



SKÅL MAGAZINE

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

SKÅL INTERNATIONAL TRADE FAIRS



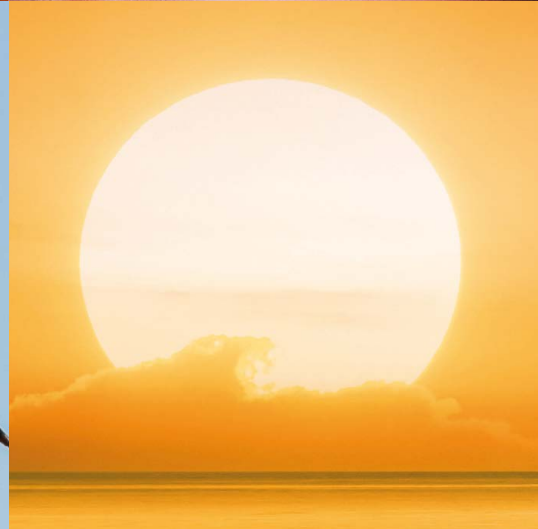
IMEX AMERICA
IBTM WORLD
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CONNECTIONS

The presence of Skål International at the various international Trade Fairs during 2016 has proved to be a great success.





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MESSAGE from the PRESIDENT

DEAR SKÅLLEAGUES AND FRIENDS,

Thank you for bestowing upon me the great honour of being elected as your President for the coming year. I will endeavour to do everything within my power to show that your trust and support in electing me was justified.

This year will be exciting since the position of C.E.O. has been filled by Daniela Otero. I am sure she will be an asset to us and will help us steer our organisation to greater things in the coming years.

Now, I come to my team. At the General Assembly, the following Skålleagues were elected to be your Executive Committee. With their help and support, we, as a team, will do all in our power to move the organisation forward.

I also know if you have any questions, ideas or concerns in any area of the organisation you can contact us and we will get back to you with the support and help you need.

Your Executive Committee Members are:

Senior Vice President:

Susanna Saari (Turku, Finland) -
Turku University of Applied Sciences.
Membership Development & Young Skål

Junior Vice President:

Rafael Millan (Ciudad de Mexico,
Mexico) - Grupo Hotelero Brisas.
Finances & Florimond Volckaert Fund

Directors:

Lavonne Wittmann (Pretoria, South
Africa) - Belskye Travel. P.R. &
Communications

Jason Samuel (Bombay, India) - Jadozes
International. Statutes & Manuals

Maria Teresa Diaz Comas (Girona, Spain)
Aromar Hotels. Business Development
& Trade Fairs

**President of the International Skål
Council:**

William Rheaume (Canadian Rockies,
Canada) - Innegrated Hospitality
Management

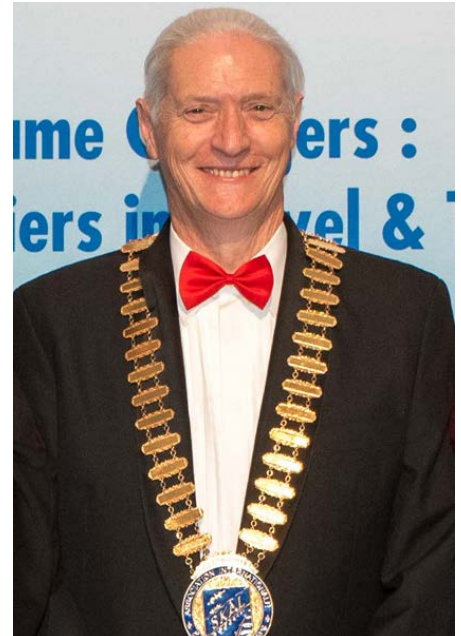
CEO:

Daniela Otero

To the newly elected Director Maria Teresa Diaz Comas, welcome to the team. I know you will fulfil your role with passion and in true Skål spirit.

To our new CEO, it will be a learning curve to understand how the organisation works and thinks but I am sure you will rise to the challenges. There are numerous Skålleagues out there who will be only too willing to help you understand the organisation.

One of Daniela's key objectives will be to create a strategic plan for the organisation which will help us move forward. She will be utilising ideas from past initiatives as the 2020 Project and the Task Force. She will then add to these ideas with the benefit of fresh eyes. It will then be important that we implement the ideas as soon as possible.



Another key objective for Daniela is to identify new sponsors. This is critical to reduce our dependence on membership fees, currently our major source of income which is not really sustainable.

Now to the future, this year we need to implement and benefit from the changes identified last year so that we can grow our organisation in all areas.

The above cannot be achieved without individual members getting actively involved. So let's all get involved and achieve the best we can for Skål.

In closing, I thank you sincerely for entrusting me with the Presidency of our great organisation, and hope to have the pleasure of meeting many of you in the coming year.

Regards and Seasons Greetings

David John Fisher

President 2017 Skål International

In cooperation with:



Partner Country 2017:



WHERE THE WHOLE WORLD MEETS

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Expo and Convention Centre



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UPDATES FROM YOUR DIRECTORS

We are featuring the newly elected Director Maria Teresa Diaz Comas (Girona, Spain) and her portfolio of Business Affairs and Trade Fairs this month.



Thank you all for the confidence shown in me by voting me onto the Executive Committee as Director of Business Affairs and Trade Fairs at the World Congress in Monaco.

It is a great honour to work hand in hand with all the members of the Executive Committee Team together with the CEO and the rest of the office Team in Torremolinos.

I am looking forward to introducing new ideas for Skål International's attendance at the various Trade Fairs, as well as improve and enhance the membership benefits and the Skål Greeter Programme.

My vision for my portfolio is:

TASK ONE:

- To introduce a year planner with all the dates and details of Skål International's attendance at Travel and Tourism Trade Shows, B2B seminars, road shows and workshops globally.
- To devise a Concepts and Procedures Manual that will

be introduced to all members after Executive Committee approval by the end of February 2017.

- Review and research our Return on Investment on the Trade Shows Skål International is already attending, e.g., WTM London, WTM Africa, IBTM Barcelona, ITB Berlin, IMEX Frankfurt, IMEX America and look at ways of improving our current agreement and position. (Not forgetting examples like Fitur in Madrid that this year will be managed by Skål International Spain).

- I will also be requesting information from all members on what other trade shows Skål International should attend and welcome your comments.

TASK TWO:

Improving Membership benefits locally and globally by introducing:

- a. Membership benefits to Skål Members (Member to Member)
- b. Offer from Skål Members to the customers of Skål Members

TASK THREE:

- To review and improve the unique Skål Greeter Programme which is a wonderful and beneficial way of showcasing your city or country to fellow Skål Members while "Doing Business amongst friends".

My last vision is to introduce new technology like different applications to make Skål International more visible in the Travel and Tourism Industry.

I am looking forward to working all together to make our "Trusted Voice" heard even stronger in the world.

Skål!!!!

Teresa Diaz Comas

Director, Business Development and Trade Fairs

Mobile: +34.679988935

Email: teresadcomas@skal.org | terediaz@langle.biz

Skype: tere.diaz.comas



INDUSTRY UPDATE

POORISM: A NEW GLOBAL TREND

The term “poorism” comes from a combination of the words “poverty” and “tourism.”

Tourists seeking “authentic” experiences pay for guided tours to the poorest and most economically deprived areas of the world for a day or so, or some even pay to stay in a stylized shantytown for first hand experiences of some of the lowest living standards.

This tourism is not confined to so-called “third world countries.” You can, for instance, tour New York neighborhoods in the Bronx and East Harlem, in Belfast, Ireland or Rotterdam, The Netherlands. Such tours take people into the heart of impoverished pockets within large and in some cases prosperous cities. These tours may awaken the mind to the devastation of long-standing poverty, the plight of immigrants, or the effects of war.

More exotic poorism tours might visit Brazil’s Favelas, the streets of New Delhi or the townships of South Africa. Such vacations, if they can be called that, will usually include visits to more affluent areas and traditional vacation opportunities of the area a traveler plans to visit. Certain tour companies establish good relationships with local residents in the slum areas, so that visitors can not only view impoverished areas but also talk to the locals. Professionals that work in areas on tours, like doctors, might give special information regarding the residents. These slum tours routinely take advantage of struggling communities for the benefit of rich tourists. Instead of breaking down barriers between tourists and locals, it encourages outsiders to view the slums as yet another tourist attraction. The people living in real-life poverty become mere actors on a stage.

Despite the growing popularity of poorism tours there is much criticism and controversy in relation to this form of tourism. On the one hand, proponents of

poverty tourism argue that this form of tourism can contribute to a change in the representation of the slums and its people and that poorism is a legitimate way to fight poverty. They also argue that the tours help tourists to better understand the world and become more compassionate.

Opponents argue that it is exploitative of poor people and really does not add much to the understanding of the complicated issues. Moreover, they highlight the fact that the motivation to undertake this kind of experience is only related to voyeuristic consumption of poverty and that the basic human rights of the local residents to dignity and privacy are often undermined. Additionally, the inhabitants of these

communities, have an uneven access to the benefits generated by tourism.

Questions remain as to whether such tours will evoke world change or will further distance those who can afford to travel from those who cannot afford decent living conditions or enough food.

MEMBERSHIP BENEFIT

GREAT NEW WORLDWIDE TRAVEL INSURANCE PLAN FOR SKÅL MEMBERS



A great new members benefit in the form of comprehensive travel insurance is now available to all Skål members.

Thanks to Derek Ketteridge of Tour Indemnity and a member of Skål International Brighton, Sussex & The Channel club, this special travel insurance policy for Skålleagues is at a great rate, and even better, the commission from the sales goes to Skål International.

The cover, through Tour Indemnity/All Seasons Underwriting Agencies Ltd, comes in two parts.

Part A is inclusive in the membership and would be paid to Tour Indemnity/ASUA for all members as a benefit.

Part B is the optional plan - this is available to members, resident anywhere in the world, excluding (for the time being) the USA and Canada. Members can access this product on line via the Skål website and purchase it directly with payment by credit card.

The rates shown for the optional policy (PART B) are inclusive of 10% commission to Skål International.

Click [here](#) to view the policy wording and show in detail what is included and excluded and what the rates are.

We have already had comments from Skål members that the rates available through this policy are extremely competitive and we urge all members to visit the link/website and take up this great offer - it is not only a great deal for members it is also a revenue generator for Skål International.

GOOD NEWS STORIES

SKÅL INTERNATIONAL HYDERABAD

PROMOTION OF 2017 SKÅL WORLD CONGRESS AT UFTAA GOLDEN JUBILEE

Skål Hyderabad member Valmiki Hari Kishan travelled voluntarily to promote the 78th Skål International World Congress to the UFTAA (United Federation of Travel Agents Association) meeting that took place at Hilton Bosphorous Hotel, Istanbul, Turkey, on 25 and 26 November 2016.



Valmiki Hari Kishan with UFTAA President Sunil Kumar



During UFTAA Golden Jubilee - Presentation

UFTAA is a prominent global federation that supports Travel Agents Associations and has accomplished many goals during the last 50 years. 150 delegates from more than 30 Countries participated. Skål International Hyderabad is a proud participant of this great movement. Skålleague Valmiki gave a presentation to all the delegates about Skål International and the World Congress 2017 by extending warm welcome to all the delegates present.

Each delegate present at the meeting is the President of their country's Travel Agents and Tour Operators Association. UFTAA plays a key role in enrolling Travel Agents Associations across the globe and to help one another to adopt best practices followed by various countries. It also works very closely with IATA headquarters

in resolving many challenging areas around the globe. Valmiki Hari Kishan and the Club President Vijay Mohan Raj extended thanks to the President of UFTAA, Mr. Sunil Kumar, who is an Honorary Member of Skål International Hyderabad. Further to this we also managed to showcase our Movie Presentation during the Gala Dinner as well, while the Chief Guest and Guests of Honour witnessed it and appreciated a lot.

The most senior Skål Member from Skål International Istanbul, Nihat Boytuzun, showed his care and concern in promoting our Congress amongst Turkish Skålleagues. He has also taken our flag and promoted the Congress during Skalitë16 by handing over the Skål International World Congress 2017 promo to the President of Skål Istanbul, Bahar Birinci.

SKÅL INTERNATIONAL GARDEN ROUTE

DESTINATION MANAGEMENT AND PRACTICAL SKILLS DEVELOPMENT PROGRAMME IN TOURISM

Skål International Garden Route to partner with Government and associate partners. Eden Regional and Wesgro to create a platform to afford students - an opportunity to develop and gain valuable practical skills, with a view to becoming a manager in the tourism industry or to transform economic ownership, and grow the economy with young entrepreneurs.

Objective:

To Identify students and advise a career path in tourism. To partner the student with the correct career choice. Thereby creating good employment with skilled workforce, inclusive of a growth path, as well as an economic infrastructure network.

To identify and train 2 facilitators - who would also train for 12 months. These 2 students will ultimately fulfill the role of Project Managers. They in turn will be responsible for the ongoing training.

Proposal:

Workshops should be presented to Grade 10 - 12 Students before they make career choice. This can be done by means of a road show for the schools. Tourism is a PASSION not a job. It is critical to source the correct people for this industry. The Skål International organisations manage tourism properties and activities and are therefore equipped to train the students.

This training should take place over 12 months - covering all aspects of the business.

Students will be registered with the Skills Development division which exists within the municipalities, (local government) they should place the students when the training is complete. A stipend for these students will be paid by government whilst student is in training.)

Skål Garden Route to supply municipality with Company names of Skål Properties/Activities for placements.

Students to sign up as Young Skål Members - and should attend road shows and monthly networking lunches. This allows them to make informed decisions with regards to tourism and increase their knowledge of the products available in Eden Region. (8 students to be chosen per town) Students will participate in the marketing and management of the establishment.

Students will be taught that tourism is an important sector in our country and has potential to showcase our cultures, hospitality and investment opportunities in our country.

There is a gap in George and Sedgefield to host Cultural heritage tourism - this is also an opportunity for SMME business.

The students would be also attend tourism marketing at travel shows to gain experience of marketing and become familiar with both the International and Domestic Travel trade & tour operators.

Tour Guide Training:

In house guide training available at activities such as Cango Wildlife - Monkeyland - Jukani etc. Plus Western Cape guide training - with Skål Members and the tourist guide institute who currently has agreement with Government.

**Marketing of Tourism:****People buy from People Relationships are key.**

Travel / trade shows - this is where customer relationships should be built by means of fam trips for travel agents/tour operators/ local and international. Target incentive groups. Corporate groups with vision to do reciprocal sustainable business. All road shows must include a Business 2 Business table for workshops. Choose Countries we wish to do business with and concentrate on these countries until we have successfully secured business, before engaging with new countries. If we are presented with opportunities to other countries we will engage with them.

Most of our Skål colleagues travel to trade shows - throughout the year. As Skål is already familiar with products in South Africa we are in a position to do the marketing for SA at these events. Which means the Government does not require another division to do market this sector of tourism.

Social Media:

Social media is critical going forward in all business sectors. Identify and train student. This becomes new opportunity to open new business division. Social media is critical to marketing of tourism. As this is the media majority of travelers are exposed to.

**MILLENNIALS - 2017**

The emerging market and future leaders in tourism. Skål International South Africa is the solution to tourism practical development skills. A presentation by Skål Garden Route Young Skål member to National Government was held in November. National Government has approved the programme - we now need to set it up with local government.



IMEX AMERICA 2016

SKÅL INTERNATIONAL ATTENDED IMEX AMERICA TRADE SHOW FROM 18-20 OCTOBER 2016 IN LAS VEGAS.

The successful presentation of Skål International was the result of the productive, long term cooperation with IMEX AMERICA.

This year Skål International had 100 square foot, fully equipped, hard wall stand with an excellent location in the centre of the exhibition hall.

The Skål stand was professionally manned by members of Skål International Las Vegas Jason Abbott, Nathen Waldschmidt, Julie Banbury, B'Anka Neder, Mike Chouri, Vivienne Sario, Maggie Hausbeck, Ann Parsons and 2010 Skål World President Nik Racic.

The latest statistics released for IMEX AMERICA confirm that 12,227 meetings, events and incentive travel industry professionals were held at the show in Las Vegas, an increase of 14% over the previous year. There was a 6% increase in the number of hosted buyers who attended - 3,216 from 60 countries.

IMEX AMERICA 2016 also welcomed a record of exhibiting companies- 3,250, a 4.8% increase on 2015 - representing 139 countries. These included 69 exhibitors who increased their stand space. Together they created the largest ever IMEX AMERICA.

During the three days of the show numerous useful contacts and meetings were realised.

On Wednesday 19 October, Skål International Las Vegas organised a well attended reception during which 2010 Skål World President Nik Racic had a good exchange of ideas with the President of Skål International Las Vegas, Jason Abbott, and other members, about the development of Skål International and the future cooperation with IMEX AMERICA.



Former Skål World President Nik Racic and President Skål International Las Vegas, Jason Abbott



Former Skål World President Nik Racic received a special recognition by the President of Skål International Nigel Pilkington during the recent Skål World Congress in Monaco for his continued service as the Skål Ambassador for IMEX and his membership and contribution as part of the C.E.O. selection panel.



IBTM WORLD 2016

THE LARGEST ASSOCIATION OF TOURISM PROFESSIONALS WORLDWIDE ATTENDS IBTM WORLD IN BARCELONA

As every year, Skål International, the largest global network of contacts for tourism professionals, provided a social and business meeting point for its members at its stand at IBTM, one of the most important MICE trade fairs.

The trade show was held from 29 November to 1 December at the Fira Gran Via exhibition centre in Barcelona and brought together more than 3,000 international suppliers from 150 countries.

Members of Skål International Barcelona and Skål International Girona manned the stand during three days and held various professional meetings with participating exhibitors in order to promote the association and establish new contacts. Amongst them, Joan Ibañez and Clemente Torras, President and Vice President of Skål International Barcelona respectively, the Secretary Ramona Grases, the Director of Skål International Maria Teresa Diaz Comas and Pol Fages, both from Skål Girona, and the C.E.O. of Skål International, Daniela Otero, who said: "This trade show provides great business opportunities in the tourism



industry and is an ideal platform to bring the sector's entrepreneurs and managers together."



During a gala dinner held at the Hotel Avenida Palace in Barcelona on 29 December, the International Councillor for Skål Spain, Gracia Peregrin, from Skål International Granada, was awarded the Medal of Skål International Barcelona for her merits in Skål International.

SKÅL CLUB OF THE YEAR AWARD

In this issue, we have asked the winner of the Club of the year 2016, Skål International Cancun, and the second and third positions, Skål International Canberra and Skål International Arkansas respectively, to share some of their thoughts and ideas on the success of their Clubs.



1. What is your “recipe for success”?

Cancun: To have reached the requirements set by Skål International to be eligible as the Best Club of the Year. To comply with the planned schedule of activities, drawn up at the beginning of the year with the Skålleagues, making different dynamics with both the Blue Skålleagues and Young Skål.

Canberra: It is important to know what our members want, and find the right balance between business engagement, and social connection.

Arkansas: To include more industry professionals, we changed our name in 2012 from “Skål International Little Rock” to “Skål International Arkansas”. Our tourism partners are located near each other, and we have built a tight-knit group that is more like family over the years. There is no competition among the partners – only working together and collaboration in promoting tourism in the region and building our business. In the last 10 years, we have increased our Club’s cash flow and have quadrupled our membership by improving our management of Club finances. It has also helped to enlist one person as the main liaison for our Club at the national and international levels to maintain continuity and keep members informed.

2. How does your Club attract new members and how do you retain these members?

Cancun: We work with Skålleagues, encouraging them to bring their colleagues

in the industry to attend our monthly lunches, as they know more people in the industry, and with the objective to have them attend three lunches and/or dinners so that they can officially become Skålleagues.

Canberra: New member attraction has simply been about spreading the word. The majority of our new members had either not heard of Skål, or not understood the benefits. For existing members, it is all about ensuring there is continuous benefit to remain a member.

Arkansas: We are selective in our invitations to potential members and limit membership to leaders in the industry who want to engage with others at their level of expertise. We help potential members understand the benefits of being part of a worldwide organisation and the sales opportunities

that exist for them in joining and attending meetings. We retain members by fostering strong connections at our monthly meetings and through involvement in our other programmes.

3. What methods do you implement in your Club that encourages attendance to your monthly functions and keeps this excitement and participation alive?

Cancun: The actions are based on the annual calendar that we send out at the beginning of the year, which indicates all the dates fixed for lunches, dinners and/or special events, in order for everyone to save the dates in their agenda.

The social gatherings are planned in advance in order to always ensure the best lunches and/or dinners at the different hotels or restaurants that belong to our own Skålleagues! When our members are hosts they always give their best in the belief that every Skålleague should go home with great satisfaction for time well spent.

Canberra: We hold our meetings at a member venue which enables them to showcase their product, and also allows other members to see new products in the market. These new products can often provide new business opportunities for the members, so it is a win win for all members.

Arkansas: Our most effective method is choosing unique, intimate locations throughout central Arkansas, sometimes at establishments owned or managed by Skål members. At our monthly meetings, we have fun door prize drawings and light-heartedly penalize members for not wearing Skål pins by paying a dollar or leading a Skål toast. Starting next year, members receive a free drink ticket if they RSVP by the deadline.

4. Does your Club have any extraordinary project that you are working on at present?

Cancun: Club 482 is always endeavouring to innovate, renovate and working on different ideas for the good of Skålleagues, the community and to attract new members.

Canberra: For 2017 we will be working with our local hospitality school, CIT, to ensure that the training programs are relevant to today's industry, and supporting the evolution of their programs. We are also working with the national accommodation body to support the role out of their new training program.

Arkansas: One project we are working on is the Industry

Employee Assistance Program, through which members can ask for a grant to assist an employee who has experienced a catastrophic event. Another new project is twinning with Skål International Northern New Jersey and working on travel opportunities to each other's cities.

5. How do you promote the many membership benefits to your members and prospective members?

Cancun: We work with a range of services so that each Skålleague may have the opportunity to enjoy certain benefits with other Skålleagues both local and national. The annual calendar gives a mixture of activities with families so that families and friends have the opportunity to live and feel the Skål spirit.

Canberra: Story Telling! If you tell someone that something could happen, it is hard to visualise. If you share a personal story of success it is real, and people can connect with that. Each meeting members are asked to share great success stories that have been driven by Skål, which could be a new piece of business, a new team member, or simply a great meeting with another club, or at national or international congresses.

Arkansas: Because our members are busy professionals, we found the most effective communication methods are via email and website.

6. How do you promote Young Skål to prospective members and to your membership base?

Cancun: Our Young Skål members have their own calendar of activities which includes three or four lunches or dinners with senior Skålleagues. We also ask Skålleagues to open the door to their companies and talk about how they started their business, their growth, expansion and innovation plans for the today and the future.

Canberra: We do not target Young Skål as a separate group. Many of the new members we are attracting, whilst sitting in senior roles in their business units, are actually less than 30. We believe to be a sustainable Club we need a great balance of experience, and fresh ideas, so the focus is on great leaders in the tourism industry, irrelevant of age. Should our Club continue its success we would love to embrace a Young Skål section?

Arkansas: We have several members tied to educational institutions for the tourism and hospitality industries who identify top students and encourage them to get involved. The Arkansas Hospitality and Tourism Education Foundation also offers a scholarship for students who want to join.

VIEW PRESENTATIONS: [Cancun](#) | [Canberra](#) | [Arkansas](#)

COUNCILLOR'S CORNER

BY NIEL ELS, COUNCILLOR, SKÅL INTERNATIONAL SOUTH AFRICA

Being the new kid on the block has its advantages. I was voted Councillor for South Africa during March this year and four weeks later, were on my way to attend my very first International Skål Council Mid-Year meeting in Christchurch, New Zealand.



What a privilege and an amazing experience! The current status quo in Skål International South Africa is that the position of National President and International Councillor is held by the same person. This is quite an honour and responsibility as I took over from the very efficient Lavonne Wittmann, who was voted Director of Skål International at the World Congress in Torremolinos. But, being the new kid, Councillors and all the members of the Executive Committee went out of their way to show me the ropes.

We presented the bid to host the 2017 International Skål Council Mid-Year Meeting in South Africa at the meeting in Christchurch and the voting took place at the Council Meeting prior to World Congress in Monaco this year. Skål Garden Route won the bid to host the meeting in the coastal city of George in the Western Cape of South Africa to a very worthy opponent, Abuja, Nigeria. Skål Garden Route is the

second largest of seven active, vibrant Clubs in South Africa and boasts to be the largest (geographically speaking) Club in the world. This unique Club is on a world-renowned tourist route which starts in the Boland and ends in the Eastern Cape. Skål Garden Route now has members in 16 towns along the Garden Route and Route 62 in the Klein Karoo.

Attending today the Nelson Mandela Bat=y Xmas lunch at the pristine Hopefield Country Lodge in the Sunday's River Valley next to the Addo National Elephant Park, made me realised yet again of how blessed we are to belong to this mind-blowing organisation called Skål International. We most probably live in the most beautiful, diverse region of the world.

Tomorrow, leaving thvis beautiful area, a meagre 4.5 hours' drive along the Langkloof, I will be attending the Skål Garden Route's Xmas lunch at Oubaai (the Ernie Els designed Golf Estate) in George, the host city of the 2017 International Skål Council Mid-Year Meeting.

Skål South Africa, and in particular Skål Garden Route, wish you all happy holidays and a prosperous New Year; waiting in anticipation to welcome Skål Councillors Executive Council and fellow Skålleagues to experience African hospitality at its best. ISC Mid-Year Meeting: 3-6 May 2017 at Fancourt, George, South Africa. Looking forward welcoming you all! Skål!

FLORIMOND VOLCKAERT FUND

NEW TRUSTEES APPOINTED

The Florimond Volckaert Fund offers assistance to Skålleagues and their families in times of need and is one of the unique membership benefits of being a member of our organisation. The fund is named in honour of the first President of Skål International and is managed by three Trustees, appointed by the Executive Committee.

The primary responsibility of the Trustees is to manage the assets of the fund and assess all applications. The newly appointed Coordinating Trustee, Jan Sunde, will be responsible for the coordination of the fund activities, as well as prepare the financial statements and reports for the Executive Committee at the General Assembly.

As his term of office was completed and in accordance with the association's By-Laws, Richard Hawkins (President 2000) attended his last Skål World Congress as the Coordinating Trustee and President Nigel Pilkington gave him a special recognition for his long and distinguished service on as a Florimond Volckaert Fund Trustee. ▶

Mary Bennett (President 2003) has also resigned due to personal reasons after many years of service and on behalf of all our members we would like to thank them both for all their dedication and hard work during their term of office as Trustees of the Florimond Volckaert Fund.



We would like to introduce and welcome the newly appointed Trustees of the Florimond Volckaert Fund, with effect from 1 November 2016.



Jan H. Sunde
Coordinating Trustee
President 2006
jan.sunde@tide.no



Tony Clegg-Butt
President 2002
tony@travelnewskenya.travel



Mok Singh
President 2013
moks@sitanet.com

Monetary assistance has been given to fellow Skålleagues who have needed help with medical costs, natural disasters, purchasing of medical equipment for physically disabled members, as well as assistance with the payment of school fees especially after the sudden death of a spouse.

Applications for assistance should be sent to your International Councillor or National President who will send it to the Trustees of the fund. Applications are handled in the strictest confidence and as speedily as possible.

Donations from individual Skålleagues, Clubs, National and Area Committees are voluntary, but remember, this is your Fund and you never know when you might need assistance.

Your donations are always welcome.

Florimond Volckaert Fund bank account:

Banco Bilbao Vizcaya
Plaza Costa del Sol 9, 29620 Torremolinos, Spain
Swift. BBVAESMM

IBAN ES89 0182 0481 6220 1121 0039 (US\$ account)
IBAN ES94 0182 0481 6500 1151 0764 (Euro account)

SKÅL ADDIS ABABA CHARTER NIGHT

OPTIONAL TOURS OF ETHIOPIA & KENYA | 15 APRIL 2017



Join the celebration of the return of the Skål Club of Addis Ababa #311 to Skål International bringing Ethiopia back into the family of Skål nations after an almost forty year absence.

In order to fully enjoy this very special occasion, Skål International Addis Ababa and its two sponsors, Skål International Washington and Skål International Nairobi, are offering a full blown opportunity for Skålleagues to welcome this Club into our ranks.

Select from a week long tour of Ethiopia, including its World Heritage sites, the charter night dinner in the "Capital of Africa," and one of combination beach and

safari tours of Kenya. Do it all...or just some of these exciting Skål events, April 8-23, 2017, with discounted flights on Ethiopian Airlines from all of its cities around the world, too!

ETHIOPIA TOUR, 8-14 APRIL 2017 | A CULTURAL TOUR TO THE "LAND OF ORIGINS"

This cultural tour focuses on the ancient history & culture as well as the people and nature on the classic Historic Route of Ethiopia. Among other things, on this tour, you will visit 3 UNESCO World Heritage sites as you travel in a land where the past comes alive in a form of castles, rock-hewn churches and ancient ruins. After all, this is a journey to the land where all began.

Ethiopia trip highlights:

- Visit 3 UNESCO World Heritage Sites
- Be amazed by a visit to the rock-hewn churches of Lalibela, "the living wonders of the world"
- Discover the fairytale castles of Gonder
- Discover the ancient Island monasteries of Lake Tana
- Visit the source of the mighty river, the Blue Nile & Blue Nile falls
- Visit the vibrant city of Addis Ababa, Africa's Capital
- Meet your 3 Million years old ancestor Lucy at the Ethiopian National Museum
- Visit sites for the discreet travelers and meet with the local people
- Experience varied Ethiopian food and attend an Ethiopian coffee ceremony

Ethiopia Price in USD :

Ethiopia land package on full board double room sharing: USD 1,118.00* per person

*Single room supplement: USD 231.00

*Price doesn't include domestic airfare which are greatly reduced for travelers flying on Ethiopian Airlines to Addis Ababa

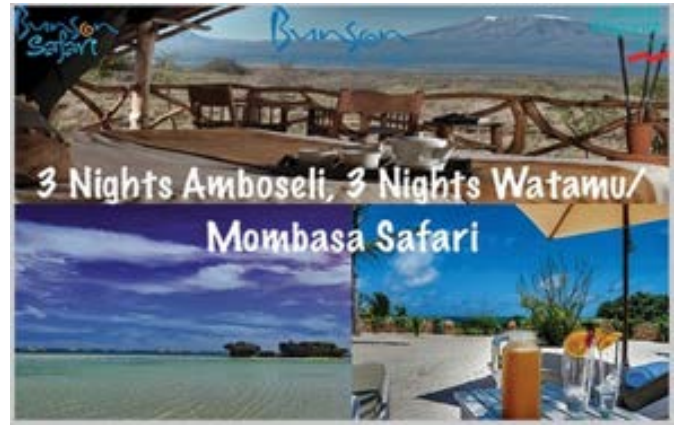
Charter activities

*Charter Dinner: USD 75.00 per person

*Accommodation for the charter Night: USD 103.00 per person in 4 star hotel with breakfast.

*Ethiopian Airlines international discounted fare will be advised by email.

For more information on the Ethiopia tour & reservation, please contact Desale Mitiku: desale@grandholidaysethiopia.com



KENYA TOURS, 16-23 APRIL 2017

Skål International Nairobi, in conjunction with Skål International Kenya Coast, as a co-sponsor of Skål International Addis Ababa, will be offering a seven day, six night tours to Kenya, including a three day, two night luxurious beach stay in Mombasa and a safari adventure for four nights with some exotic accommodations. Pricing will be announced shortly. Interested Skålleagues will be notified directly by e-mail of the pricing and payment requirements.



For more information on Kenya Tours and price please contact: Julie Dabaly Scott juliedabaly@carlsonwagonlit.co.ke | [REGISTRATION FORM HERE](#)

PRESIDENTIAL VISIT

THE MAYOR OF TORREMOLINOS RECEIVES THE VISIT OF SKÅL INTERNATIONAL WORLD PRESIDENT



The Mayor of Torremolinos, Jose Ortiz, hosted a reception at the Town Hall on 25 November for the new World President of Skål International, the Kenyan David Fisher. This meeting was a protocol visit because the President was visiting the offices of the Association which are also in Torremolinos.

He was accompanied by the new C.E.O. of Skål International, the Argentine Daniela Otero and the Presidents of Skål International Spain, Jose Maria Ubeda and Skål International Malaga-Costa del Sol, Jose Maria Yague. Jose Ortiz and David Fisher analysed the current situation with world tourism and discussed the possibility of strengthening the contacts between both institutions.

ITB BERLIN | 8-11 MARCH 2017

Over the last half-century ITB Berlin has had a decisive impact on tourism and still enjoys an excellent standing. By reorganising the hall sections and reallocating hall space at the the World's Largest Travel Trade Show has taken travel industry changes into account. In recent years there has been an increase in demand for more floor space and two-tier stands for certain markets which up to now ITB Berlin has been unable to satisfy.

Several display halls already have waiting lists. The new hall concept makes it possible for the fast-growing markets to enlarge their displays. There is now a better concentration of markets, which makes it easier for trade visitors to plan their visit.



Exchanging knowledge is easy: from 8 to 11 March 2017 the ITB Berlin Convention will be focusing on the most important issues concerning the travel industry, politics and business. During the course of lectures, discussions and debates the international travel industry's largest think tank will provide expert information in an entertaining manner on uses for artificial intelligence and for social media in crisis situations. Experts and well-known popular figures will highlight pressing issues and give listeners food for thought with their incisive contributions.

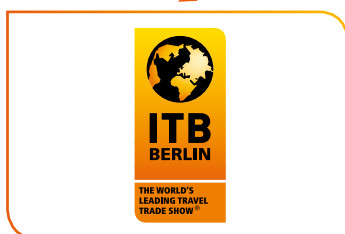
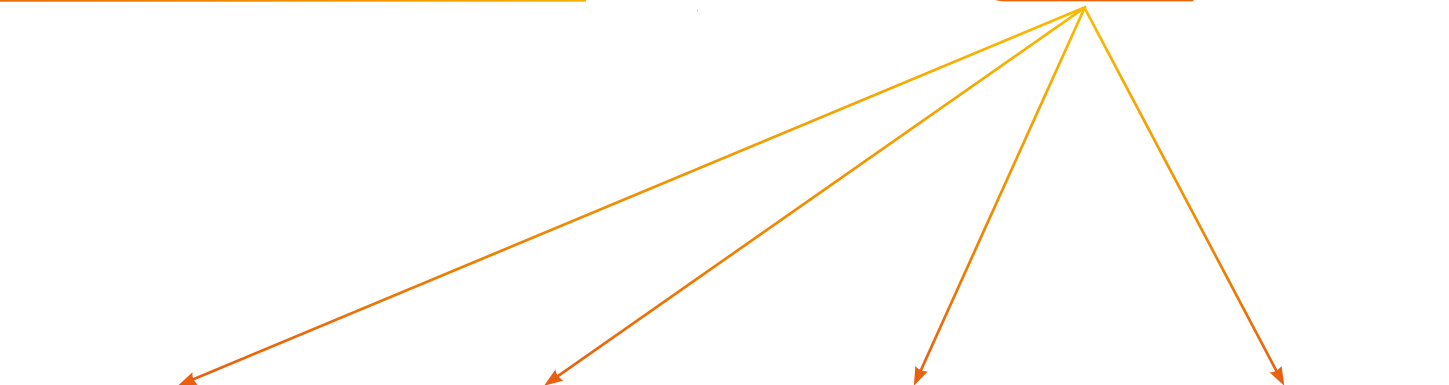
More space for Travel Technology: due to the high level of demand, for the first time the eTravel World at ITB Berlin 2017 will occupy two halls. In Hall 6.1, fascinating lectures and discussions taking place on the eTravel Stage will provide visitors with useful information

on innovative trends such as virtual reality, influencer marketing and chatbots. Furthermore, for the first time the hall features the eTravel Showroom, where new products will be presented. In addition to Hall 6.1, Hall 7.1c includes technology providers, whose focus is on payment solutions, hotel software and apps. In 2017 the eTravel Lab with its wide range of workshops can also be found there.

The 15 finalists of the National Geographic World Legacy Awards were unveiled on December 1. The World Legacy Awards, a partnership between National Geographic and ITB Berlin, showcase the leading travel and tourism companies, organizations and destinations – ranging from entire countries to small islands and from urban hotels to jungle retreats – driving the sustainable tourism transformation of the global travel industry.

This year's World Legacy Awards entries spanned the planet, representing 45 countries and six continents, showcasing how sustainable tourism has no boundaries. Finalists in five award categories were selected by an international team of more than 20 judges. A multi-step judging process also included on-site inspections of each finalist.

**ONE WORLD.
ONE INDUSTRY.
ONE BRAND.**



No. 1 Travel Trade Show in the World

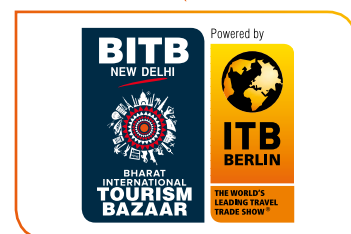
8–12 March 2017, Berlin



The leading B2B trade show for the entire Asian travel market
25–27 October 2017, Singapore



New: B2B trade show for the Chinese travel market
10–12 May 2017, Shanghai



The B2B trade show for the Indian travel market
21–23 October 2017, New Delhi

Generating a total of...

> 7 BN. Euro
industry deals *

> 250,000
buyers & visitors *

> 15,970
conference minutes *

> 12,000
exhibitors *

* as of December 2016

INTERNATIONAL INSTITUTE FOR PEACE THROUGH TOURISM

LAUNCH OF 30TH ANNIVERSARY YEAR AND 2017 GLOBAL SUMMIT ANNOUNCED



IIPT was again featured at World Travel Market (WTM) as it launched its 30th Anniversary Year and announced its 30th Anniversary Global Summit - both in support of the UN International Year of Sustainable Tourism for Development.

Speakers at the WTM Platinum Suite event were leaders of the travel and tourism industry: Dr. Taleb Rifai, Secretary General, UN World Tourism Organization (UNWTO); Mr. David Scowsill, President and CEO, World Travel and Tourism Council (WTTC); Dr. Mario Hardy, CEO, Pacific Asia Travel Association (PATA) and Ms. Susanna Saari, Senior Vice President, Skål International. Joining the travel and tourism industry leaders was Canadian High Commissioner to the U.K. and Northern Ireland H.E. Ms. Janice Charette. Ms. Anita Mendiratta, Founder and Managing Director, Cache Consulting moderated the event.

To view a video tape of the entire IIPT session at World Travel Market - please click [here](#).

IIPT will return to Montreal where it was born in 1986 - and site of its 1994 Global Conference - the first major international conference on sustainable tourism, for its 30th Anniversary Global Summit. Theme of the Summit is:

“Building a Sustainable and Peaceful World through Tourism”

It will be held in Montreal, 17-21 September 2017. Please save the dates.

The IIPT 30th Anniversary Global Summit is being co-organized with the UN World Tourism Organization (UNWTO) and with the partnership the Pacific Asia Travel Association (PATA). Both Dr. Taleb Rifai, UNWTO Secretary General and Dr. Mario Hardy, CEO, PATA have confirmed their participation as keynote speakers.

The stars are all in alignment for the IIPT 2017 Global Summit. In addition to 2017 being the UN International Year of Sustainable Tourism for Development and the IIPT 30th Anniversary, 2017 is the 150th birthday of Canada, 375th birthday of Montreal, and 50th anniversary of EXPO '67, the world's most successful EXPO of the 20th Century. The Summit is scheduled so that it will end at Noon, 21 September, 2017 - the UN International Day of Peace - with special events planned for that afternoon commemorating Peace that afternoon - “Peace within our Global Family and Peace with Nature.”

The concept of sustainable tourism was first introduced at the IIPT First Global Conference: Tourism - A Vital Force for Peace, Vancouver 1988. IIPT subsequently pioneered the early initiatives towards its implementation:

- 1992- Developed first Codes of Ethics and Guidelines for Sustainable Tourism;
- 1993- Conducted first international study of “Models of Best Practice”;
- 1994- Organised first international conference on Sustainable Tourism, Montreal

Additional announcements were made at the WTM event by Ms. Leslie Dance, Vice President Marketing, Hawaii Tourism Authority, Mr. Tajamul Hussein, Chief Strategy Officer, CheckINN TV and Mr. Thomas Steinmetz, Publisher, eTurbo News and Chairman, International Coalition of Tourism Partners. Please see the latest IIPT e-newsletter [here](#).



Frankfurt

16-18 May 2017

Make a date with **IMEX 2017**



Next year IMEX returns to its usual slot.

This not-to-be-missed annual event for meeting planners is back in May. Whether you plan events in or outside Germany, IMEX in Frankfurt is the place to make those important business connections in person. If you organise events, **you belong at IMEX!**

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Register your interest today at imex-frankfurt.com/register

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imex-frankfurt.com



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SKÅL EXPANSION TO NEW COUNTRIES

YAOUNDE, CAMEROON

In tourism for more than 15 years, after studying Marketing, a licensed guide and member of the Cameroon Guides' Union.

I created the agency of tourism and travel Yoko Tours DMC Cameroon, in 2006, specializing in adventure tourism, ecotourism, Incentives, Conferences, Meetings, FITs, Corporate Functions, Special Interest Groups, Product Launches, Special Events, Tour Operating, Conference Logistics, Corporate Group Travel, Corporate Meetings, Corporate Travel, Events, Gala Dinners, Hotel Bookings, Local Excursions, Teambuilding Events, and Themed Dinners.

We are a leader in the organization of high quality tourist tours and stays for adventure, nature and culture enthusiasts: Because no destination in Africa offers as much as Cameroon.

There are a few years of this by doing research in google on tourism associations, I come across Skål International and after visiting your web page I decided to apply for Active Individual membership to promote tourism and to make friendship and to invite visitors to come to Cameroon and to contribute my share to the sustainable and responsible tourism of the industry for coming generations.



I am happy to join Skål and especially to be the first member in Cameroon. I am looking forward to future successful cooperation and hope that a Skål Club will soon be founded in Cameroon. For me it is very important that Skål will give me the opportunity to meet a lot of new people and also will give me a chance to have more friends around the world. I also hope, that I will have a chance to give people more information about my country and assist them when they will visit Cameroon.

It will be a pleasure for us to welcome you to Cameroon, *"Land of adventure in the heart of the black continent"*.

Raphael Kaing-Gui | Founder & CEO Yoko Tours

ZANZIBAR, TANZANIA



I am the managing director of Colors of Zanzibar Tour and Safari company based in Stone Town, Zanzibar, Tanzania. Together with my wife Aino, we founded this firm back in 2011, just three months after we fell in love in Helsinki, Finland.

I grew up working in tourism in Zanzibar since a teenager. I was freelancing as a French speaking tour guide while studying in high school in Stone town. After school hours I was showing tourists around the beautiful old town and explaining about the history and culture.

While in college studying International Travel and Tourism, I started dreaming of my own travel company, where I could

share my home island's beauty with travelers. This time Zanzibar was still a lesser known destination. Some years went by while I was living in Europe, but the dream always existed. When we founded Colors of Zanzibar we specialized in history and culture, showing that Zanzibar is more than just beautiful beaches.

You might have met me, since I love meeting people and making new connections around the world! Recently I was hosting a group of Skål members from Estonia visiting Zanzibar; this is where I learned about Skål International.

Because Skål was in my mind already, the connection and the energy came even closer while I was doing a marketing roadshow in Holland, Germany and

Sweden. I made the decision to join Skål after meeting Jaana Alenius and Irma Aalto in Stockholm.

As many travel and tourism professionals I have met are members of Skål, I found it to be an interesting and well connected network to join. Being the first member in

Zanzibar, I hope I can positively represent Zanzibar as a destination, and on the other hand, to represent Skål to others in Zanzibar tourism.

Khamis Rashid | Managing Director, Colors of Zanzibar

KURDISTAN, IRAK

My association with Skål International is since 2007 when along with other colleagues we formed Skål Club in Goa, India. It was in 2010 when I shifted to another state within India where there was no Skål club, I converted my membership to Active Individual membership, and in 2015 I shifted to Kurdistan Region of Iraq to work on a prestigious Mountain Resort when I realized that I am the only active member in the whole country.

I chose to remain with the active international membership as it keeps me connected with the industry throughout the world. It provides me with an opportunity to use resources and friends within the industry to support us in the emerging markets.

25 Years of career mostly in India within 5 star Hotels and resorts. I have worked extensively in setting up and operating Resorts and Hotels. I have received "Best General Manager Award" By Haute Grandeur Global Hotel Awards while

being in Iraq. In an unknown emerging market with lot of wrong publicity your job becomes tougher. Kurdistan Region was my choice for this challenging job of setting up a Ski Resort and summer retreat. As I wanted to remove the misinformation about the region. Kurdistan is the fastest developing area in the region, with Peace and very good law and order situation.

My work has taken me to different geographical areas and regions with different language and cultural styles. But I have successfully lead all my operations and projects to their desired Goals. This is possible with the support we receive from different sections of the industry. Skål has always provided us with advantage of fellowship with trade partners in an informal setting and bringing businesses together. Being a Global organisation we get lot of opportunities to interact beyond Borders and Boundaries and thus opening our horizons for growth.

I have travelled to many countries and have always received warm welcome and great hospitality. Being a Skålleague helps you in places and you become one of them instead of being a stranger. I plan to continue with my journey along with Skål in future.

ANOOP SURI, CHA, FIH | General Manager, The Korek Mountain Resort & Spa



Yaounde



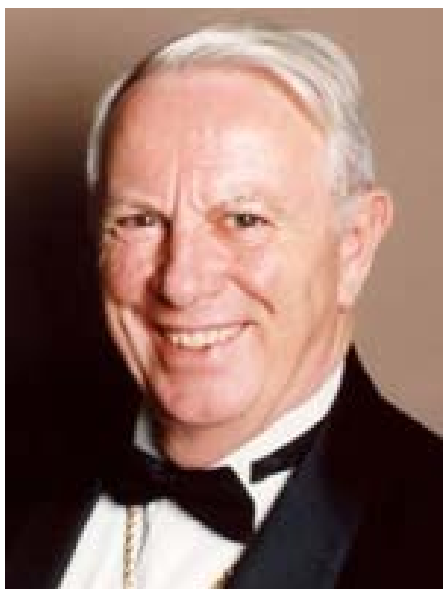
Zanzibar



Kurdistan

IN MEMORIAM JOE MALONE

Joseph "Joe" N. Malone was a true gentleman, a friend to his friends, in love with tourism, married to Imelda and they had six children. An Irishman born in County Mayo who ended up moving to the United States after just two trips – the first was a return trip and the second was to set up home. I was with him for thousands of moments in the history of Skål; he was always correct and always had a clear understanding of Skål.



Joe Malone became a member of Skål in Dublin in 1957; I became a member of Malaga in 1961. He was twice President of his Club in 1965/1965 and 1980/1981; Secretary of the Irish National Committee from 1959 to 1963, International Councillor for the Isolated Clubs from 1957 to 1960 together with A.E. Carrara and later with Gay Para; then International Skål Council for Ireland from 1960 to 1962. He was a member of the Executive Committee of the A.I.S.C. from 1962 to 1972. He was International President in 1971; Membre d'Honneur in 1973 and Honorary President in 1980. He was also a Trustee of the Florimond Volckaert Fund for several years. During international congresses he organised a Golf Tournament which was sponsored by Irish Tourism.

His professional life was spent with Malone Self Drive, International Travel Bureau, Malone Bros Motor Sales,

Representative of the Irish Tourist Board in New York (it is curious that he had to remain a member of Skål Dublin because Skål New York would not accept him because it was a club with "numerus clausus"), Director General of Bord Failte, member of the Ministry of Tourism for Ireland and Director General of a hotel in Boston. Apart from these positions he was always available to help others at different times and in different bodies. He received many testimonials to his acumen and received several awards both in Ireland and the United States.

He lived Skål from a very young age; he was only 27 years old when he joined Skål in Dublin. In his time as Councillor he was present at the first meeting of the International Skål Council which was held in the Grand Hotel Paris; he attended almost all congresses and meetings of the I.S.C. and Executive Committee: Paris, Hamburg, Amsterdam (where he was elected as I.S.C. "Informer" to the General Assembly), Athens, Mexico City, Vienna, Canary Isles, Brussels, Stockholm ... Joe Malone travelled the whole Skål world. He became International President at the age of 40, one of the youngest, beaten only by Chuck Lawson who became International President at the age of 37.



27-10-1972 Jerusalem. Visit to President Zalmar Shazar. Ed Samson, Werner Schmidt, Chuck Lawson, Antonio García del Valle, Rocco Curcio and Joe Malone



1-12-1971 Las Vegas. XXXII International Congress, Joe Malone, Antonio García del Valle, John Minnaert



18-10-2005 Zagreb. LXVI International Congress. Westin Hotel. First meeting of Past Presidents: Jim Power, Max Kingston, Trygve Sødning, Clive Davis, Uzi Yalon, Karl Twiggs, Matanyah Hecht, Alfonso Passera, Birger Bäckman, Michael O'Flynn, Chuck Lawson, Mary Bennett, Joe Malone, Pepe Colomar, Antonio García del Valle

My memories take me back to the 70s when I visited Joe Malone in the Irish Tourist Office in New York, our conversations in Istanbul, his advice and letter. In Las Vegas in 1971 we shared several moments together because I had to give a report as International Auditor. The visit to the President of the State of Israel, Zalmar Shazar; on the occasion Joe Malone stood in for the actual International President. Helsinki, Singapore, Dublin in 1980, the welcome to Joe Malone's home with the U.S. Ambassador, the reading of the Epistle to St. Paul during the Ecumenical Service in Dublin Cathedral was given by Michel Jacquemain in French, Joe Malone in English and I gave the Spanish. We were also received by the President of the Republic of Ireland. During my Presidency in Puerto Rico we also spent several moments together and he gave me very valuable advice. Vienna, Vancouver, Colombo all bring back memories and joy which are made even greater as I remember him. When I wrote to him in December 1993 suggesting that we form a "Past-Presidents' Club" he replied immediately sending me a copy of the letter he had written to the International President and the other Past-Presidents and the idea soon became a reality.

Joe Malone was also a great help when I embarked on writing the "History of Skål", I took his advice into account and he wrote to all other Past-Presidents for any information they may have and I received help from them.

We met up again in Granada. Joe Malone continued to answer calls he received, above all from Ireland. Again in Rio de Janeiro his attention he had for everyone, the help the Imelda Malone always gave to matters of the Florimond Volckaert Fund, together with Lucy Armstrong, Rowena Hawkins and Anne Sofie Sødning. Stuttgart, Malta, New York. Once again we met up in the I.S.C. meeting in Malaga. Durban, Zagreb ...

Years go by, friends leave us but friendship lasts and the affection we receive from our friends is and always will be the support that keeps us faithful to our Skål ideals, our memories give us life and encourage us every day.

There is a song in Andalusia which states "Algo se muere en el alma cuando un amigo se va" - Something dies in the soul when a friend leaves.

I do not want to end these lines without sending my sincerest condolences to Imelda Malone and their six children: Sharon, Sandra, Joseph, Gina, Meldie and Jennifer and all other family members on both sides of the Atlantic.

God will keep him in His Glory and I am sure he will continue to meet with Florimond Volckaert, George Wilczek, Bob Smyrk, John Minnaert, Henry Tschann ... Skål!!!!



9-11-1980 Dublin. XLI International Congress. Ecumenical Service in the Cathedral. Joe Malone, Mrs. Rita Childers (Widow of the former President of the Republic of Ireland), Michel Jacquemain, Mrs. Suzanne Jacquemain, Antonio García del Valle

By Antonio Garcia del Valle, Honorary President

SKÅLITÉ AWARDS

SKÅL INTERNATIONAL ISTANBUL CELEBRATED ITS 60TH ANNIVERSARY AND PRESENTED THE 19TH SKÅLITÉ AWARDS AT A SPECIAL PARTY.



This year the awards have been presented to members supporting the Club for 30 years and over.

The awards of Skål International Istanbul were presented to the winners by Skål International Istanbul President Bahar Birinci and Executive Committee Members. For the first time this year, the awards presented to Skål Club members serving the club for 30 years and over and Cornelia Diamond Golf & Spa Hotel received the "Sealed Air Sustainability and Tourism Special Award.

Cabaret Theme 60 years "The Magical Years"

The 60th anniversary of Skål International Istanbul was sponsored by MNG Airlines as Platinum sponsor, TAV Airports, Chang Aviation Holding Co. and Sealed Air as Gold sponsors. The theme of the evening was the "magical years" in cabaret style and the art director of the event was Murat Ali Aydin for the third consecutive year.

Nebi Birgi and Müzikalci Orchestra & Dance Group and DJ Emman Cicek added glamour to the evening with their music, dance and live performance. Skål International World President David Fisher, Past World

Presidents Hülya Aslantas and Salih Cene, President of Skål international Istanbul Bahar Birinci and members of the Club's Committee and distinguished tourism industry persons attended the evening.

Bahar Birinci, "In order to prepare this evening we worked very hard. I would like to start by thanking to our members and presidents who supported us with their archives, information, pictures and interviews. We had also lots of fun while preparing the evening and also learned a lot about our history. It is not easy to fit 60 years in one night, but very happily we have succeeded and here we are at the stage. This time, we have decided to present the Skålité Awards to our long standing members who have brought the Skål International Istanbul today by adding value to its quality. I would also like to remember our members who have passed away.

I thank you all for your participation tonight which will be full of emotion, excitement fun.

It is also a great pleasure and privilege to welcome World President David Fisher to this important event.



Skål International İstanbul Executive Committee special performance A song presented on the stage by the Skål International İstanbul Committee Members received big applause. While living the 60 years of the world from 1950s to today the guests also had nostalgic moments while watching the interviews of the Past-Presidents regarding the cornerstones of the Club. At the end of the evening members were invited on the stage and cut the 60th year cake together with the Executive Committee members and Presidents.



Skål International İstanbul night awarded members: Somer Özkök (joining date 1962), Şükrü Ergur (1970), Ersin Özgündoğdu (1971), Yılmaz Tecmen (1972), Sinan Babila (1972), Savaş Gürsel (1973), George Kudyan (1973), Ferit Volkan (1974), Güner Şekercioğlu (1974), Hülya Aslantaş (1976), Sadettin Bülbül (1976), Orhan Başdoğan (1976), Mehmet Kunt (1976), George Rizof (1977), Nurdan Üstman (1977), Ceylan Pirinççioğlu (1977), Ömer Kayalioğlu (1977), Melike Doğruer (1980), Talha Çamaş (1981), Timur Bayindir (1981), Kenan Mağripli (1981), Eliza Mizrahi (1981), Ünsal Şinik (1981), Ali Etingü (1981), Özkan Derbend (1982), Aydın Ildem (1983), Tanaş Dukoviç (1983), Nadiye Tatar (1984), Bahattin Yücel (1984), Süleyman Blum (1986), Ali Kirgiz (1986).



Skålité Awards

Initiated by Skål International İstanbul on the 75th anniversary of the Republic of Turkey as a gift to tourism sector. The aim of Skålité Quality in Tourism Awards is to award the tourism companies and professionals that are working to raise the quality standards in tourism management and investment and also to acknowledge them as model to other tourism professionals.

View videoclip of the evening [here](#).



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