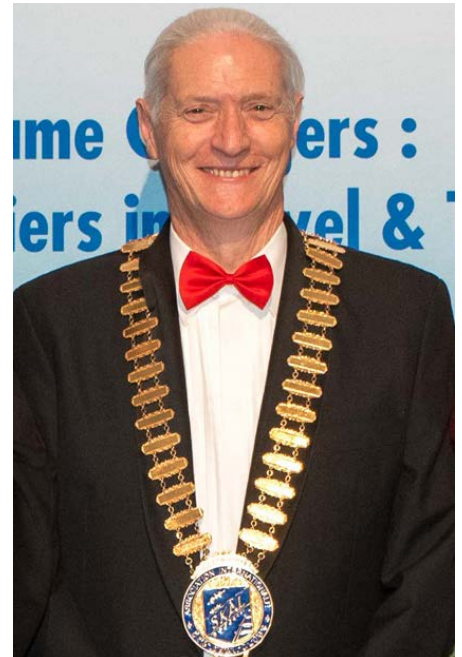
It has been an interesting but also very challenging year. You will hear from the Executive Committee and you will see from the reports submitted some of the issues that have been faced. Those of you who will be at the World Congress in Hyderabad will also hear more about what has been happening.

Skål continues to face challenging times with the membership still declining. It is, however, important to note that every year we attract a reasonable number of new members this is not keeping pace with the number being lost. Susanna Saari and Lavonne Wittmann have spearheaded the “Why i left Skål” initiative which we hope will help us all, from the club level to the Executive Committee, obtain an understanding of the key reasons.

Throughout my travels I have heard many times that we need to make Skål more relevant to all groups and mainly the “Millenniums” so it will be important for all of us to think how we can achieve this and what initiatives or projects we need to undertake in order to make the experience of joining Skål relevant for the younger generations, whilst not forgetting the needs of our current, core members.

The Executive Committee continues to endeavour to control expenses that can be managed so that we are able to operate within the financial constraints we are faced with. This is not an easy task since there are fixed costs which we have that are not easy to change. They would require very drastic and expensive measures to change, which are really not practical at the current time.

One of the Key Performance Indicators (KPIs) for the C.E.O. is and has been to identify new sponsorship which Daniela Otero has indicated is difficult to achieve within the current IT structure. Consequently an IT review is currently being undertaken to see what needs or should be done in order to change operations. In the meantime she will continue to endeavour to try to attract sponsorship. This year to date net cash sponsorship has been Euros 17438 plus a discount deal for members attending the congress through



the One World Alliance of airlines and an advertising deal with TV5, the French-speaking television channel.

You will see from Daniela's report what she plans for the coming year and let us hope but this and the changes will result in additional sponsorship being obtained.

The individual member continues to be the core of what Skål is all about and the support of the individual clubs makes Skål the organisation we all love. Last year 55 clubs achieved more than a 10% growth in membership; this is very commendable and it would be nice if more clubs were able to achieve such a goal this year.

Many members, however, do not get the opportunity to experience or take advantage of the tremendous network

of like-minded people Skål has around the world that can assist you with your personal and professional travel plans by giving you local insights into the area and can also help you should you be sending clients to a new destination.

The use of the global network and the potential business to business opportunities available continue to be a strong pillar of Skål and is one of the key benefits which is not used as much as it should be so I would ask Club members and their committees to explain the opportunities that are available and which all members have access to.

In the coming years we need to become as productive as

possible to provide tangible benefits to the members so that they really value their membership, enjoy the amicale and also the whole Skål experience from the local through to the international level.

In closing I would just like to say that I have enjoyed my term of office immensely and all that remains for me to say is that I hope to see as many of you as possible next year for the Congress in my home country, Kenya.

**David J. Fisher**  
President, Skål International

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## NOTE FROM THE CEO

*On 27 September International Tourism Day will be celebrated and this year's theme is "Sustainable tourism as an instrument for development". The intention is to make the international community aware of the importance of tourism given its social, cultural, political and economic aspects.*

World Tourism Day is a unique opportunity to raise awareness of the contribution of sustainable tourism on development while encouraging everyone to work together to make tourism a catalyst for positive change.

This year's UNWTO meeting in Doha, Qatar will discuss key issues and provide a platform for the exchange of views, perspectives and experiences. It will address the changes that tourism needs in order to become a more effective development tool and will present real case and good practices from around the world.

Since 1980 this date has been chosen because it is especially suitable to coincide with the end of the high season in the Northern hemisphere and the beginning of the high season in the Southern hemisphere, a time when tourism is in the minds of millions of people worldwide.

My schedule will not permit me to attend this year's meeting in Doha but I will, of course, share the results of this interesting meeting with you once I receive them.

Whilst this meeting is taking place we will be in the countdown to Hyderabad, packing suitcases, etc. It is the final stretch, all our team and members are eager to know what our Indian Skålleagues have prepared



to welcome the participants from more than 40 countries who will be participating in this World Congress.

To do things well you have to have the will but to make them happen in an excellent manner you must have passion! Our Indian Skålleagues have shown over the months of work that they have the passion and this will guarantee and incredible experience.

**Daniela Otero**  
C.E.O. Skål International

90<sup>TH</sup>  
ANNIVERSARY

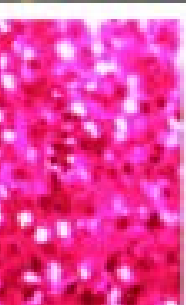
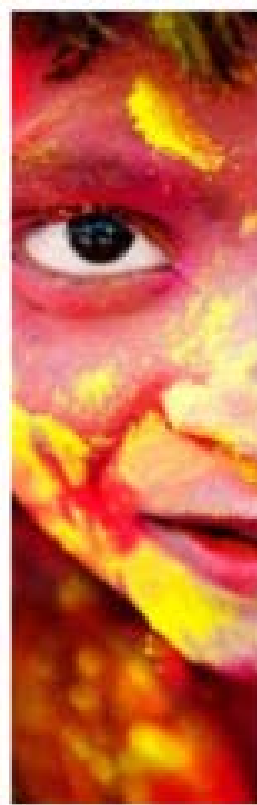
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## HYDERABAD IS EXCITING AND OUTSTANDING... IS THE PLACE TO BE

Hyderabad has the best convention centre in India, great hotels, most fascinating cuisine, plenty of shopping and, of course, a Skål Club with 60 members ready to welcome you, to host you and to offer you memories of a lifetime.

A welcome reception is especially waiting for you at the most popular and award winning airport, Hyderabad Shamshahab – HYD.

A superb selection of Luxury and First Class hotels carefully chosen to create your package.

REGISTER TODAY [HERE](#) | [CONGRESS WEBSITE](#)

### CONGRESS PROGRAMME

#### THURSDAY 5 OCTOBER

All day Arrivals of Congress participants  
19:45-23:00 Get-Together Party at Sampradiyka Vedika

#### FRIDAY 6 OCTOBER

09:30-12:45 Opening Ceremony at HICC (Hall 1-3)  
10:00-16:00 Travel Expo at HICC (Hall 4)  
14:30-15:15 Twinning Ceremony at HICC (Hall 5-6)  
14:30-16:40 B2B at HICC (Hall 4)  
20:30-22:00 Celebrity Dinner at HICC (Hall 1-3)

#### SATURDAY 7 OCTOBER

09:00-18:00 General Assembly at HICC (Hall 1-3)  
10:00-16:00 Travel Expo at HICC (Hall 4)  
14:00-16:30 City Tour for non-delegates  
19:00-22.30 Dine Around in different restaurants

#### SUNDAY 8 OCTOBER

08:15-09:00 Presidents Forum at HICC (Hall 1-3)  
09:00-10:00 Executive Committee Forum at HICC (Hall 1-3)  
10:00-16:00 Travel Expo at HICC (Hall 4)  
10:30-12:00 Travel Forum at HICC (Hall 1-3)  
12:15-13:00 Celebrity Speakers at HICC (Hall 1-3)  
14:30-16:30 Young Skål Forum  
14.30-16:30 City Tour  
19.00-24:00 Presidents Gala Dinner at HICC  
19:00-19:30 Formalities  
19:30-20:15 Cocktail  
20:15-24:00 President's Gala Dinner

#### MONDAY 9 OCTOBER

All day Departure of Congress participants



अतुल्य!भारत  
Incredible India





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sights & sounds of travel  
**at the city of pearls**

# **SKÅL** **INTERNATIONAL** **TRAVEL EXPO**

Powered by UBM

**06 - 08 October 2017**  
HICC , Hyderabad

**FULL INFORMATION HERE**

# COUNCILLOR'S CORNER

*Dear Friends,*

*It is a pleasure to address all of you from this special corner. When Lavonne Wittmann, the Director of PR & Communications asked me to post a message to this magazine, I accepted without any hesitation because this would be a great opportunity for me to emphasise more on our upcoming Silent Auction event that will be held during the Hyderabad Congress.*

I have been a member of Skål International Antalya for 30 years. I can simply say Skål has played such an important role in my life and given me the chance to meet such great people and work side by side while taking various roles including President of Skål International Antalya, Turkey.

I have attended 18 Skål Congresses and even ran a "world congress campaign" internationally, this has been an amazing ride.

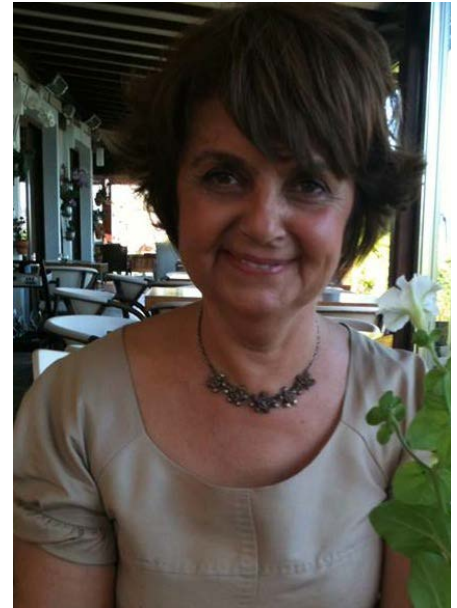
As the recently elected Councillor of Turkey, I decided to volunteer for a different role in Skål and offered to organise a "Silent Auction" during the Hyderabad Congress. Silent Auctions had been organised many times during past Congresses for the Florimond Volckaert Fund, however this time it is going to be for different purpose. The decision was taken by the Councillors during the Mid Year Meeting (MYM) in order to strengthen our Membership Development Fund (MDF).

Due to the fact that our membership development tools need to be enriched, I believe we need to open minds to new ways of thinking and working to enhance the value we create on many levels. The current MDF does not seem adequate so we need to enrich the funds in order to get more out of it.

I, therefore, invite you to take responsibility for the change and bring along an item with you to the congress so that we can expose it at our Silent Auction. By supporting the Silent Auction you/we support the MDF and by doing that we support Skål to grow even more and hence play a part worldwide.

Looking forward to seeing and meeting you in Hyderabad,

**By Asuman Tariman,**  
Councillor, Skål International Turkey



**SKÅL**  
WORLD CONGRESS

AN INVITATION TO THE  
**SILENT AUCTION**

Valuable pieces from around the world are available for you to bid on at the HICC Hall 2

The amount raised will go to the Skål International Membership Development Fund

Bidding starts from 70% below the market value

Opening hours  
 • 4 October 19.00 - 21.00  
 • 5 October 09.00 - 12.00 and 13.00 - 21.00  
 • 6 October 09.00 - 12.00 and 13.00 - 21.00  
 • 7 October 09.00 - 17.00 (no lunch break and closing)

**Don't miss this opportunity!**





# SKÅL EXPANSION

## ACTIVE INDIVIDUAL MEMBERSHIP

*Are you involved in a managerial position in the Travel and Tourism Industry and live or work in a country that does not have a Skål Club?*

*No Problem! You can join our exciting organisation as an ACTIVE INDIVIDUAL MEMBER in this growing membership category.*

**IN THIS ISSUE, WE FEATURE THE SULTANATE OF OMAN WITH RIYAZ KUTTERY, CHIEF OPERATING OFFICER, MEZOOM TRAVEL LLC [WWW.MEZOONTRAVEL.COM](http://WWW.MEZOONTRAVEL.COM).**

Welcome to the Sultanate of Oman – Ahlan Wa Sahlan!

Whether you are looking for an adventurous holiday or a simple getaway, Sultanate of Oman will leave you with a memorable experience to cherish forever. From pristine coastlines to undulating sand dunes to breathtaking sceneries, Oman is truly a destination with contrast at every corner. Be our guest and discover the many charms, culture, natural beauty and age-old traditions that Oman has to offer. The warm hospitality of the Omani people will make you feel this land, a home away from home. A warm climate, easy accessibility from almost all parts of the world, internationally acclaimed hotels and beach resorts, and above all, a professionally managed team of experts with years of collective experience in organizing MICE and Leisure Tourism throughout Oman will leave you blissful.

MEZOOM INTERNATIONAL TRAVEL & TOURS LLC is a pioneer in travel agency field in Oman having been founded in 1972 as a division of the Omar Zawawi Establishment (OMZEST) Group of Companies – one of the premier business and industrial groups in Oman.



Today we are one of the largest travel management companies in Oman, being a full service travel agency, while at the same time handling the General Sales Agency for 10 major carriers. With 120 staff assigned to cater business activities.

We are Globally Affiliated to BCD Travel.

We have dedicated offices for Mezoon Destination Management (Inbound Division) handling all inbound activities and Mezoon Holidays (Outbound Division) handling all outbound activities.

**DESTINATION MANAGEMENT DEPARTMENT**

Catering to the needs of individual and group tourists coming to Oman, Mezoon Tours are appointed inbound agents for many large European, American and Far Eastern tour operators and have their own trained guides and 4-wheel drive vehicles along with luxury coaches for all terrain excursions and also specialized overnight camping trips.

**OUTBOUND TOURS (WHOLESALE DEPARTMENT)**

The Outbound Tours department specializes in FIT, GIT, Special Interest and Incentive Groups. It produces brochures and flyers to destinations worldwide and operates Special Tours for our Principal airlines.

By Riyaz Kuttery

# PEOPLE

## JULIE DABALY SCOTT: AFRICAN TRAVEL 100 WOMEN WINNER



Award being presented to Julie Dabaly Scott by Senator Florence Ita-Giwa of Cross River State of Carnival Calabar, the biggest street party in Africa.

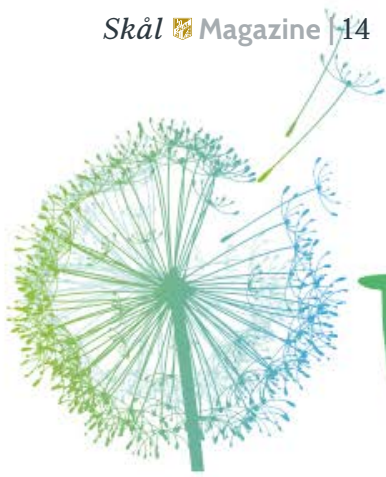
Julie Dabaly Scott is the Owner and Managing Director of Carlson Wagonlit Travel, Kenya an independently owned and operated by Bunson Travel Service Limited.

Over 30 years ago, Julie Dabaly Scott began her career in the travel industry as a ground hostess for Ethiopian Airlines. She has seen three small travel agencies quickly transform into large, leading companies.

Bunson Travel Service has been named either as Kenya's Leading Travel Management Company or Africa's Leading Business Travel Agency – often both – every year since 2010, and is consistently awarded 'Top Agent' status by almost every major airline, and is the exclusive partner in Kenya for the international travel company Carlson Wagonlit Travel.

Julie is involved in the Skål International Association of Travel and Tourism Professionals, serving as President of Nairobi Club, National President and is currently the International Councilor of Skål International Kenya and was recently appointed Secretary of the International Skål Council.

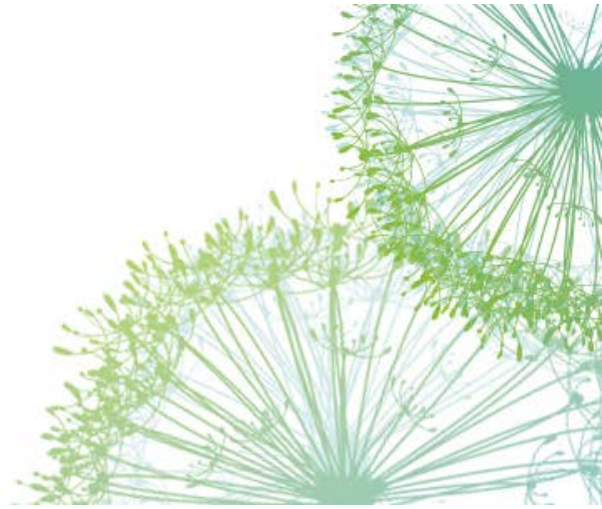
She was also a board member of the Kenya Association of Travel Agents (KATA), served as Honorary Secretary and later as the Vice Chairlady. She is a member of the American Chamber of Commerce Kenya (AMCHAM). Julie was named as one of Africa's Most Influential Women in Business and Government. In 2016, she was appointed by the government as a Trustee of the Tourism Fund.



World Tourism Day 27 Sep 2017

# Sustainable Tourism

a Tool for Development



# HAPPY WORLD TOURISM DAY!

*As the United Nations General Assembly affirmed when announcing the adoption of 2017 as the International Year of Sustainable Tourism for Development, tourism can contribute to all the three dimensions of sustainable development – economic, social and environmental – and each of the 17 Sustainable Development Goals. Not only does the sector spearhead growth, it also improves the quality of people’s lives. It can bolster environmental protection, champion diverse cultural heritage, and strengthen peace in the world.*

In this spirit, World Tourism Day 2017 presents a unique opportunity to raise awareness on the contribution of sustainable tourism to development among public and private sector decision-makers and the international community, while mobilizing all stakeholders to work together in making tourism a catalyst for positive change.

Join us in celebrating this special day! #WTD2017 #IY2017 #TravelEnjoyRespect #SDGs

## OFFICIAL MESSAGE ON WORLD TOURISM DAY

Message by Taleb Rifai, Secretary-General, World Tourism Organization (UNWTO)

**WATCH THE VIDEO: "Sustainable Tourism – a Tool for Development"**



Tourism is today the 3rd largest export industry in the world after chemicals and fuels. It brings hope, prosperity and understanding to so many lives and livelihoods all over the world.

Last year alone, 1.235 million travellers crossed international borders in one single year. By 2030, this 1.2 billion will become 1.8 billion.

The question, as we celebrate World Tourism Day 2017, is how we can enable this powerful global transformative force, these 1.8 billion opportunities, to contribute to make this world a better place and to advance sustainable development in all its 5 pillars:

1. Economic: yielding inclusive growth;
2. Social: bringing decent jobs and empowering communities;
3. Environmental: preserving and enriching the environment and addressing climate change;
4. Cultural: celebrating and preserving diversity, identity, and tangible and intangible culture, and
5. Peace: as an essential prerequisite for development and progress.

The UN General Assembly declared 2017 as the International Year of Sustainable Tourism for Development. This is a unique opportunity for all of us to come together to promote the contribution of travel and tourism as a grand 21st century human activity,

to build a better future for people, planet, peace and prosperity.

This World Tourism Day, whenever you travel, wherever you travel, remember to:

**RESPECT NATURE,  
RESPECT CULTURE,  
RESPECT YOUR HOST.**

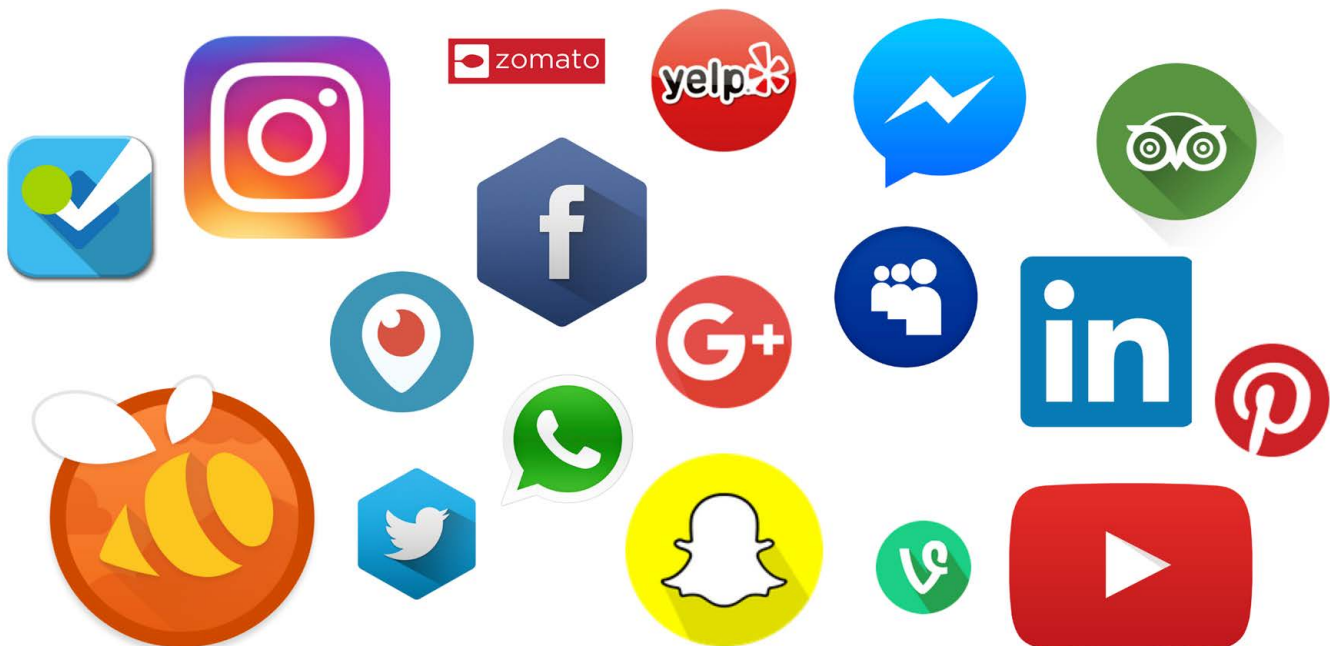


YOU CAN BE THE CHANGE YOU WANT TO SEE IN THE WORLD. YOU CAN BE AN AMBASSADOR FOR A BETTER FUTURE.

**TRAVEL, ENJOY AND RESPECT.**

# THE DIGITAL MIRROR V1.0

LIKE EVERY ONE OF US' PHYSICAL APPEARANCE REFLECTS ON THE MIRROR, OUR EXISTENCE ALSO REFLECTS ON INTERNET. WE MAY COUNT EVERY SOCIAL MEDIA [SM], BLOG, WEB CHANNELS AS PARTS OF IT. SO AS YOUR HOTEL, RESTAURANT, AIRLINE, ETC.



## WHY ONLINE?

When we were using traditional marketing instruments, huge amounts of funds were being spent in comparison with online marketing. It is now much easier to target your audience, demography, geography and to measure all of them. Old-school ads are already directing you to the foundations' SM

channels. On SM, we may even search the competitors and improve our strategic documents like SWOT, competitor check, positioning, etc.

The guests will definitely debate our operation, whether online or traditional. With online feedback, we have chances to control, observe and interact with our audience. Our main objective is to gain. SM

gives us the opportunity to gain reputation, trust, a sustainable PR operation; but not money. Money [if you feel you must boost or publish ads online] and SM professionals are only the initiators of your 21st century hospitality operation's turnover.

The most commonly used SM instruments are Facebook, Instagram and Twitter globally by having many different dynamics and algorithms. Of course, the usage differs on the country's web habits and they reflect a guest's experience online. "I want all those SM channels for the establishment." is also not the right attitude for a hotel or restaurant.

### TAKE IT EASY!

Believe it or not, SM management is almost as significant as your sales strategy. SM posts should not be boring [even emojis are recommended], must be clear and short. That means, breaking the rules of traditional marketing is the rule. Imagine every detail as geo tag, HD or 360 degree photos, relevant hashtags are the indicators of your profession. Remember the websites are boring anymore, less reliable, harder to update. Consider it is an innovative operation.



### WHO IS QUALIFIED?

While preparing your SM strategy, the most crucial thing is to be aware of it is a strategic document. So you have to make ready the establishment's SWOT, positioning or sometime feasibility studies. After all, by considering the target market [boutique, budget hotel or luxury collection, etc.], ads are ready to be published. Of course, it's the 2nd stage after your SM channels's configuration and you still need one more thing; a social media specialist (in-house) or a marketing agency.

### HOW IT ALL BEGAN...

When I created the AD1644 marketing group which consists of the 1644 Digital Agency, Manipulation Strategic and Erhan Us Visual Arts I already believe in the idea that the marketing of "intangible services" must differ from the marketing of "tangible services" Therefore, we studied new strategies, trends, creating trends and formed the service- industry-marketing group.

**Erhan Us**  
AD1644 Marketing Group CEO  
Skål International Ankara



# TWINNING

## INDIAN AND US SKÅL CLUBS TO FACILITATE LARGE SCALE TWINNING PROJECT TO MARK INDIA-US TOURISM YEAR

*2017 is India-US Tourism Year to increase bilateral visitation between the two nations, strong democracies from opposite sides of the world.*



Skålleague Chris Thompson, CEO of Brand USA, announces India-US Tourism Year in February at SATTE, India's largest travel trade show in New Delhi. The idea for twinning US Skål Clubs with all the Indian Skål Clubs at a ceremony in Hyderabad was born at this event.

Born at SATTE, India's largest travel trade show held in February in New Delhi, attending Skålleagues from Skål International Hyderabad and Skål International Washington came up with the idea of twinning interested US Clubs with all the Skål Clubs in India to celebrate this partnership and bring special attention to India-US Tourism Year at the Skål World Congress in Hyderabad, India, in October.

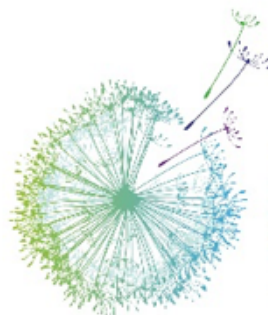
Through diligent months long efforts, Skålleagues from the United States and India were able to complete the twinning efforts, which will be observed on 6 October at the World Congress. Skål International Washington Skålleague Steve Richer and Skål International Hyderabad Skålleagues Vijay Mohan Raj and NSN Mohan led the effort.

### CLUBS TWINNING ARE AS FOLLOWS:

1. Bangalore and New Orleans
2. Calcutta and both New York and Northern New Jersey
3. Chennai and Philadelphia
4. Cochin and Boise
5. Delhi and Washington
6. Goa and Miami
7. Hyderabad and both Sacramento and San Francisco
8. Mumbai and both Los Angeles and Orange Coast
9. Poona and Atlanta

# SKÅL SUSTAINABLE TOURISM AWARD 2017

SPONSORED BY HALTERIOS



2017  
INTERNATIONAL YEAR  
OF SUSTAINABLE TOURISM  
FOR DEVELOPMENT

THREE INDEPENDENT JUDGES, WHO ARE EXPERTS IN TERMS OF SUSTAINABILITY, HAVE NOW FINALIZED THE EVALUATION OF THE ENTRIES RECEIVED FOR THE 16TH EDITION ACCORDING TO LEADERSHIP CRITERIA IN SUSTAINABILITY THAT ENCOMPASS TANGIBLE, MEASUREABLE BENEFITS TO THE ENVIRONMENT, ENHANCE BUSINESS, AND THE SOCIETY AND COMMUNITIES IN WHICH THEY OPERATE SUCH AS CARBON OFFSETTING, CLIMATE CHANGE MITIGATION, CULTURE PRESERVATION, ENERGY AND WATER SAVING, RENEWABLE ENERGY, HUMAN RIGHTS PROTECTION, EMPLOYEE PARTICIPATION AND TRAINING, ETC.

A total of 47 entries from 28 different countries of the five continents have this year competed in the ten categories available. This year, a special category for TOURISM DESTINATIONS has been created **on the occasion of the 2017 UNWTO International Year of Sustainable Tourism for Development.**

You can view the full list of participants [here](#)

The Sustainable Tourism Awards Ceremony will take place on 6 October in Hyderabad, India, during the Opening Ceremony of the 78th Skål World Congress:

[www.skalcongress.org](http://www.skalcongress.org)

The Awards are this year being sponsored by Halterios, a tourism management, branding/social responsibility and marketing consultancy [www.halterios.es](http://www.halterios.es) based in Cadiz, Spain. Halterios' marketing department recently presented to the tourism industry

the Stone Paper®, an intelligent, ecological and environmentally responsible product, which can satisfy the demand of companies that seek a reduction of costs while they consciously contribute to the reduction of the consumption of the natural resources of our planet.

Congratulations to all the winners and thank you to all the participants for their interest!





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# YOUNG SKÅL

## GARDEN ROUTE



*On 5th September 2017 Michael Puffett hosted the Skål International Garden Route – Young Skål (GRYS), at Ilita Lodge, Great Brak for a Leadership Development Program.*

This was our first official “value-add” event that will be organised every quarter. We decided that these events must add value to GRYS members that we can take back to our businesses.

We touched on topics of Strategic Growth, continuous education, relationship building inwards and out of our organisations, equipping our businesses and staff and how to create and grow opportunities.

This was a very interactive session and we all had some work that needed to be done in our business. We also started working on a GRYS strategic vision that is currently in progress. With the focus on creating opportunities in and around our communities. “The challenge is not changes, but rather how we handle change” Michael.

From there we went to visit the Youth Café of Groot Brak, where Michael and his team is doing tremendous work on development and education in the local community. The concept is to educate and equip young people and to get the off the streets.



We visited more businesses in the surrounding to see what is happening.

We then went back to Ilita Lodge for brain storming and networking. Yet again Michael and his team supported our initiative and hosted us for a good burger braai (BBQ) with some spectacular view on Great Brak. Some of the GRYS members travel about 200km to attend this very successful function.

By Rohan Minnaar, Young Skål, Garden Route

# CHRISTCHURCH

*The first Young Skål Club in Australasia was launched in Christchurch this week.*



Junel Katuin, Georgie Lawrence, Amelia Lay, all from Lincoln University attending the launch of Australasia's first Young Skål information event at The George

Young Skål groups were set up by Skål, the largest travel and tourism organisation, in 1999, with the aim of creating a great awareness of the organisation among young people studying for or training in the various sectors of the travel and tourism industry. Until now, however, there have been no Young Skål Clubs established in New Zealand or Australia, according to Bruce Garrett, President of Skål International Christchurch.

"Approximately 40 travel and tourism students from Ara, Avonmore, Lincoln and the NZ School of Tourism were given an introduction to the organisation and a presentation from the Christchurch Skål Club," Garrett says.

The students were then invited to become inaugural members. "Being members of Young Skål will not only give them an opportunity to network with fellow students and young professionals making a start in their careers in travel and tourism but also access to the many leaders and decision makers in the local

tourism community who make up the Christchurch Skål Club".

Garrett says the Christchurch Skål Club has nearly 100 members who are all keen to assist with the development of young talent and many of whom will act as mentors for the Young Skål members. "This will provide a valuable network of contacts for the youngsters and access to a pool of young talent for the professional members.

The Young Skål members will establish their own committee and develop their own meeting schedule and format and will be represented on the board of Christchurch Skål. They will be encouraged to attend regular Skål meetings and events whenever possible. Christchurch Skål will also have representation on the Young Skål board to assist with the Club establishment and ongoing development and to provide a conduit between the two groups."



# BLOOD LIONS CAMPAIGN

## INTERACTIVE TOURISM AND VOLUNTOURISM: DOES THE INTERNATIONAL TRAVEL INDUSTRY HAVE A ROLE TO PLAY?

It seems to be becoming more and more apparent that the international tourism industry is moving away from all forms of exploitative wildlife interactive tourism and voluntourism. Following on from the recent SATSA conference where the issue of wild animal interactions was vigorously debated, South African leading tourism organizations are now engaged in discussions around what is deemed to be *“responsible and ethical tourism”*.

It is estimated that there are approximately 8000 captive bred predators being held in small enclosures on 200 breeding farms across the country, very often in cramped conditions with few welfare protocols in place. Most of these facilities offer cub petting, bottle feeding and/or lion walking tourism activities, as well as volunteer opportunities whereby young volunteers may pay up to US\$4,000 per month to look after these young animals until such time as they can be killed (for their trophies and/or their bones to be exported to Asia for the bone trade) or shipped off to zoos around the world.



Scientists have repeatedly stated that most of these predator breeding programs have nothing to do with conservation and that they are purely commercial operations making no contribution to the conservation of free roaming lion populations, and that they also do not contribute to education as they do not offer scientifically accepted practices of teaching conservation and animal ecology.

*Simply put, these lions are not “orphans” as they have been removed from their mothers within days of birth to induce rapid breeding cycles.*

Furthermore, ecologists say it is not practical to rehabilitate captive-bred lions which have not only been hand-raised and bottle fed, but have also lost their fear of humans. Research also shows us that captive bred predators are unlikely to be able to survive in the wild, and that even if this were possible, it would not be considered a viable conservation option as most are genetically compromised due to inbreeding.

So what are some of the questions now being asked by the international tourism industry? What is the reason that South Africa has so many of these facilities... so many sanctuaries... so many rehabilitation and wildlife centers? Are international tourists and

volunteers being misled by claims that the animals are “orphans and will be re-wilded” once adults? Where do all the cubs come from, and where do all the adult lions go? Do the breeding facilities meet conservation, scientific and welfare mandates... or are they purely commercial operations? Are critical conservation funds and volunteer efforts being diverted from wild conservation and scientific research projects? Are the volunteer recruitment agencies being secretive about divulging full details of these projects? How do tourists and volunteers find recognized, authentic projects to support?”

*It is true that bona fide sanctuaries around the world offer their animals a “home for life”, with no breeding, trading or any kind of interactive tourism activities.*

At the end of the day, no international tourist or volunteer would voluntarily support any cycle of exploitation such as that faced by these predators... and other species. It is crucial that proper research is conducted by before visiting any of these facilities, and that appropriate answers are provided.

The feature documentary Blood Lions™ and subsequent Blood Lions Campaign ([www.bloodlions.org](http://www.bloodlions.org)) have played an important role in highlighting

these issues and stimulating the debate. And this can be measured by the fact that many key travel organizations from around the world have now distanced themselves from these types of activities. Over 100 leading tourism operators have already signed the [Blood Lions “Born to Live Wild”](#) Pledge committing to: endorse responsible and authentic tourism activities; promote South Africa as a wild, rewarding and authentic destination; and to support the conservation of wild lions in their natural habitat.



Earlier this year the Blood Lions “Born to Live Wild” Campaign won Joint “Overall Winner” at the African Responsible Tourism Awards (ARTA17) at WTM Cape Town, as well as the Gold Award for [“Best Responsible Tourism Campaign”](#).

10. [Panthera](#)
11. [African Lion Working Group](#)
12. [Endangered Wildlife Trust](#)
13. [Professional Hunting Association of South Africa \(PHASA\)](#)

The film, trailer and a number of short videos may be viewed or obtained through the following channels:

- **DVD:** Amazon.com in the USA; iTunes in the UK; Takealot.com in South Africa
- [VOD globally](#)
- [Trailer/videos](#)

Supporting Articles and Statements:

1. [SA Tourism Update](#)
2. [SA Tourism CEO](#)
3. [Expedia](#)
4. [Singita](#)
5. [Responsible Travel](#)
6. [Safari Professionals](#)
7. [Intrepid Travel](#)
8. [Thomas Cook](#)
9. [Traveller24](#)





# IMEX AMERICA 2017

10 – 12 OCTOBER 2017

THINK HOT BUSINESS, INFLATABLE ROOMS AND LIVE ZONE EDUCATION...IMEX AMERICA 2017 TO MAJOR ON THE POWER OF EXPERIENCE



- Exhibitor diversity stronger than ever – to date almost 50 new booths and over 44 expanded booths
- Innovation attractions include inflatable domes and white space
- Brand new concept – Live Zone – brings ‘experiential’ front and center

Raising the experiential power of the 7th annual IMEX America, October 10–12 in Las Vegas, meeting pros from the US and around the world can expect to see and feel hundreds of fresh learning and design approaches they can “take back to the ranch”. They can also expect to meet even more exhibitors to connect and do business with, plus exposure to latest industry trends and issues.

## **The World of Meetings All in Vegas**

During the IMEX week – which many buyers call one of the most productive of the year – over 3,200 organizations will highlight products, services, and destinations hailing from across North America and around the world and spanning all major meeting and event industry sectors, including incentive travel.

Pumping up the business value again this year, to date over 44 expanded booths and almost 50 entirely new booths are expected, with more to come before showtime. Those taking bigger booths for the 2017 edition include Hungary, Long Beach CVB, Panama, the Philippines, Tommy Bahama, Evenium, 3D Cruise Partners, IHG and the Greek National Tourism Organization to name a few.

Brand new to IMEX America this year are everyone from the Global Incentive DMC, Viking Cruises, the Connecticut Convention & Sports Bureau, Havana Strategies, Prince Hotels, Rwanda Convention Bureau, Moscow and Groups360 ... to a wide range of tech players. They include PigeonLab Pte, Events Ready and Lead Interaction who will all be exhibiting in the show's dedicated Tech Pavilion. Several companies are also hosting their own booths for 2017 after having been booth partners in the past including: Ray Ban Events, the Mob Museum, Turkish Airlines, Austin Convention & Visitors Bureau and the Diplomat Beach Resort.

### **Inflatable Rooms, White Space and brand new 'Live Zone'**

Equally dynamic as the business conducted at the show is the learning scene, and this year won't disappoint in terms of new features and ideas. Inflatable domes will be used for seminars and workshops at the Maritz sponsored Inspiration Hub - giving planners a vivid sense of potential meeting rooms of the future.

As a result, the Inspiration Hub is expanding in a new area next to the food court - Hall G. Alongside the growing Hub, IMEX is also launching a brand-new concept – the Live Zone. On Smart Monday, October 9, Gary Bordman, Chief Interactive Designer and founder of AE & EC will aim to spark creativity in a Live Zone Open House by showcasing LEGO furniture, games and more, all intended to inspire planners to step up their understanding and use of dynamic, interactive meeting and event experiences.

Then Tuesday – Thursday a number of performers and experiential artists will be showcased during Lunchtime Live Zone sessions from 11.30 am – 2.30 pm. These “free tasters” will allow planners to see, touch, hear and feel new-to-the-show products and services, each focused on creating lasting memories and deeper engagement. Sand Man, Joe Castillo, Heidi Schwartz of Paint Your Event plus the song-writing team from Song Division will be among those demonstrating their unique skills and abilities. BYOL (bring your own lunch.)

Complimenting this emphasis on ‘the power of live’ is Thursday morning's MPI keynote by

Brent Bushnell, CEO of Two Bit Circus. As a master of interactive experiences and immersive entertainment, Bushnell's presentation offers a chance to delve further into all aspects of this powerful trend.

True to its talking point theme for 2017 - Purposeful Meetings - the IMEX team is offering a white space area close to the Inspiration Hub. ‘White space’ is the intentional design of time and space to allow people to chill out, clear their minds or take time to purposefully digest information. At IMEX attendees are also invited to use the IMEX white space to brainstorm with speakers.

Addressing this emerging topic in Tuesday's MPI keynote will be Juliet Funt, CEO of WhiteSpace at Work. Funt is on a mission to embed the benefits of white space culture into organizations the world over. Her keynote will explain this unique, sanity-saving concept in detail; a rallying cry that super-stressed meeting planners are sure to respond to.

### **PCMA Business School urges 'innovation more obtainable than you think'**

Last but not least - and before the show floor even opens - Smart Monday, October 9, will encourage attendees to flex their innovation muscles at the ever popular PCMA Business School with Cleveland Justis, Executive Director of the UC Davis Institute for Innovation and Entrepreneurship. As an expert in getting ideas from the lab into the real world, Cleveland's Business School session entitled “Innovation: It's More Obtainable Than You Think” will focus on how to incorporate and increase innovation in day-to-day work.

Over 1,000 attendees traditionally take part in Smart Monday, powered by MPI. This unique pre-show education day features a diverse, high quality learning and development program, the majority of which is accredited.

Further details of what's on at IMEX America 2017 can be found [here](#).



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#IMEX17

# ITB ASIA 2017

25 – 27 OCTOBER 2017

## Artificial Intelligence to be focus of ITB Asia 2017 keynotes

*Industry experts from Google and IBM to share the latest trends in the travel industry*

Under the overarching conference theme of “The Future of Travel”, the organisers of ITB Asia, Messe Berlin (Singapore), have announced that this year’s keynote speeches will be delivered by industry leaders from IBM and Google, who will speak on the very latest trends in Artificial Intelligence (AI) including the impact, use and benefits of AI in the travel industry.

Starting from 9am on 25 October, the keynote addresses will be delivered by Tony Menezes, Vice President of Industrial and Distribution Sector at IBM Asia Pacific and Rob Torres, Managing Director of Advertising and Marketing at Google. Sharanjit Leyl, Presenter and Producer at BBC News will moderate the keynote session.

Tony Menezes will speak about the opportunities to fundamentally transform the travel industry with cognitive technology, and how IBM Watson is making travel experiences more personal, relevant and convenient. As Vice President, Industrial and Distribution Sector at IBM Asia Pacific, Tony Menezes is responsible for building and growing relationships across IBM’s portfolio of industry solutions, software, services and platforms. Prior to this, Tony was responsible for business development and sales of

Cognitive Industry solutions, based on IBM Watson, the AI platform for business.

Rob Torres, Industry Director, Travel at Google will be speaking about how consumer expectations for seamless, assistive experiences in travel are higher than ever before. He will share how the Google Travel team is leveraging new digital trends and machine learning to build more immersive experiences for users across the travel journey. Google’s suite of travel products includes Google Flights, Google Hotel Ads, Destinations on Google, and Google Trips.

“Artificial intelligence is making real waves in the travel industry and changing the way business is done. We’re seeing an increasing number of travel and hospitality brands integrating AI into their online strategies in efforts to improve customer service and engagement and it is clearly a major trend that is here to stay. This year, we felt it was timely to have two influential experts in AI share their knowledge and insights at ITB Asia 2017, and we’re delighted to welcome Tony Menezes from IBM Asia Pacific and Rob Torres from Google as keynote speakers for what will no doubt be a truly exciting start to this year’s show”, said Katrina Leung, Executive Director of Messe Berlin (Singapore) and ITB Asia.

ITB Asia 2017 is expected to top the success of ITB Asia in 2016, where almost 900 buyers attended the show, leading to a 1:1 ratio between exhibitors and buyers whilst over 50% of buyers signed deals with exhibitors after the event. 43% of attending buyers had purchasing power of USD 500K – USD 1m and 85.7% of attending buyers were direct decision makers.

For more information on ITB Asia 2017, visit [www.itb-asia.com](http://www.itb-asia.com)

For more information or interest to be a Conference Partner of ITB Asia 2017, please email:

[michele.koe@itb-asia.com](mailto:michele.koe@itb-asia.com) or visit: [www.itb-asia.com/conference](http://www.itb-asia.com/conference)

# 10<sup>th</sup> Annual ITB Asia 2017

25 - 27 October 2017  
Marina Bay Sands, Singapore



Asia's Leading Travel Trade Show

## ITB ASIA - ASIA'S LEADING TRAVEL TRADE SHOW

### ITB Asia 2017 Key Conference Speakers



Jane Sun  
CEO  
Ctrip.com International, Ltd



Tony Menezes  
Vice President, Industrial  
and Distribution Sectors  
IBM Asia Pacific



Rob Torres  
Managing Director of  
Advertising and Marketing  
Google



Ike Anand  
Vice President, Strategy and  
Business Development  
Expedia group



Min Yoon  
Founder & CEO  
Tidesquare



Buhdy Bok  
President  
Carnival Asia



Sean Treacy  
Managing Director, Asia Pacific  
Royal Caribbean Cruises Ltd



Andy Tan  
Vice President, Sales, Asia Pacific  
Hotelbeds



Maunik Thacker  
Senior Vice President - Marketing  
Marina Bay Sands Pte. Ltd.



Lynette Pang  
Assistant Chief Executive  
Marketing Group  
Singapore Tourism Board



Jeannette Ho  
Vice President, Raffles Brand &  
Strategic Relationships  
AccorHotels Luxury Division

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# REGISTER FOR WTM LONDON

6-8 NOVEMBER 2017

Your Invite Awaits – Countdown to WTM 2017



Click [HERE](#) for your EXCLUSIVE SKÅL MEMBERS 3 DAY REGISTRATION WEB LINK

(Insert your Username and Password and then click on World Travel Market London 2017: Exclusive Skål Members 3 Day Registration in the Membership Development area).

**WTM London**, the leading global event for the travel industry, has opened registration for its 2017 edition. WTM London 2017, which takes place between Monday 6 – Wednesday 8 November, is poised to be the most successful yet. The new-look three-day format, introduced last year, has been universally well received from all participant groups.

It is anticipated exhibitors will be able to conduct even more business than last year's record £2.8 billion, due the introduction of a second buyers' speed networking session on the Tuesday morning. This means every morning will have a speed networking session taking place at 9am – before the exhibition floor opens – at 10am. Monday sees buyers split by geography, the new Tuesday session sees buyers split by sector they purchase, with the Wednesday session being the Digital Influencers' Speed Networking (formerly called the Bloggers' Speed Networking).

The WTM Inspire Theatre, a 300-seater amphitheatre, returns to the exhibition floor in the North Hall of ExCeL – London, while the WTM International Media Centre will remain on the exhibition floor following last year's successful relocation.

A taste of ILTM at WTM returns across all three days of the event and is joined by a new Wellness & Spa section on the exhibition floor.

More than 80 conference seminars will take place throughout the three days covering all the key sectors including aviation, hotels, wedding and honeymoon, gastronomy, sports tourism, responsible tourism, digital influencers, social media and travel technology.

Monday 6 November will remain an exhibitor invite-only day, allowing exhibitors to conduct business meetings with key suppliers. The event will kick off with the WTM Speed Networking at 9am – before the exhibition floor opens at 10am. Tuesday 7 November will host the UNWTO & WTM Ministers' Summit.

Wednesday 8 November will host World Responsible Tourism Day – the largest day of responsible tourism action in the world. WTM London 2017 will conclude with the WTM Festivals, which will see a number of exhibitors hosting parties showcasing their culture, music and cuisine.

WTM London 2016 saw more than 51,000 participants, including 9,900 buyers conducting business worth more than £2.8 billion with almost 5,000 exhibitors from 182 countries and regions.

WTM London, Senior Director, Simon Press said: "WTM London continues to improve every year, with 2017 poised to be the most successful yet. We anticipate around £3 billion worth of business will be agreed due to this year's event between more than 5,000 exhibitors and almost 10,000 senior industry buyers."



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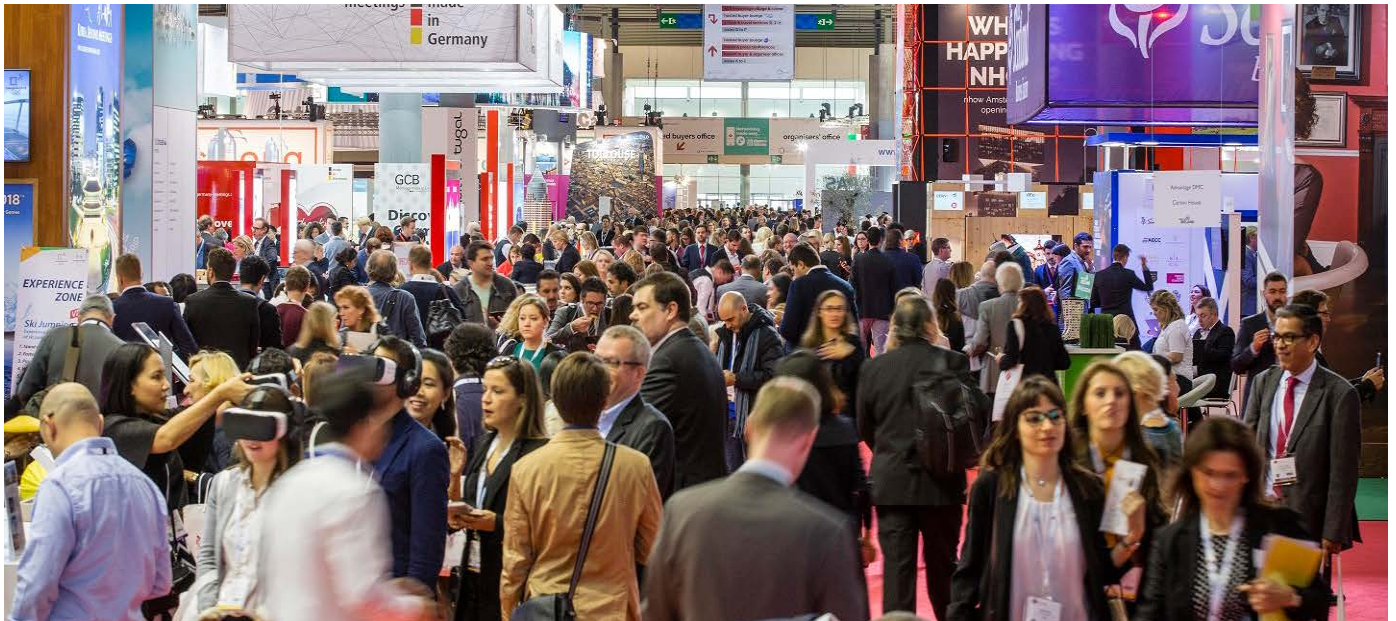
\* Source: Independent research by Fusion Communications, January 2017 \*\*ABC audited figures, February 2017  
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# IBTM WORLD SHOW PREVIEW

28 – 30 NOVEMBER 2017

## EVENT OVERVIEW

This year is a major milestone for ibtm events, as it is the 30th anniversary edition ibtm world event, taking place in Barcelona from 28 – 30 November 2017. While celebrating the milestone, the focus for ibtm is firmly on the next 30 years and beyond.



As always, there will be an incredibly broad spread of exhibitors. This year, some 3,000 exhibiting companies representing over 150 countries will attend, ensuring a comprehensive offering for meetings and events planners. Exhibitors range from destinations and conference centres to technology companies and suppliers from across the industry, and over 70,000 pre-scheduled meetings are set to take place over the three-day event.

The event's Knowledge Programme, a huge draw for attendees, will this year be headlined by two keynote speakers of global renown, one of whom is Dame Stella Rimington, author and the first female director general of MI5, the UK Security Service, who will draw on her 27 years' experience in the Security Service to discuss her fascinating career and her work in counter-subversion, counter-espionage and counter-terrorism, as well as the industry's outlook on safety and security going forward.

The second keynote speaker is Yancey Strickler, co-founder and CEO of crowdfunding website Kickstarter. For Yancey's session, entitled 'Resist and thrive, how

new models and ways of thinking can beat the status quo,' Yancey will draw on his almost decade-long experience in Kickstarter to explain the company's unique history, its revolutionary decision to put its values ahead of profits, and share secrets on how the company formulates its innovative strategies.

The event's market-leading Innovation Zone and Technology and Services Zone experience increased footfall every year as they provide a much-anticipated opportunity to discover and interact with the latest new and emerging technologies and solutions.

## WHAT'S NEW FOR 2017?

There are several new initiatives for ibtm world 2017, all aimed at ensuring the best possible experience for customers and ensuring it remains an unmissable event on the industry calendar.

This year will also see the rollout of an enhanced Hosted Buyer programme which will now see ibtm events pre-selecting and qualifying Hosted Buyers allowing them to be fast-tracked through the process. This will allow ibtm events to be even more targeted in





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ensuring the highest calibre Hosted Buyers are invited to attend the event. The programme also has been designed to deliver added value for exhibitors, by targeting buyers matched according to exhibitor needs.

A select group of elite invited Hosted Buyers will benefit from a new VIP experience which will include limousine transfers to and from the airport, access to an exclusive VIP lounge for the three days of the event, 5-star accommodation and a more flexible diary of appointments.

Additionally, on the back of research indicating a requirement for more appointments from both exhibitors and Hosted Buyers, this year Hosted Buyers will commit to 10 pre-scheduled appointments per day, creating more appointments and therefore more opportunities to do business.

As always, a huge part of the appeal of the event is the amazing breadth of exhibitors in attendance. Several exhibitors are this year taking bigger stands, and brands who had shared in previous years are choosing to take stands in their own right.

New exhibitors confirmed to attend this year include Visit Wales, Synergy International Italy, Fiesta Hotel

Group, Meet Puerto Rico, Visit Almaty, Titanic Hotels, Ceara, Designer Incentives and Conferences India.

As always, the quality of Hosted Buyers is extremely high, with representation from large worldwide corporations such as Bank of America Merrill Lynch, Gucci, Mars Incorporated, L'Oreal Active Cosmetics, Microsoft, Montblanc, Philips, Volvo, The LEGO Group; Siemens Ltd.; UCI (Santander & BNP Paribas Spain); Burger King UK; Merck; Coriant GmbH and Portman.

Associations include The Optical Society, European Health Management Association, European Society of Ophthalmology, Association of International Seafood Professionals, European Cystic Fibrosis Europe, International Financial Cryptography Association, World Federation of Tourist Guide Associations, and UEFA.

Also new for 2017 is the Start-up Pavilion, where attendees can meet with an exciting mix of suppliers to discover and learn about new technologies and experiential solutions that are set to make a real impact on event planning and production in the future.

Further new initiatives and additions to the event will be announced in coming weeks.

## SAVE THE DATES

### **IMEX AMERICA, LAS VEGAS**

10-12 October 2017

Skålleagues attending America's worldwide exhibition for incentive travel, meetings and events IMEX America are most welcome to visit the Skål International stand that will be manned by US Skålleagues. Register [here](#) to attend Now. Skål International stand: E1945

### **WTM LONDON**

6-8 November 2017

Your Invite Awaits – Countdown to WTM 2017  
Click [HERE](#) for your **EXCLUSIVE SKÅL MEMBERS 3 DAY REGISTRATION WEB LINK**

(Insert your Username and Password and then click on World Travel Market London 2017: Exclusive Skål Members 3 Day Registration in the Membership Development area). All members at WTM London are welcome to visit the Stand EU1565 – organised by Skål London in association with Skål UK. [Read more.](#)

### **ITB ASIA, SINGAPORE**

25-27 October 2017

Conference Agenda Announced

Conference Agenda and Registration [here](#)

Skål International will proudly be represented for the first time at Asia's Leading Travel Trade Show ITB Asia where our Skål members from Singapore will welcome all visitors to the stand located in Hall E, M46.

### **IBTM BARCELONA**

28-30 November 2017

Skål International will, as every year, have its own stand at the leading global event for the meetings, events and incentives industry that will deliver three inspirational days of business, networking and education to a community of international suppliers and buyers, helping drive their business into the future.

# EXECUTIVE COMMITTEE CORNER

*On the eve of our World Congress in Hyderabad we find out what the members of the Executive Committee's vision is for the new year, as well as their objectives and ideas for Skål International if they are voted into office.*

## VICE PRESIDENT SUSANNA SAARI

### QUO VADIS SKÅL INTERNATIONAL?

This is the dramatic question at least my Skålleagues in the Nordic countries as well as in Central Europe have been asking many times over the past years.

It would be naïve to claim that one person can make big changes in an association big as Skål but at the same time one must understand that choosing the right person(s) will be the key. I have been actively highlighting my ideas and also those of the Executive Committee over the past months at the eNews and the Magazine. Those who read and are interested – meaning you – are the key persons is shaping our future. I trust that decisions during the next

AGM are made based on facts and trust. That you have done your homework. We need to take action NOW! As Conrad Hilton put it: "Achievement seems to be connected with action. Successful men and women keep moving. They make mistakes, but they don't quit. Success... seems to be connected with action. Successful men and women keep moving. They make mistakes, but they don't quit". I stand before you as the Presidential candidate for 2018.

I hope by now you all have seen my [campaign video](#) that further highlight my ideas. I am willing to take action and prepared to fail but never to quit.

---

## VICE PRESIDENT RAFAEL MILLAN

After 37 years as a Skål member, I can assure you that becoming a member of Skål International following an invitation in Mazatlan, Mexico in 1980, to join the association that brings together the principal executives in the tourism industry, was one of the best decisions of my life because I discovered an atmosphere of friendship, union and, in addition I am able to keep up-to-date on the issues affecting national and international tourism.

With time my passion for Skål International increased and this motivated me to become more active within my Club. I firmly believe that actions speak louder than words and my actions have seen eight Clubs founded in Mexico. Skål has filled me with satisfaction, joy and energy and has strengthened my resolve to encourage the values of loyalty, friendship, respect and integrity.

It is, therefore, painful for me today to see that we are losing members which leads me to conclude that we have to offer additional value to the membership such as improving the information given to Skål members on tourism matters, greater diffusion of Skål in the press and on social media and greater interaction with other tourism organisations both in the private and public sectors. We should invite key

tourism personalities to our Clubs to increase membership and implement, as standard, sustainable tourism and participate in global events with an authoritative voice.

Our vital objective should be to modernise and update the Skål Movement and an immediate priority should be Young Skål. We should sow today what we wish to reap tomorrow. Finally, in my role as Vice President with the responsibility for finances I have focused my efforts on achieving a sound financial position for Skål International which I am pleased to confirm has been achieved. We are, therefore, ready to undertake the digital transformation of our Association to adapt it to the world today, without losing the essence of what make Skål a unique organisation. We are the ambassadors of FRIENDSHIP in the tourism industry.

## DIRECTOR LAVONNE WITTMANN

It is not easy to please everybody all the time and even more difficult when our membership base involves multi cultural, multi linguistic and different generations located in different cities, countries and continents.

What I am confident of is that we all bleed red and irrespective of what our backgrounds are, our financial strengths, our cultural differences or positions in our workplaces, we all have a common denominator! Our choice of travel and tourism organisation. We all have faith in Skål, we all benefit and enjoy the networking opportunities and always have a common point of interest to start a conversation from or just feel a common sense of belonging when members meet, even when we don't always understand the language.

Even though I respect and honor the rules, regulations, protocols, manuals and statutes of our brilliant organisation, I am always confused at how embroiled we all become in these aspects and sometimes forget the reasons why we joined Skål in the first place... meeting the most incredible, talented, experienced individuals in our industry. People who have travelled the world and occupy the highest positions in a company and most times in their own business.

Each of us has so much to offer and we have an effective platform to do so on the Skål International stage But do we always get involved or embrace all the opportunities?

### WHAT ARE MY OBJECTIVES FOR SKÅL ?

- Encourage (even more) communication and networking amongst members

- Share knowledge and experiences amongst members to benefit each other and the organisation
- Enhance the visibility and relevance (even more) of Skål International to the greater Travel and Tourism Industry
- Collaborate (even more) with our partner organisations
- Highlight our basket of benefits and publish positive testimonies of members that have benefitted.
- Encourage, enthuse and motivate our members to constantly LIVE THE SKÅL BRAND.

I have used the words "even more" as hopefully I have achieved my initial goals over the past two years that I have served as the PR and Communications Director.

As Lou Holtz said: Ability is what you are capable of doing; Motivation determines what you do; Attitude determines how well you do it.

I have always aspired to achieve all three levels while serving on the Executive Committee and will continue to carry these attributes throughout my tenure as I serve you, the member.

"The achievements of an Organisation are the results of the combined effort of each individual." Vince Lombardi  
Upwards and Onwards! Skål

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## DIRECTOR MARIA TERESA DIAZ

### MY OBJECTIVES FOR 2017-2018 ARE:

1. Enjoy the work entrusted to me in the new team-group formed after the General Assembly in Hyderabad
2. Work with passion, perseverance and discipline to achieve the goals given to us both as a group and individually
3. Meet members attending Skål events to develop personal and professional synergies

4. To feel part of the change so that our Association becomes "A voice of confidence in tourism"
5. Learn from each of the decisions taken in our daily work
6. Give and receive trust from my work team
7. Work with illusion on the 2017-2018 project



# GENERAL ASSEMBLY OF SKÅL CLUB DELEGATES

## CANDIDATES FOR ELECTIONS

### FOR PRESIDENT

#### **SUSANNA SAARI** SKÅL INTERNATIONAL TURKU

Turku University of Applied Sciences  
Lemminkäisenkatu 30  
20250 Turku  
Finland  
358-50.598.5343  
susanna.saari@tuas.fi  
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www.tuas.fi



Susanna Saari has worked for Turku University of Applied Sciences, since 1998 and is currently a Senior Lecturer in the Faculty of Business, ICT and Chemical Engineering. Her main tasks include participating in the work of the "Future Learning Design team" which develops innovation pedagogy solutions and virtual learning for the whole university and lecturing. She has been a Project Manager for two major research projects funded by the European Commission on Spa management and Wellness destination development and is presently working on developing tourism offerings in the Turku Archipelago with 14 local entrepreneurs in a project titled "Productizing Finnish Lifestyle". Susanna holds a Master in Social Sciences and currently is a Doctoral student at University of Lapland working on her PhD on urban wellness destinations. Her hospitality industry experience is mainly in the field of hotels and she worked for Hyatt Regency Hotels in Dubai and Sokos Hotels in Finland before becoming a teacher. Susanna is a representative of TUAS at the Turku Tourism Academy, and a board member of The Finnish Society of Tourism Research, as well as at The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism representing Skål International.

2004 to 2017	Member, Skål International Turku
2005 to 2009	Secretary, Skål International Finland
2007 to 2012	President, Skål International Turku
2008 to 2009	Treasurer, Skål International Finland
2010 to 2011	President, Skål International Finland
2011	Organising Committee, Turku 2011 Skål World Congress
2011 to 2012	Deputy International Skål Councillor, Finland
2012 to 2013	Treasurer, Skål International Finland
2012 to 2014	International Skål Councillor, Finland
2012 to 2014	Secretary, International Skål Council
2014 to 2015	Director, Membership Development & Young Skål (Europe, Asia, Oceania, Middle East, Africa), Skål International
2015 to 2017	Vice President, Membership Development & Young Skål, Skål International

**RAFAEL JUAN MILLAN PEREZ**  
**SKÅL INTERNATIONAL CIUDAD DE MEXICO**

Grupo Hotelero Brisas  
 Hamburgo 195, Col. Juarez  
 06600 Delegación Cuauhtemoc  
 Ciudad de Mexico  
 Mexico  
 52-55.1048.6443  
 rafaelj.millanp@gmail.com  
 rafael.millan@skal.org  
 www.brisas.com.mx



Rafael Millan Perez, after obtaining his university degree in accounting at the National Autonomous University of Mexico, started his professional carrier in 1972 with Arthur Andersen & Co., a world class accounting, audit and taxes firm, where he worked until 1978. From 1978 to 1991 he was General Manager and Corporate Director of Internal Audit for Grupo Posadas de Mexico at several hotels located in various Mexican cities. From 1991 to 2000 he was General Manager of Starwood Hotels & Resorts at the Westin Ixtapa and Hacienda Jurica, Querétaro. From 2000 to 2014 he was General Director and CEO of Grupo Hotelero Brisas in Mexico. From January 2015 to date he is Advisor to the Presidency of Grupo Hotelero Brisas and Advisor of the Mexican Association of Hotels and Motels, A.C. Member of la Chaîne des Rôtisseurs. Rafael is also Life Member of the Mexican Institute of Public Accountants, A.C.

Rafael has founded eight Skål Clubs in Mexico, the latest being Guanajuato in August 2017.

1980 to 1983 / 1986 to 1990	Member, Skål International Mazatlan
1983 to 1986	Member, Skål International Puerto Vallarta
1990 to 1997	Member, Skål International Acapulco
1994 to 2005	Director, Skål International Mexico
1997 to 2000	Member, Skål International Ixtapa
1997 to 2000	President, Skål International Ixtapa
2000 to 2017	Member, Skål International Ciudad de Mexico
2005	Treasurer, Skål International Mexico
2006	President, Skål International Mexico
2006	Order of Skål Merit
2010	Membre d'Honneur, Skål International
2011 to 2014	International Skål Councillor, Mexico
2014 to 2015	Director, Membership Development & Young Skål, Skål International
2015 to 2016	Director, Finance & Florimond Volckaert Fund, Skål International
2016 to 2017	Vice President, Finance & Florimond Volckaert Fund, Skål International

## FOR VICE PRESIDENT

### LAVONNE WITTMANN SKÅL INTERNATIONAL PRETORIA

Belskye Travel  
P.O. Box 19585  
Pretoria West 0117  
South Africa  
27-79.6373.152  
lavonnewittmann@gmail.com  
lavonne.wittmann@skal.org  
www.belskyetravel.com



Lavonne Wittmann started her retail travel career working for Travel and Tourism International in Pretoria where she started as a Junior Travel Consultant in 1983 until she left in 1991 in the position of Branch Manager for one of their seven branches in South Africa. She then established her own travel agency Travel Fair in December 1991 which she managed until March 2013. She now consults with different organisations on all matters relating to Travel and Tourism through her consulting company Lavonne Wittmann Consulting which she established in April 2013, while also working as a Sales and Marketing Director for Belskye Travel in Pretoria and Cape Town.

She served on the board of ASATA (Association of South African Travel Agents) for region One and was one of the Founder members of ITAC (Independent Travel Agents Consortium) in South Africa which later formed part of the South African Travel Centre Consortium, owned by South African Airways. She served on the Partners Advisory Council for this consortium for seven years and represented the franchisees in the provinces of Gauteng, Limpopo and Mpumalanga.

Lavonne is a board member for the Capital City Business Chamber in Pretoria and serves as a Director for their Tourism Portfolio. She obtained a Postgraduate Diploma in Tourism Development and Management from the Buckinghamshire Chilterns University and is a qualified Facilitator, Assessor and Moderator for CATHSSETA (Culture, Arts, Tourism, Hospitality, Sports sector) in South Africa. Lavonne is also a qualified life coach.

1991 to 2015	Member, Skål International Pretoria
2015 to 2016	Member, Skål International Cape Winelands
2016 to 2017	Member, Skål International Pretoria
1993 to 2004	Board Member, Skål International Pretoria
2004 to 2007	Vice President, Skål International Pretoria
2008 to 2011	President, Skål International Pretoria
2011 to 2013	Vice President, Skål International South Africa
2013 to 2015	President/International Councillor, Skål International South Africa
2014 to 2015	Secretary, International Skål Council
2015 to 2017	Director, PR & Communications, Skål International

In 2014 Lavonne received the Skål Ambassador of the Year Award and she is her Club's Skål Greeter. Lavonne was the Executive Committee representative at WTM Africa trade show from 2014 to 2017.

**JASON SAMUEL**  
**SKÅL INTERNATIONAL BOMBAY**

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 India  
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 jason.samuel@skal.org



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

Jason has attended 11 world congresses, seven International Council meetings and nine Asia Area Congresses.

- |              |  |
|--------------|--|
| 2000 to 2017 | Founding Member, Skål International Bombay       |
| 2000 to 2005 | Director, Skål International Bombay              |
| 2003 to 2005 | Treasurer, Skål International India              |
| 2005 to 2009 | President, Skål International Bombay             |
| 2007 to 2010 | Vice President, Skål International India         |
| 2010 to 2011 | President, Skål International India              |
| 2011 to 2013 | Director, Skål International Asia                |
| 2012 to 2015 | International Skål Councillor, India             |
| 2013 to 2015 | Vice President (West), Skål International Asia   |
| 2015 to 2017 | Director, Statutes & Manuals, Skål International |



**MARIA TERESA DIAZ COMAS**  
**SKÅL INTERNATIONAL GIRONA**

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www.aromarhotels.com | www.cett.es | www.nyuron.net



María Teresa Díaz Comas is a partner and Key Account Manager with Nyuron Synaptics, a start-up in computer engineering for the prediction of human comportment (with applications in the tourism and other sectors). From 1 November 2017 she will join SGS ICS as the person responsible for tourism in Catalonia and Chief Auditor for certification of systems. She is also Operations Director with Euro-Cert Spain (www.eurocert.es) for the tourism sector and is a freelance Auditor for TÜV Rheinland Ibérica. She comes from a family of hoteliers and restaurateurs having been brought up between hotels and restaurants and is currently Director for International Expansion for Aromar Hotels and Restaurants, Councillor for Turisvall and Patroness of Fundació Gaspar España-CETT (www.cett.cat).

Since February 2008 she is Chief Auditor for Systems Certifications in for ISO 9001:2008, ISO 14000:2004 and EMAS in the hotel sector, as well as UNE 182001:2008 and UNE 187001:2011 Q for tourism quality for hotels, apartments and beaches. She also works as an external auditor for TÜV Rheinland Ibérica S.L. and Euro-cert A.E for Spain.

Since October 2007 she has been part of the human resources team at Grupo CETT as a part time professor and President of CETT Alumni (since 2010 it is the University School of Hospitality and Tourism of the University of Barcelona).

Since November 2014 she has been part of the human resources team at EUHSt.Pol Barcelona where she gives classes in Total Quality Management and Sustainable Development.

From 1996 to 2014 she was founder and manager of de Langle Conocimiento y Calidad Turística in Playa de Aro which at its peak had 16 employees under her control. The company is still operating and invoices on behalf of all the aforementioned companies.

From 2000 to 2014 she was Human Resources Director and Quality Coordinator for Aromar Hotels, Playa de Aro, Gerona, Spain.

She was an active member of the Chamber of Commerce and Industry in St Feliu de Guíxols and Vice President of the Formation Commission. She was a founder member of the Young Rotary Club between 1990 and 1993. She is a member of the "The Networking Group" in Emporda and Gerona.

She has a degree in Economics from the Autonomous University of Barcelona and a Masters Degree in Management of Tourism and Hotel Company from CETT&UB.

- 2000-2004 Founding member, Young Skål Group Girona
- 2004-2017 Member, Skål International Girona
- 2009-2014 International Skål Councillor, Spain
- 2010-2013 President, Skål International Girona
- 2010-2013 Vice President, Skål International Spain
- 2013-2015 President, Skål International Spain
- 2016-2017 Director, Business Development & Trade Fairs, Skål International

Maria Teresa was Founding Member of the Young Skål Group of Girona and she attended the first Young Skål seminar held in Frankfurt in 2001.

She has a perfect command of the three official Skål languages.

# FOR DIRECTOR

**MARK W. ALEXANDER**

**SKÅL INTERNATIONAL NORTHERN IRELAND**

**ENDORSED BY THE SUCCESSION COMMITTEE**



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mark@maconsulting.biz | [Video presentation](#)

Mark Alexander started in the Hospitality Industry in 1977 as a Trainee Hotel Manager with British Transport Hotels working in England, Scotland and France. In 1981 he took up his first position as General Manager in Cornwall before joining Stakis Hotels where he managed hotels in Scotland and England for 9 years.

In 1991 Mark set up a Destination Marketing Company in Nottingham where he had been a General Manager for Stakis.

The company – Conference Nottingham – was focussed on attracting business tourism to the City and in the next 6 years attracted £13 million of new business.

In 1996 Mark was awarded an award for outstanding contribution to Tourism in Nottinghamshire, England. Also in 1996 Mark was elected the President of the UK Meetings Industry Association.

From 1996 to 2001 Mark was the Deputy Chief Executive of the Northern Ireland Tourist Board, marketing Northern Ireland to the world in rather challenging circumstances!

In 2001 Mark set up MA Consulting where his business provides consulting and mentoring services to many private and public sector businesses in the Hospitality, Tourism and Leisure Industries.

1987	Member, Skål International Scotland
2001 to 2017	Member, Skål International Northern Ireland
2002 to 2017	Council Member, Skål International Northern Ireland
2003	Vice President, Skål International Northern Ireland
2004 to 2006	President, Skål International Northern Ireland
2005 to 2010	Member, National Executive, Skål International United Kingdom
2007	Vice President, Skål International United Kingdom
2008	President, Skål International United Kingdom
2012 to 2017	Treasurer, Skål International Northern Ireland
2015 to 2017	International Skål Councillor, United Kingdom

Skål International Northern Ireland was awarded the World Club of the Year in 2003/4.

From 2004 to 2017 Mark has attended ten world congresses.

## PERSONAL OBJECTIVES:

If elected to the position of Director my objective would be to make the organisation more attractive to young professionals who hold managerial positions in our industry by developing the commercial benefits of our organisation while still holding "amicale" at the heart of what we are.

The candidates for Director and Auditor have kindly agreed to submit a video presentation on their objectives if elected. To view the videos with subtitles in Spanish or English please click on the CC button on the Youtube navigation bar.



**CARLOS R. BANKS**  
**SKÅL INTERNATIONAL FORT LAUDERDALE  
& PALM BEACHES**

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skalbanks@gmail.com  
www.pleasantagent.com | [Video presentation](#)



Carlos Banks has his Bachelor of Science degree in Travel and Tourism Management from Florida International University. While in college he started with Mexicana Airlines and was with them 19 years as District Sales Manager 1975-1994 based in Miami, New York City, Kansas City and Detroit. During this time, he led trade missions to Mexico from the State of Michigan. He was the District Sales Manager with Garuda Indonesia Airlines based in Detroit until 1998. Carlos was the Regional Sales Manager with Malaysia Airlines based in Ft. Lauderdale until 2006. During this time, he led the largest trade mission ever to Malaysia from the USA. Results included Malaysia naming its first astronaut, who went to the International Space Center. Currently Carlos is the Business Development Manager for Pleasant Holidays.

Carlos has always been involved in the travel and tourism industry. He has been Chairman of Pacific Asia Travel Association Florida Chapter and President of Detroit Airlines Sales Managers Association. He also was on the board of Caribbean Tourism Organization South Florida Chapter and Meeting Professionals International South Florida Chapter.

1979 to 1982	Member, Skål International Kansas City
1980	Member, Executive Committee, Skål International Kansas City
1981 to 1982	SIUSA Representative, Skål International Kansas City
1982 to 2004	Member, Skål International Detroit
1985 to 1989	Member, Executive Committee, Skål International Detroit
1989 to 1991	SIUSA Representative, Skål International Detroit
1991	Member, Executive Committee, Skål International Detroit
1991 to 1993	Secretary, Skål International Detroit
1993 to 1994	Vice President, Skål International Detroit
1994 to 1995	President, Skål International Detroit
1995 to 1999	Vice President, Region II, Skål International USA
2001 to 2003	Vice President, Region II, Skål International USA
2002 to 2004	President, Skål International Detroit
2003 to 2004	Vice President Administration, Skål International USA
2004	Member, Skål International Miami
2004 to 2017	Member, Skål International Fort Lauderdale & Palm Beaches
2005	SIUSA Representative, Skål International Fort Lauderdale & Palm Beaches
2005 to 2006	Member, Executive Committee, Skål International Fort Lauderdale & Palm Beaches
2006 to 2007	Treasurer, Skål International Fort Lauderdale & Palm Beaches
2007 to 2017	Executive Secretary/Treasurer, Skål International Fort Lauderdale & Palm Beaches
2011 to 2012	Vice President Finance, Skål International USA
2013	Vice President Administration, Skål International USA
2014	President, Skål International USA
2016 to 2017	SIUSA Representative, Skål International Fort Lauderdale & Palm Beaches

Carlos has attended 19 world congresses, 25 North American congresses and several International Skål Council meetings.

He has been awarded various honors such as the "Skål International USA Member of Distinction" by Skål International USA Clubs, "Honorary Ambassador" by Skål International Australia, "Kentucky Colonel" by the Governor of the Commonwealth of Kentucky, "Friend of Kedah" by the Chief Minister of the State of Kedah in Malaysia and "Arkansas Traveler" by the Governor of the State of Arkansas.

### **PERSONAL OBJECTIVES:**

On a professional basis, I have been known as a doer and a problem solver.

If elected to the position of Director on the Executive Committee I will bring expertise on two major areas: Statutes and Finances.

My experience leading or being on the Statutes Committee for Skål International, the USA National Committee and my local Club provides me the tools to fulfill this portfolio. My experience includes assisting creating a Policy and Procedure Manual for Skål International USA in 1988 and participating in every update. Skål International must review our current documents and updating them to make them friendlier while maintaining the legal requirements.

My financial experience will allow me to assist in creating a realistic budget and come up with innovative ways and ideas to add value to the Members.

Skål needs to work on communication to grow membership. Currently our vision is "To be a trusted voice in travel and tourism". Although our goal, unfortunately most persons in the industry have not heard of Skål. Skål is the best kept secret around the world. As a start, we need to find ways to encourage every National Committee and/or Club to provide the names of the major travel or hospitality publications in their country and then include these missing publications on press releases. This is the cheapest form of advertising.

Concerning membership Skål needs to implement a plan to prorate dues for those who apply in June or later. Currently Clubs are holding applications until November. We need to make them a member while they are interested.

**PETER MORRISON**  
**SKÅL INTERNATIONAL CHRISTCHURCH**  
**ENDORSED BY THE SUCCESSION COMMITTEE**

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Christchurch 8013  
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frontdesk@theclassicvilla.co.nz  
www.theclassicvilla.co.nz | [Video presentation](#)



After leaving his Secondary Schooling at Wellington College where he was the Head Boy (Head Prefect) in his last year 1975, Peter Morrison started working for Lion Nathan Ltd. He was chosen at 17 years of age to be a Management Cadet in their Hotels Division. Peter completed a Diploma in Hotel Management in his first 2 years with Lion. He worked for Lion for 15 years, managing his own Hotel at the young age of 20. His career with Lion culminated in him being appointed to the position of General Manager of their “Flag-Ship” Hotel – The Hotel Russley in Christchurch. He held this position for 10 years. When Lion decided to sell all their Hotels in 1991, Peter with a group of local businessmen purchased the Hotel Russley.

At this time Peter started his own company – Morrison Hospitality Management Ltd.

A few years later Peter sold his shareholding and opened a number of award winning Restaurant Bars in Christchurch, namely Morrisons on Merrin and Mansfield House.

Since 2006 his company has had the Management Contract of The Classic Villa.

This is a Qualmark 5 Star Boutique Hotel of 12 luxurious rooms and small convention areas. It has won many accolades and is one of the leading sponsors in Christchurch City of the Arts, Culture and Music. (Peter loves playing the Piano).

During his career Peter has been heavily involved in the Hotel Association of New Zealand (now called Hospitality NZ) – 3300 members.

He has been a Director (Board Member) of Hospitality NZ for the past 10 years and is currently (last 6 years) in charge of Finance as the National Treasurer.

Peter is also entering his 14th year as President of the local branch of Hospitality NZ – Canterbury-420 members.

Peter is also currently Treasurer of The Friends of The Arts Centre in Christchurch.

This is a huge complex of Heritage buildings across the Boulevard from his hotel. They were badly damaged in the Earthquakes of 2010 and 2011. The repairs are costing NZ\$320 million. Our aim is: “to assist with fundraising, promote and encourage the use and enjoyment of the Arts Centre as an outstanding cultural centre for the benefit of the people of Christchurch, New Zealand and Internationally”. Peter is also involved with a number of other Tourism related associations in Christchurch, such as Christchurch and Canterbury Tourism and Christchurch City Council Events Strategy.

Peter has recently been awarded an Order of Merit in the Queen’ Birthday Honours for services to the hospitality and tourism industry.

2004 to 2017	Member, Skål International Christchurch
2006 to 2008	Vice President, Skål International Christchurch
2008 to 2010	President, Skål International Christchurch
2008 to 2010	Vice President, Skål International New Zealand
2011 to 2012	President, Skål International New Zealand
2012	Acting International Skål Councillor, New Zealand
2013 to 2017	International Skål Councillor, New Zealand

### PERSONAL OBJECTIVES:

Manaakitanga – to respect and look after the values and people that make up Skål.

In terms of professional background, I bring to the Executive Committee many years of experience as a Board Director and Business Owner.

My vision for Skål is to be the modern, digitally able and world leading Association for Tourism and Hospitality Professionals. In the next 12 months we need to quickly halt the membership decline. With the new Strategic Plan highlighting Digital and the new Membership Development Fund in place. These both need to be implemented urgently and publicized to the general membership. Future proofing Skål by really going out to attract younger members.

In four years time I suggest we will still be growing the membership and more benefits need to be attractive to a younger segment. Hopefully the membership increase will justify the current staffing level. Natural attrition should not be ignored though.

I am acutely aware of the time that I will have to attribute to this position. If elected it is my intention to resign as Treasurer of Friends of the Arts Centre and retire as President of Hospitality NZ – Canterbury. Of course, I will no longer be the International Councilor for NZ.

I am extremely lucky that the business I own can be run remotely at times and I have fabulous staff and my partner Jan who admirably run the place in my absence.

I can confirm that I meet all the requirements to become a Director of Skål International.

### JULIO ISIDRO PEREZ SKÅL INTERNATIONAL VIEDMA PATAGONES

Flores del Campo 248

8500 Viedma

Argentina

54.2920.500102

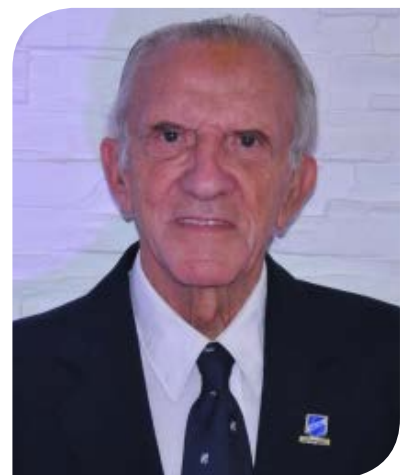
perezjulioisidro@gmail.com | [Video presentation](#)

Julio Isidro Perez is a tourism expert and journalist. He has held executive positions in the tourism industry since 1972, both in the private and public sectors and in civil associations. He has participated in national and international congresses and seminars on the subjects of political sociology, press, human resources, natural marine areas, tourism training, and the economic impact of tourism, strategy and quality in tourism management.

He has attended bi-national meeting of Argentine/Chile tourism on the integration of tourism in the southern lakes.

Director of TAM Travel and Tourism.

He was Secretary of State for Tourism, on a ministerial level, in the Province of Rio Negro, Argentina.



He was President of the Patagonia Tourist Authority, made up of the provinces of La Pampa, Neuquen, Rio Negro, Chubut, Santa Cruz and Tierra del Fuego.

He participated in the meetings of the World Tourism Organisation.

Director of Airports in the Province of Rio Negro.

He was the administrator of the airport in Viedma, the capital of the Province of Rio Negro, for 15 years. He was Director General for Ceremony and Protocol for the Province of Rio Negro.

He was founder and a member of the management committee of the Bahia Blanca Regional Chamber of travel and tourism agencies.

He has written articles in various European countries, including a visit to the Vatican and an audience with Pope Paul VI in his residence in Castel Gandolfo in September 1969.

He is the Director for Institutional Relations with the Consultants, Asis Patagonia.

He is Secretary of the Fund Asis Foundation.

On 26 October 2015 and 21 October 2016 he attended audiences with Pope Francis in the Vatican.

He collaborates in the publication of articles on tourism matters for the "Rio Negro" newspaper and also with other Argentine and international media.

He is a columnist for the "Café Turístico" programmes which are emitted by radio and television.

1981 to 1983	Member, Skål International San Carlos de Bariloche
1984 to 1996	Founding Member, Skål International Bahía Blanca
1984 to 1985	President, Skål International Bahía Blanca
1997 to 2017	Founding Member, Skål International Viedma Patagones
1997 to 1998	President, Skål International Viedma Patagones
2011 to 2014	President, Skål International Viedma Patagones

In 2010, Skål International Argentina named him Skålleague of the Year in recognition of his distinguished performance and participation.

He participates in the annual world and Latin-American Congresses of Skål International.

### **PERSONAL OBJECTIVES:**

Transform the development of Skål by analyzing the annual budgets and adjusting them so that the development of the association has, as a premise, the satisfaction of members who must feel that they are supported by the association.

Try to ensure that members benefit from congresses with reduced registration fees and transportation facilities when travelling to the countries where they are held.

The Strategic Plan should be the guide which fixes the responsibilities and actions to be undertaken in the coming years.

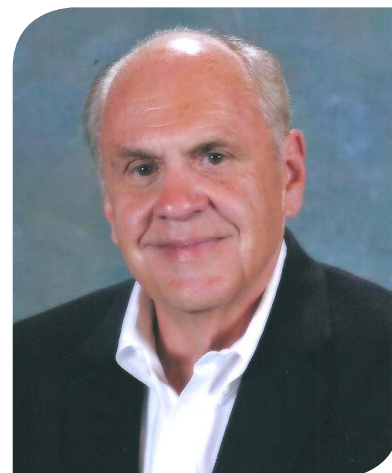
Ensure wide-ranging of what Skål is and as our current President, David J. Fisher, said "Together we can and will make Skål grow and be relevant".

Work to ensure that Skål is considered as a valid partner in the tourism industry worldwide.

# FOR AUDITOR

**JOHN J. RUZICH, OBE**  
**SKÅL INTERNATIONAL NEW YORK**

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 ruzichtgroup@aol.com  
 www.timmgroup.com | [Video presentation](#)



John J. Ruzich began his tourism career with Eastern Airlines in 1968 where he worked until 1983. From 1983 to 1988 he worked for British Caledonian Airways where he rose to the position of Regional Vice President. From 1988 to 1992 he was Managing Director – North America Sales for Pan American World Airways in New York. In 1992 he moved to Regency Cruise Lines as Vice President – Sales until he moved to Go America Tours in 1996 as Senior Vice President and Chief Operating Office. One year later he moved to Tower Air as Vice President – Marketing and Sales. In 1998 he moved to Spirit Airlines in Fort Lauderdale also as Senior Vice President – Sales and Marketing. In 1999 he returned to the New York area to work with ARCORP- NY Waterway as Vice President – Sales and Marketing. In 2004 he became President of the TIMM Group, LLC that is the US representative of the Worldwide Travel Alliance Marketing Group that has offices in Australia, the Arabian Gulf, Asia and Europe, a position he holds today. John is immediate past President of the Lower Manhattan Marketing Association, a past President of the British American Chamber of Commerce, Past Chairman of the European American Chamber of commerce. He currently serves as a Director of Big Apple Greeters and the Lower Manhattan Marketing Association. In 1994 he was awarded an O.B.E. (Order of the British Empire) from Queen Elizabeth II for his contribution to transatlantic trade.

1997 to 1998	Member, Skål International Miami
1998 to 1999	Member, Skål International Detroit
1999 to 2017	Member, Skål International New York
2002 to 2003	Assistant Secretary/Treasurer, Skål International New York
2003 to 2004	Treasurer, Skål International New York
2004 to 2005	Secretary, Skål International New York
2005 to 2006	Vice President, Skål International New York
2006 to 2007	President, Skål International New York
2007 to 2009	SIUSA Representative, Skål International U.S.A.
2008 to 2009	Deputy Auditor, Skål International
2009 to 2013	Auditor, Skål International

In 2013 John was the Chairman of the 74th Skål World Congress Organising Committee (LOC) and he was honoured with the "Order of Skål Merit" distinction for contributions to Skål International. From 2013 to 2016 he was the Deputy Chairperson of the Skål 2020 Project.

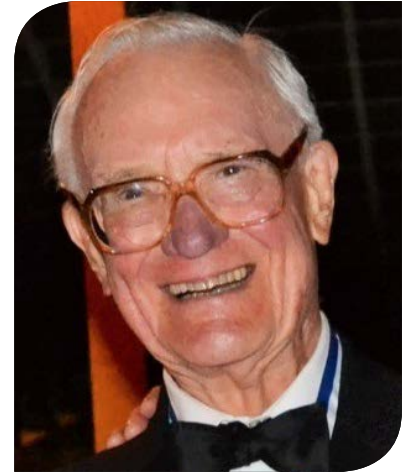
World Congress Participation: Zagreb, Antalya, Budapest, Turku, Seoul, New York.



# FOR MEMBRE D'HONNEUR

## SCHUYLER W. LININGER SKÅL INTERNATIONAL TUCSON

5 Calle Encanto  
Tucson AZ, 85716  
U.S.A.  
1.520.325.9450  
swlsr@cox.net



Schuyler W. Lininger is the owner and operator of a small resort hotel, The Lodge on the Desert, Tucson, AZ. He managed the Minoqua Country Club, Minoqua, WI, for two years.

In 2016 both Schuyler and Skål International Tucson celebrated their 50th Anniversary and Skålleagues from all over the world attended this special occasion. Both the city of Tucson and Pima County honoured Schuyler by designating this special day as "Schuyler Lininger Day".

Throughout the past 50 years, Schuyler has been the inspiration of Skål International Tucson members and he rose through the ranks locally, regionally and nationally. He consulted with many local Clubs through his continued involvement and passion for the Skål movement. He has uniquely displayed his love for Skål by continuing his involvement long after his tenure in office, having attended 28 national and 23 international congresses on six continents. While his leadership presence is well-known by Skålleagues around the world, Schuyler's leadership in the Tucson's community also flourished. Operating his historic hotel, Lodge in the Desert, for 50 years, his leadership continued in many of the tourism and community organisations as President including Arizona Lodging and Hotel Association, Southern Arizona Innkeepers and Ranch Association, as well as top leadership positions in the Salvation Army Advisory Board, Pima County on Aging, Arizona Office of Tourism and many more organisation.

Schuyler has been awarded several award distinctions throughout his career.

1966 to 2017	Founding Member, Skål International Tucson
1977 to 1981	Vice President, Region VI, Skål International U.S.A.
1982 to 1983	Vice President, Finance, Skål International U.S.A.
1983 to 1984	Vice President, Administration, Skål International U.S.A.
1984 to 1985	President, Skål International U.S.A.
1985 to 1986	President, North American Area Skål Committee
1987 to 2015	SIUSA Representative, Skål International Tucson

**FRANCO ROSCIOLI**  
**SKÅL INTERNATIONAL ROMA**

Via Principe Amadeo 5/B  
 00185 Roma  
 Italy  
 39-06.47.68.11  
 franco@rhr.it  
 www.roscolihotels.com



Franco Roscioli, a veteran in the tourism business in Italy and in Rome, is the owner of the five 4\* Roscioli Hotels, four linked to Best Western and one to Hilton. He is one of the senior and most prestigious hoteliers in Rome where his family started operating back in 1932. Franco started his career in the family business in 1945, working up from a young trainee to the position of President and Chairman.

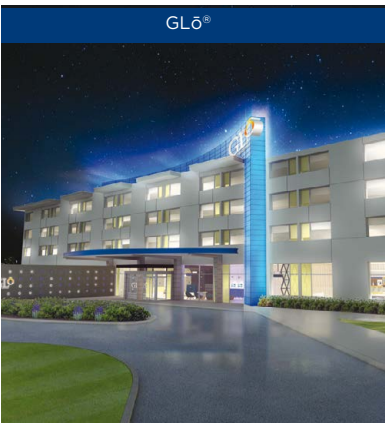
His main hotel is the Hotel Universo where, since 1950, Skål International Roma has had its official and legal headquarters and where the Club's regular activities and meetings are held.

Franco Roscioli, Skål member for about forty years, has been President of the Club for many years and nowadays is the Club Honorary President.

Franco has a great importance not only for Roman tourism but also tourism in Italy. He has dedicated so much of his time and energy to maintain Skål International Roma always in the foreground.

Franco has received several awards and honours throughout his career as the Knight of the Order of Merit for Labour from the Italian Republic, Gold Medal from the Provincial Tourism Authority of Rome, 1st Prize for Excellence of City from Rome and 1st Prize from Fiavet - the Italian Travel Agency Association.

1977 to 2017	Member, Skål International Roma
1995 to 2003	President, Skål International Roma



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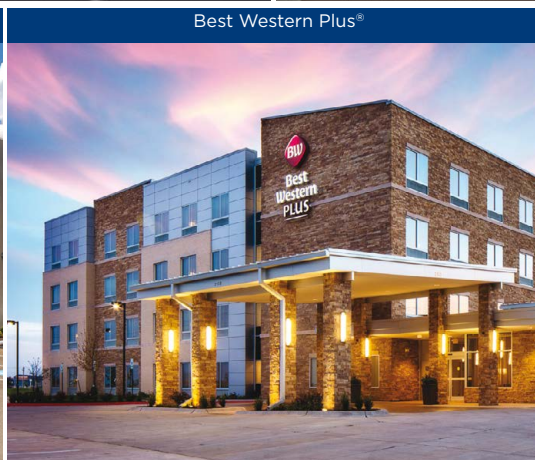
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\*Some amenities not available at all locations. \*\*Numbers are approximate, may fluctuate and include hotels currently in the development pipeline.

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