

Skål News

www.skal.travel

International Association of Travel and Tourism Professionals
Founded 1934

Issue 248 | January-March | 2012



SkålContent

- 3 MESSAGE FROM THE PRESIDENT**
Significant ongoing global role for Skål
- 4 FLORIMOND VOLCKAERT FUND**
Helping members in need
- 5 COUNCILLOR'S CORNER**
Strong commitment to strengthening Skål
- 6 WTM LONDON**
Recruitment success at Skål stand
- 6 EIBTM BARCELONA**
Excellent support for traditional Skål initiative
- 7 YOUNG SKÅL**
University scholarship initiative... and attracting new generation
- 8 FLIGHT MEMORIES**
A nostalgic journey back through the years
- 10 SKÅLITÉ AWARDS**
Turkish members honour "Quality in Tourism"
- 12 ANNIVERSARY MILESTONES**
Special celebrations in Frankfurt, Köln, Düsseldorf and Belgische Kust & Vlaanderen
- 14 SKÅL CODE**
Ethics and Guidelines for Sustainable Tourism
- 16 SUSTAINABLE PARTNERSHIP**
Diversey and Skål share healthy international outlook
- 18 ITB BERLIN**
Launch of exclusive new Buyers' Circle
- 20 SKÅL GOOD NEWS**
Tours, contacts, reunions, networks... and a friendly spirit
- 21 HAITI SOLIDARITY**
New village for orphaned and abandoned children
- 22 IMEX FRANKFURT**
Special celebratory focus for 10th anniversary
- 24 SUSTAINABLE DEVELOPMENT**
Global Skål Awards recognise good green practices



PUBLISHER

Skål International

EDITOR

Karine Coulanges

EDITORIAL

Peter Leonard

DESIGN

Esther Romero

TRANSLATIONS

General Secretariat

EDITORIAL & ADVERTISING

Skål International

Edificio España

Avenida Palma de Mallorca 15-1º

29620 Torremolinos

Málaga, Spain

Tel. 34 95 238 9111

Fax. 34 95 237 0013

E-mail: skal@skal.org

www.skal.travel

ADVERTISING IN SKÅL NEWS

Advertising in Skål News is an excellent opportunity to reach 19,000 tourism professionals worldwide. To advertise your company, country, city, etc. in Skål News, send your artwork to anamaria.vera@skal.org.

Specifications: 3mm bleed, C. M. Y. K. high resolution (min. 300 d.p.i.).
Formats: JPG, PDF, TIFF, Corel, Illustrator, PSD.

Advertising rates for Skål News

Full page	€1,500
1/2 page	€850
1/3 page	€550
1/6 page	€300
Back cover	€2,500
Inside cover	€2,000
Strip along bottom of page	€300



Discounts negotiable for repeat advertisements (minimum two magazines). Please contact the General Secretariat.

MESSAGE FROM THE PRESIDENT

A significant ongoing global role for Skål

I am proud to belong to this Association of men and women, a key component of the tourism sector over the past 80 years, a period during which Skål has played a significant role in the industry's economic development.

We have given strength and personality to the tourism industry and today, without a doubt, we are the only organisation that represents all the branches of tourism, with a presence in more than 80 countries and approximately 20,000 members.

We need to reflect on the major changes that tourism is undergoing around the world, changes that have a direct effect on all areas of the industry.

These are dynamic and changing times and we have the opportunity of observing tourism-related developments in our own and other countries in order to have a general idea what proposals, initiatives and challenges we need to incorporate into our businesses.

Our Association is internationally renowned, highly respected and well established and our values, tradition and development should be in tune with our requirements and projects. Tourism is changing and Skål must adapt to these changes.

We need to improve our congresses. We do not need to make money: we need members who return home contented after a Skål congress, resulting in more members attending the following year. This will be one of my objectives during my presidency.

Skål is designing a new website and database – a new, more dynamic and modern website design utilising new technologies.

The General Secretariat will be maintaining constant communications with Clubs, to strengthen the relationship between the General Secretariat and members.

I will be in permanent contact with the other members of the Executive Committee and the General Secretariat staff, and we will continue working towards hiring a new Secretary General -- a position we hope to fill in the first quarter of 2012.



The Executive Committee is currently immersed in

a process of providing

added value to membership services and benefits.

The tourism industry has changed and it is time that Skål changes as well.

“Doing Business among Friends”... we need to take advantage of contacts among our nearly 20,000 members around the world.

I appreciate your support in fulfilling the objectives set out by the Executive Committee for the coming year.

You can be sure that I will be following the example of former presidents and working as hard as I can for the benefit of Skål, with my slogan “Values, Tradition, Development” – that is, the spirit of Skål.

Whenever possible, I will attend Area and National Congresses, and National and Club Committee Meetings.

In my previous Skål News message, I outlined my planned schedule of work, as well as the responsibilities taken on by the other members of the Executive Committee.

I would like to take this opportunity to wish you all a prosperous 2012, in the company of your families, and I hope you achieve what you seek and desire in your business activities.

Finally, a Skål toast to all Skålleagues around the world: “Good Health, Friendship, Happiness, Long Life... Skål”.

FLORIMOND VOLCKAERT FUND

How does it work?

If a Skålleague is in need of help, an application should be sent to the three Trustees. They will assess the request and quickly come to a decision as to the form the assistance will take.

HOW TO DONATE NOW

Donations can be made by :

Bank transfer to the Florimond Volckaert Fund account:

Banco Bilbao Vizcaya

Plaza Costa del Sol 9, 29620 Torremolinos, Spain

US\$ Account No. 0182.0481.62.201121003.9

Swift: BBVAESMM

IBAN ES89 0182 0481 6220 1121 0039

EURO. Account No. 0182.0481.65.0011510764

Swift: BBVAESMM

IBAN ES94 0182 0481 6500 1151 0764

Cheque to the following address:

Skål International

Av. Palma de Mallorca 15, 1º

P.O. Box 466

29620 Torremolinos, Spain

Credit card by forwarding the details to yolanda.sanchez@skal.org

How to Apply for Grant

Go to our website and click on Members Only and Florimond Volckaert Fund. Here you will find the application form. Fill it out, and send it via your International Councillor or Club President to the three Trustees. You can also send it directly to the Trustees, but then the process might take longer.

Your Trustees are:

Trygve Sødning,

President Skål International 1993:

sodring@online.no

Alfonso Passera,

President Skål International 2001:

alfonso.passera@gmail.com

Richard Hawkins,

President Skål International 2000:

richard.hawkins@hawkrentacar.com

FLORIMOND VOLCKAERT FUND

A PERSONAL TESTIMONIAL...

This is your Fund. Remember, you never know when you might need help from it. Any assistance given is completely confidential. Unless the recipients want to tell everyone about the help they have received, which they can do through the Skål website, only the recipients, the sponsors and the Trustees will know. A special section has been created in the Florimond Volckaert Fund area on the Skål website so that recipients can leave a testimonial.

The following is, for instance, a message received from International Councillor for Canada Thomas Vincent:

"I wanted to let you know that we just had an application this week from a Skålleague in Canada who needed assistance from the FVF. Again, the Trustees of the Fund are to be congratulated on the turn around time for assistance... within 12 hours. The Skålleague was deeply appreciative of the grant and amazed at the efficiency. I wanted you all to know how proud I am to be a Skålleague and be able to help our members in need. I do not know of any other trade organisation that helps its own as well as Skål, when needing assistance... just a great process and wonderful programme for our members."

For more information and donations, log in on www.skal.org and go to Florimond Volckaert Fund.

SKÅL BENEFITS

Salih Cene, Director Skål International has ask to share the information with you, and looks forwards to receiving your help:

We are working on a project with an aim to provide further prestige to our Skål Cards. Although, we are communicating to get some priorities from global enterprises such as Priority Pass and Star Alliance as a whole, we also aim to get similar priorities from local entities.

[Read more](#)

NEW

PRESIDENT & PAST-PRESIDENT



CHAINS

€120

+SHIPPING COST

COUNCILLOR'S CORNER

Strong commitment to enhancing and strengthening Skål

It is my pleasure and honour to be representing you as the Junior Vice President of the International Skål Council. I was first privileged to be nominated as the International Councillor for Kenya, and for me to now move on to this next level is an even greater honour.

However, it also comes with added responsibilities. In my new role I will endeavour to assist the International Councillors to come up with ideas and suggestions that can be put before the Executive Committee with the sole intention of enhancing and strengthening the Skål movement.

My fellow Councillors, I now ask you, one and all, to put forward suggestions and ideas as to how we can best serve you. I would also like to let you know that I, personally, will be happy to receive any ideas and thoughts which help us all to improve our Skål experience.

As you are aware, the task force is an ongoing exercise endeavouring to implement many of the ideas and suggestions made by the general membership when completing the questionnaire in 2010.

The effort made by all those involved in that task cannot be over-emphasised as it has and continues to be a very time-consuming task but, as the old saying goes, "a journey of a thousand miles starts with the first step", and we must continue to develop and enhance the value of being a Skål member. With that in mind, again, I welcome any suggestions you may have and will give each and every one my full attention.

Now let me turn to Kenya. Many of you have heard about Kenya as a safari country. We are blessed with some of the most spectacular wildlife in the world, culminating with the great migration between the Serengeti and Masai Mara game reserves.

Besides this Kenya offers other immeasurable experiences, with its palm-fringed white beaches, its wide-open plains, its forests, its mountains, its deserts and its lakes. Kenya has a very important cultural side as well. Apart from the well-known Masai and Samburu, we have other tribes who still keep their culture and traditions intact, such as the Pokot, the Rendille, the Turkana and the Borana, to name a few.



Conservation is at the heart of most Kenyans' perspectives on life. An extremely important conservation effort is being made by many organisations, fully aware that we must protect our wildlife as this is our national heritage. Kenya has over the years received several Skål Ecotourism Awards.

Finally, what most people always remember from their visit to Kenya are the welcoming smiles of the Kenyan people, throughout the land, and our fervent wish is to make other people happy. You will be greeted as long-lost friends and will go back to your own countries with fantastic memories of the warmth and genuine welcome you have received from all Kenyans.

With that in mind the Kenya National Committee, together with our two Skål Clubs in Nairobi and the Kenya Coast, are preparing to make a bid for the 2015 World Congress and we hope, if we are successful, that many of you will be able to come and experience our hospitality first-hand and start a wonderful relationship with our lovely land.

So for now... Kwaheri (goodbye).

By **David Fisher**
International Councillor for Kenya

TRADE FAIRS

WORLD TRAVEL MARKET: Recruitment success at Skål stand



Justin Daitch, Young Skål member from Luton Club, who helped on the stand and has secured his first proper job in travel as an online computer manager for TUI UK.



Members looking after the Skål International stand at the World Travel Market in London reported an increase in the number of leads at the 2011 exhibition.

“I think the result was highly satisfactory,” said Tony Milhofer, Past-President London and UK National. “I measure everything in terms of how many leads we get for London and the rest of the world because, whilst it is nice to have visits from Skål members, which we recorded this year in a special register, the important thing is to get interest from potential members.

“We are very pleased with the UK results thus far and have already recruited four new members. We have a January follow up for those who have not yet joined, which is entirely free to them, so we hope to recruit a lot more.

“I forward all interest to other Clubs throughout the world by sending a summary explaining what we have been doing at the exhibition plus a scanned copy of the business card of the enquirer, and I explain that we will have already given out a membership application form and a ‘Doing Business Among Friends’ leaflet, as well as indicating the local Club to which we will be directing the enquiry.”

The number of UK leads totalled 30, compared with 17 the previous year, while the other international leads increased from 31 to 35. “This was as a result of a lot of hard work by a small team of people.”

EIBTM IN BARCELONA: *Excellent support for traditional Skål International stand*

Members and guests from around the world visited the Skål International stand at the EIBTM global meetings and events exhibition in Barcelona.

The stand was presided over by Skål International Barcelona President Joan Ibáñez, together with Vice Presidents Clemente Torras, Miguel Hartoch and José Chaqués and Secretary Ramona Grases.

Over the three days of the exhibition they and fellow Skålleagues welcomed 70 visitors, including Skål International Spain President Gracia Peregrín, International Past-President Nik Racic and Jordi Comas.

Others visiting the stand included Skålleague Salo Shamah, Panama’s Minister for Tourism, and his wife Raquel, accompanied by Panama member Annette Cárdenas. Skål International Barcelona members arranged a thoroughly enjoyable dinner with the visiting Panama members, culminating in a special prize-giving ceremony to mark the occasion. The stand was well equipped with drinks (including a beer keg) and various tapas and



snacks for visitors, all superbly organised by Skål International Barcelona with the support of Skål International.

In addition, as has now become customary each year, Nik Racic, on behalf of the Croatian Convention & Incentive Bureau, provided platters of ham rolls and bottles of wine every day of the exhibition – all of which was much appreciated.



YOUNG SKÅL



Major university scholarship initiative in Philadelphia

Skål International Philadelphia and Temple University School of Tourism & Hospitality Management have made a joint commitment for the future of Young Skålleagues and Skål International.

The Club has agreed to raise \$25,000 for an endowment scholarship for Temple University, carrying the name Skål International Philadelphia in perpetuity. When the scholarship funds are distributed annually, a portion will be earmarked to pay Young Skål yearly membership dues for selected students – thus ensuring Skål has loyal and active members in the future.

The initial donation of \$5,000 was raised at a holiday silent auction, through the efforts and generous donations of many Club members. Several raffles and fund-raisers are planned for the future in order to reach the goal as quickly as possible.

The Skål International logo is now proudly on display in the lobby of Temple University and the Fox School of Business.

Pictured at the silent auction are Skål Philadelphia President Carol Scott and Skålleague Greg DeShields, representing Temple University.

Trade Fairs

FEBRERO 2012

3-7 SALON DES VACANCES

Brussels, Belgium/Bèlgique/
Bélgica
[http://www.vosvacances.be/
BEFR/site/index.aspx](http://www.vosvacances.be/BEFR/site/index.aspx)

4-6 BASLER FERIENMESSE

[www.baslerferienmesse.ch/
html/willkommen.htm](http://www.baslerferienmesse.ch/html/willkommen.htm)
Bâle/Basel/Basilea, Suisse/
Switzerland/Suiza

8-9 IMTM 2012

Tel Aviv, Israel Israël
www.ortra.com

10-13 HOLIDAY WORLD

Prague/Praga, Rép. Tchèque
/Czech Rep./ Rep. Checa
www.incheba.cz

10-13 EMITT

Istanbul/Estambul, Turquie/
Turkey/Turquía
www.emittistanbul.com

15-16 AIME

Melbourne, Australie/Australia
www.aime.com.au

17-20 BIT

Milan/Milano, Italie/Italy/Italia
www.bit.expocps.it

23-27 CBR - Leisure and Travel

München/Allemagne/
Germany/Alemania
www.c-b-r.de

23-25 FLORIDA HUDDLE

Etats-Unis/USA/EEUU
www.floridahuddle.com

23-25 VITRINA TURISTICA DE ANATO

Bogota/Colombie/Colombia
www.vitrinatouristica.anato.org

23-27 REISE/CAMPING URLAUBSMESSE

Essen/Allemagne/Germany/
Alemania
www.reise-camping.de

24-2 ITF 2012. International Fair of Tourism

Belgrade, Serbie/Serbia
www.ift-belgrade.com

25-27 VIVATTUR 2012

Vilnius, Lithuanie/Lithuania/
Lituania
www.visusplenus.lt

MARCH 2012

29 feb - ANATO

Bogota/Bogotá, Colombie/
Colombia
www.vitrinatouristica.info

1-4 UTAZAS

Budapest, Hongrie/Hungary/
Hongría
www.utazas.hungexpo.hu

7-11 ITB

Berlin, Allemagne/Germany/
Alemania
www.itb-berlin.com

10-13 WTF 2012

Sanghai, Chine/China
www.worldtravelfair.com.cn

14-16 GLOBE2012

Vancouver, Canada/Canadá
www.globeseries.com

15-18 MAP - LE MONDE A PARIS

Paris, France/Francia
www.lemondeaparis.com

17-20 ITM 2012

Moscow, Russie/Russia/ Rusia
www.itmexpo.ru

20-30 UIIT

Kiev, Ukraine/Ucrania
www.uitt-kiev.com

21-24 MITT 2012

Moscow, Russie/Russia/ Rusia
www.mitt.ru

22-25 TUR

Gothenburg, Suède/Sweden/
Suecia
www.tur.se

24-25 BRAZTOA

São Paulo, Brésil/Brazil/Brasil
www.braztoa.com.br

TBA ASTA International

Destination Expo-ASIA
Jeju, Corée/Korea/Corea
www.asta.org/

**INTERNATIONAL SKÅL COUNCIL
MID-YEAR MEETING**
Opatija (Kvarner), Croatia
19-22 April 2012



SKÅL MEMORIES

IN THIS SECOND PART OF A NOSTALGIC JOURNEY BACK THROUGH THE YEARS, PAST PRESIDENT (1985-1986) AND HONORARY PRESIDENT ANTONIO GARCÍA DEL VALLE RECALLS DETAILS OF THE PLANE USED ON THE INAUGURAL FLIGHT THAT LED TO THE CREATION OF SKÅL INTERNATIONAL.

Flight into the history books

There are various opinions about the plane used on the inaugural flight between Paris and Malmö. Some say it was a 1930-36 F9, with capacity for 18 passengers and a travelling speed of 115 miles an hour; others, a 16-seater 1931-36 F12 (120 miles an hour). Other aircraft operating at the time included the F8, F7b and F18.

One alternative view is that it was a Ford, but this aircraft was never used by KLM. The model was even identified as a Farman 231, very similar to the Fokker (this opinion was proffered by Stephen Goerl, one of the passengers). Apparently, at Brisbane airport there is a similar aircraft to the one featured in the famous photo, an FVIIb/3m "Southern Cross" used by Sir Charles Kingsford Smith in Australia.

After considerable research, I am inclined to believe it was a three-engine FVIIb, with capacity for 12 passengers and two pilots. A total of 150 planes were built, and put into service by various companies. The FVII and FVIIa only had one engine, while the FVIIb had three and was the first aircraft to take to the air with the country of origin's initials featured on its wings. The letters "PH" visible in the photograph indicate it was a Dutch aircraft. Imperial Airways flew from London to Gaza in a similar aircraft.

It is interesting to note that Amelia Earhart also travelled in a similar model when she became the first woman to cross the Atlantic (as a passenger on that occasion), in 24 hours and 49 minutes, on 18 June 1928 in an aircraft piloted by Wilman Stulz and Louis (Slim) Gordon and christened "Friendship" – the name used by Fokker for its last F27.

After gaining her full pilot's licence, Earhart became the first woman to fly solo non-stop across the Atlantic (1932) and the first person to fly solo from Hawaii to California (1935). Two years later, her aircraft disappeared while she was attempting a round-the world flight.

The aircraft model has become so popular that a watch named the Fokker FVIIb is still sold today. Several countries launched stamps featuring Fokkers, including Belgium, Russia and Italy; and the last three FVIIb models were sold to the Spanish Air Force during the Civil War. The aircraft used by Skål International's founders was handed over by KLM to Crilly Airways before, on 12 August 1936 in Burgos, being passed on to the Nationalist forces in Spain.

This aircraft model was the most popular of its era, and was built under licence in various countries, including the



F.VIIB PH-AFS was used initially by KLM, who named it Specht (woodpecker). It was sold in August 1936 to Crilly Airways, but did not see any further airline service because it was then passed on to the Spanish Nationalist forces, who took it on charge at Burgos and used it in the flight against the Republican army.

United States, Great Britain, Belgium, Italy and Poland. The numerous companies using the model included Pan American, with five aircraft on the Key West (Florida) to Havana and Miami routes; and SABENA, flying to Belgian Congo.

It was the airline industry's most famous model from 1925 to 1935. In 1934, an Avro Ten (licensed copy of the Fokker FVIIb/3m), registered as VH-UXX and piloted by Charles T. Ulm, was used for the first airmail flight between Australia and New Zealand.

Sir Charles Kingsford Smith opted for the Avro Ten model for the inauguration of Australian National Airways in 1930 – including the famous "Southern Cross". It was even used as a military aircraft during World War II.

Air France was born on 1 September 1933, as a merger between Aeropostal, Air Orient, Air Union, C.I.D.N.A. and Lignes Farman. During the thirties, the latter flew to Barcelona, Genoa, Frankfurt, Berlin, Brussels, Antwerp, Rotterdam, Amsterdam, Copenhagen and Malmö.

It has been said that the successful development of aviation can, above all else, be attributed to "travel and tourism agents' dedication to air travel, which has made it possible for the industry to have a key role within the global economy". Skål has borne the fruits of that success.

(Fitur) 2012

International Tourism Trade Fair

18-22 JANUARY

www.fituronline.com

Your journey to success begins here

**At the first and most profitable
tourism fair, the leader in the
Ibero-American market**

The numbers back us up:

- 10,434 exhibiting companies
- 209,260 participants
- 7,726 registered journalists

**JMJ 2011
MADRID**

MEMBER OF:



ORGANISED BY



YOUR MEETING



SKÅLITÉ AWARDS

Turkish members honour "Quality in Tourism"

More than 500 Skålleagues and guests attended a special annual awards ceremony in Istanbul that recognised initiatives and efforts that promoted and enhanced quality in the Turkish tourism industry in 2011.

The 14th Skålité Awards, presented during a ceremony at the Conrad Hotel in December, were distributed in 38 categories. A total of 251 candidates, covering accommodation, travel, airline, rent-a-car, catering, food and beverage, shopping, MICE, tourism education, e-tourism companies and non-governmental organisations, nominated for the prestigious awards, which were decided by the votes of 986 members of Turkish Skål Clubs who voted online.

The recipients of the Hygiene Award, presented by the main sponsor Diversey, and three special awards presented by the Istanbul Club were also announced during the ceremony.

Among the special guests attending were Skål



International President Enrique Quesada, Vice President Karine Coulanges and Director Salih Çene.

In his speech at the awards ceremony, host President Vedat Bayrak noted that, since 1997, Skål International Istanbul (the largest Club in the world) had been contributing to Turkish tourism through a series of creative projects. "With the introduction of the Skålité 'Quality in Tourism' awards in 1998, Skål International Istanbul embarked on a new approach to improving quality in the tourism sector. Since then it has become a tradition to present the awards annually.

"The aim of the Skålité Awards is to set examples for leaders in the tourism sector, highlighting quality as a management philosophy. At the same time they serve to reward outstanding people, associations and organisations that endeavour to raise quality standards in the industry. "Bearing in mind the importance of tourism revenues to the Turkish economy, Skålité aims to raise awareness of the need for quality in the delivery of tourism products, and

to stamp the concept of quality on the agenda of tourism professionals."

Vedat Bayrak noted that Hülya Aslantaş – "the driving force behind the Skålité Awards – proposed the project to Skål International, and at the 62nd General Meeting organised in Malta in 2000 it was unanimously agreed that it would be an official worldwide Skål project, to be used by other Skål Clubs in their different regions. "We are proud to have made such a contribution to the world Skål movement."

Awards are presented for achievements in such key sectors as accommodation, transportation and travel agencies, as well as to people, associations and organisations engaged in fields that support tourism, including the travel press, heritage conservation organisations, and education and promotional facilities. The winners have been chosen by electronic voting since 2006.

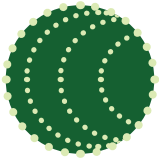
In conclusion, he said, "We would like to thank our valuable sponsors and congratulate all the winners as well as all the nominees for the Skålité Awards, and for contributing to the quality of Turkish tourism."

Announcing additional special awards by the National Committee of Turkey, in acknowledgement of an "outstanding achievement by an individual, team or institution", Deniz Anapa said that for 2011 they recognised "social responsibility efforts".

One was awarded to Bodrum Saglik Vakfi, "who are voluntarily working with handicapped children, headed by the immediate past president of Bodrum".

The other award went to a team from Skål International Marmara, "for their personal involvement immediately after the earthquake in Van, in Ferzan and Bulent".

Deniz Anapa announced that, in addition to the previous awards, "We have another very special distinction for a person who sacrificed his life while trying to save lives in Van during the tragic earthquake. Atsushi Miyazaki San is a hero. The Turkish people will never forget him." The Consul General of Japan accepted the award on behalf of his family.



ATTRACTING A NEW GENERATION OF PROFESSIONALS

I was very honoured to be given the portfolio of Director of Young Skål during the World Congress in Turku. Young Skål is a vital part of our organisation, providing students and young professionals with many opportunities.

These are some ways in which clubs can contribute in attracting Young Skål members:

- Providing scholarships for one or more students.
- Rewarding students who have done exceptionally well. This can be done either with the scholarship or, in the case of senior students, giving them (for example) a free Young Skål membership, including participation in meetings for one year.

The latter is a good way of introducing them to important people in the travel and tourism industry, so they see the value of being a member. I suggest that interested clubs develop a detailed plan on what they need to do in order to achieve that.



EDUCATION IN TOURISM

This is something I feel very strongly about. In fact, during the World Congress in Turku, Wolfgang Hoffmann, Past-President of Skål International Düsseldorf, and I decided that this needed to be revived.

On the Skål International website, you currently have the link "Education in Tourism". This should be much more widely used, as it's a wonderful tool for schools and universities to get in touch with each other. There are also quite a few of our existing members who, in addition to working in their respective businesses, also teach. It would be great if they could be involved in this as well, maybe by being a guest lecturer at a school other than the one where they teach.

And why not organise an exchange between schools? This would be of significant added value for the schools and universities.

The website also features the "Young Skål Forum", under the "Young Skål" section. I invite everyone who has had an experience with Young Skål, schools that



want to do exchanges, etc., to post their comments on the forum.

It is of great value for clubs to attract those new members, as it is vital for them to obtain a new influx of younger people, who may have different ideas about the industry.

SOCIAL MEDIA

There is no doubt that social media now plays a major role in everyday life. I therefore also urge all clubs to open a page on social media sites, such as Facebook, Twitter, etc., and post invitations to meetings with interesting speakers and events. This is a cheap and effective way to give the club exposure.

By Ann Lootens
Director of Young Skål

SKÅL | ANNIVERSARIES

Latest events from our Clubs

FRANKFURT MILESTONE

SPECIAL GUESTS ATTEND ANNIVERSARY CELEBRATIONS

Five Past Presidents of Skål International Frankfurt am Main, as well as the Presidents of the neighbouring Wiesbaden-Mainz, Darmstadt-Südhessen and Köln Clubs, attended the 60th anniversary meeting at the Hotel Frankfurter Hof on 5 December 2011.

Frankfurt am Main President Hans-Jurgen Thien addressed the meeting and Honorary President Kurt E. Knoop gave an overview of the Club's history from its founding on 21 November 1951 until today.

Inge Tenne, Honorary President of Skål International Germany, and Frank Klare, Vice-President of SIUSA, representing the Twinning Club of Skål International Philadelphia, were also among the speakers.



BELGIAN MILESTONE

Belgische Kust & Vlaanderen Skålleagues celebrate 50th anniversary

Members and guests celebrated Skål International Belgische Kust & Vlaanderen's 50th anniversary over two special days in November.

On Friday evening 11 November, a walking dinner was served in the Salvador Dali Expo, courtesy of member Ariane Verriest. It was a memorable night, as the Expo was reserved especially for this event.

The following evening the gala dinner was served in the Best Western Premier Hotel Weinebrugge, owned by another Skål member, Nadine Coussaert.

President Annie De Graeve and Director Young Skål Ann Lootens had the honour and pleasure of welcoming guests from several countries, including Junior Vice-President Karine Coulanges and her spouse Alain; Ferzan Kirhan and Bülent Karamanoglu and their respective spouses, and Tekin Ertan from Skål International Marmara; Anthony and Yolaine Gay, Marianne and Bernard Roland and Sally Gray from Brighton & Sussex; Eva and Zbigniew Dzedzic from Turku; Alison Partridge from London; and former U.S.A. Skålleague Linda Von Pein, who wants to join Skål again.

Also in attendance were the President of the Area Committee Belgium-Luxembourg, Marcelle Casarotto; President of Skål International Luxembourg, Jean-Claude Frisch; President of Skål International Bruxelles, Dominique Pourbaix; Jean-Pierre and Irene Kessler, also from Luxembourg; and the Vice-Mayor of Bruges, Jean-Marie Bogaert, and his spouse Ethel.



GERMAN MILESTONE

MEMORABLE 60TH ANNIVERSARY CELEBRATIONS IN COLOGNE



Herwig Nowak (left), President Skål International Köln, and award-winner Michael H.G. Hoffmann, President of the Central Cathedral Building Association in Cologne. (Photo: Erich Radermacher)

Skål International Köln has joined an elite group of Clubs celebrating their 60th anniversary. Members enjoyed a memorable round of celebrations on 1 December at the same venue where the Club was established, the Excelsior Hotel Ernst in the heart of Cologne.

The event began with a Chopin concert by Polish pianist Wladimir Olszawski, and a jubilee speech, "Pilgrims – politics – publicity – cathedral building movements of the past and present", by the Director of the Cologne City Museum, Dr. Guido Kramp, who gave an anecdotal and ironic review of the history of incoming tourism to Cologne over the centuries, with specific reference to Cologne Cathedral.

This was followed by the presentation of the Cologne Skål Club award for special services in incoming tourism to Cologne, to the president of the Central Cathedral Building Association, Michael H.G. Hoffmann. This was in keeping with the theme of the jubilee speech and one of the highlights of the wonderful celebrations. The winner gave a moving speech thanking those present for the honour.

Skålleague Wolfgang Luxem, Director of the Excelsior Hotel Ernst, also thanked his kitchen and service team for an unforgettable culinary highlight to the evening.

EURO-SKÅL IN DÜSSELDORF

SPECIAL CELEBRATIONS FOR 60TH ANNIVERSARY

Sixty-five guests attended Skål International Düsseldorf's 60th anniversary event at the elegant Hotel Inside by Melia, including celebrities from the worlds of tourism and politics. The celebrations were enriched by Chinese charm and Brazilian spice.

What started as a traditional birthday party has become a regional Skål event, laying the foundation stone for closer ties between neighbouring clubs across the border.

On this occasion Euro-Skål was established by the Presidents of Skål International Essen Ruhr, Köln, Bonn, Bielefeld, Aachen, Düsseldorf, Gelderland (Netherlands), Belgium and Luxembourg.

According to Wolfgang Hofmann, Secretary of Skål International Düsseldorf, the aim is to strengthen "amicale" and business connections, inform each other about interesting activities and organise one cross-border event each year. "Borders should not be limits for Skål activities," he stressed.



SKÅL CODE OF ETHICS AND GUIDELINES FOR SUSTAINABLE TOURISM

Skål Mission

Skål members will deliver world-class cultural and leisure experiences, while preserving and sharing clean, safe and natural environments. Skål Organisation and members will be guided by the values of respect, integrity and empathy. Sustainable tourism actively fosters appreciation and stewardship of the natural, cultural and historic resources and special places by local inhabitants, the tourism industry, governments and visitors. It is tourism which is viable over the long term because it results in a net benefit for social, economic, natural and cultural environments of the area in which it takes place.



Ethics

Skål and the tourism industry are guided by the values of respect, integrity and empathy in designing, delivering, marketing and distributing sustainable tourism products, facilities and services.

Goals

Create a sustainable tourism industry that:

- Promotes sensitive appreciation and enjoyment of the world's natural and cultural heritage, contemporary landscapes, cultures and communities.
- Works towards safeguarding and enhancing the ecological, cultural and social integrity of all heritage sites.
- Shares responsibility by being a contributor to the economic, environmental and cultural sustainability of destinations around the world.

Benefits

Skål and the tourism industry recognise that fostering sustainable tourism practices addresses

the bottom line of economic, environmental and social performance.

Travellers benefit from:

- Access to better quality products and services that support positive experiences and respect socio-cultural and environmental sustainability.
- Access to opportunities that support a variety of service interests, recreational interests, skill sets and income levels.

c. Opportunities, now and in the future, to experience natural, cultural and social environments that have retained their integrity.

Tourism providers benefit from:

a. Lower costs through more efficient use of resources and the reduction of waste.

b. Sound planning and management of new and existing tourism opportunities, which leads to increased business certainly over the long term.

c. Improved global competitive position through heightened recognition of Skål as a world leader in the implementation of sustainable tourism practices.

GUIDELINES

Skål regards sustainable tourism as a guiding concept for the sound management of travel and tourism experiences around the world. We will honour the following guidelines in balancing economic objectives with respect to the natural, cultural and social environments in which we work.

To this end, we will:

1. Protect Natural and Cultural Heritage Resources

Support and contribute to the protection, enhancement and restoration of the integrity of natural and cultural heritage resources and places; encourage the establishment of parks, sites and reserves wherever possible; support legislation to ensure protection of historic places and resources; condemn wilful destruction of heritage resources; and work to enhance our Skål organisation's awareness of and involvement in the protection of heritage.

2. Promote Appreciation and Enjoyment

Enrich travel experiences, understanding and enjoyment by providing accurate information, engaging presentations and opportunities to connect with all natural and cultural heritage; and foster support for the protection and sensitive use of heritage resources and places.

3. Respect and Involve Host Communities

Respect the rights and values of host and local communities, property owners and aboriginal peoples; educate communities about the importance of tourism and provide them with a meaningful role in planning and decision making for the design, development and delivery of tourism programs and services; and optimise the long-term economic, social, cultural and environmental benefits to the community.

4. Influence Expectations and Use

Influence traveller expectations through marketing, promotional materials and tourism activities which foster responsible use and enjoyment of nature, culture and communities; and support leading-edge services and facilities that respect heritage resources and places.

5. Minimise Impacts

Limit the negative impacts of tourism on the natural and cultural environment through the responsible

use of resources, effective waste management and minimising pollution; limit activities, services and facilities to levels that do not threaten the integrity of heritage resources or systems while continuing to support economic goals and traveller access; and seek innovative solutions to mitigate or avoid undesirable environmental, social and cultural impacts.

6. Raise Awareness

Conduct research to expand the knowledge base upon which sound sustainable tourism decisions depend; share this knowledge through education programs, training and scholarships; and recognise excellence and best-practices through our Sustainable Development in Tourism Awards and accreditation programs.

7. Work Together

Advance sustainable tourism by working with governments, communities, stakeholders, travellers and other industries to agree upon common goals, contribute to co-ordinated and co-operative actions, exchange information, technologies and solutions and develop shared plans.

8. Contribute Globally

Show leadership in sustainable tourism by honouring international commitments; participate in international policy development and initiatives; contribute to the building of capability on a world scale; and share best practices and technologies with other countries.

This Code of Ethics was presented by T. Vincent (ISC Councillor Canada), prepared from an outline of the Canadian Code of Ethics and Guidelines for Sustainable Tourism, originally created by Skålleague Kim Whytock (Skål International Halifax), together with TIAC (Travel Industry Association of Canada), Parks Canada and CTC (Canada Tourism Commission).



DEVELOPMENT IN TOURISM

SUSTAINABLE

Prestigious Skål Awards recognise good green practices

Skål International's commitment to a greener world is once again being highlighted globally with the launch of the 2012 Sustainable Development in Tourism Awards. Companies and institutions that are making their own contributions to ecological and responsible tourism around the world are invited to nominate for the awards – now in their 11th year.

What is the aim of Skål International's Sustainable Development in Tourism Awards and when were they launched?

Skål International launched the Ecotourism Awards in 2002, coinciding with the United Nations' Year of Ecotourism and the Mountains, to highlight and acknowledge best practices around the globe.

As an international organisation of industry leaders, Skål is a powerful force in the travel and tourism industry to initiate change and encourage the conservation of the environment in order to promote tourism and travel.

Presented on these grounds, the awards – while highlighting best practices in tourism around the world – also serve the purpose of acquainting the world with this new concept, which puts an emphasis on the importance of the interaction of the physical, cultural and social environment, the traveller's responsibility and the need for active community participation for sustainability.

Taking into account the fact that eco and responsible tourism are only a small part of sustainable tourism, in 2011 Skål expanded the scope of the Awards to give them a greater impact and recognition. With the objective of considering eco and responsible tourism as part of the greater picture of sustainable tourism, they were renamed the Sustainable Development in Tourism Awards.

Who is eligible to participate in the Awards and what are the categories?

Companies from the public and private sector, as well as NGOs, can submit entries in the following categories:

- Tour Operators – Travel Agents
- Urban Accommodation
- Rural Accommodation
- Transportation
- General Countryside (Alpine Tourism, Underwater Projects, Beaches, Theme Parks, Scenic Mountains, Rivers, Lakes)
- Cities – Villages (Community and Government Projects)
- Educational Programmes – Media
- Global Corporate Establishments

We are considering adding new categories and we will keep you informed. If you have any suggestions, please feel free to send it to sandra.vera@skal.org

What are the criteria for winning the Awards?

The primary criteria will be based on the following evaluation points:

- Contribution to the conservation of nature, environmental considerations
- Cultural heritage conservation
- Community involvement and benefits
- Educational features
- Business viability
- Innovation

How do projects apply for the Awards?

The entry form that can be found on the Skål website (www.skal.org), together with three sets of the following complementary information, should be sent to the Skål International General Secretariat:

Descriptive report – general description of the



project not exceeding one page.

Evaluation points – short analysis of each of the points indicated on the application form.

Brochure(s) – any published material.

CD (maximum five minutes) – preferably a Power Point presentation with illustrations/pictures highlighting ecotourism aspects of the entry (entries without a CD will not qualify).

Letter of verification from the local or national tourism organisation or government department or local authority if the project is not being sent or endorsed through the local Skål Club (this does not apply to category 8).

All this material should be forwarded to the following address:

Skål International
 General Secretariat
 Edificio España
 Avenida Palma de Mallorca 15-1º
 29620 Torremolinos
 Spain
 Tel. (0034) 952 389 111

DEADLINE FOR ENTRIES: 31 MAY 2012

Who are the judges and how do they make their evaluation?

The independent judges are from important institutions/organisations dealing with eco and sustainable tourism. A complete set of entries is sent to each judge separately and they are asked to award points reflecting their judgement. All the evaluation points are then totalled by the General Secretariat to determine the winners.

When and where does the awards presentation ceremony take place?

The winners will be announced by the President of Skål International, Enrique Quesada Barrios, during the Opening Ceremony of the 73rd Skål World Congress in Seoul & Incheon (Korea) on Wednesday 3 October 2012.

ITB BERLIN 2012



Launch of exclusive new Buyers' Circle

The world's largest travel trade show has introduced a new attraction aimed at easing the workload of the tourism industry's leading buyers.

Buyers involved in the operations of small and medium-sized enterprises and of larger companies from the global travel industry can apply for membership of the exclusive ITB Buyers' Circle, set up with the key objective of considerably saving buyers' time and significantly increasing their efficiency. The exclusive ITB Buyers' Circle Lounge, with its separate meeting rooms in quiet surroundings, offers excellent opportunities for networking at length.

According to David Ruetz, head of ITB Berlin, who initiated the new circle, "By creating the ITB Buyers' Circle we are offering leading buyers from the international tourism industry a suitable environment, concentrating valuable resources and thus significantly reducing their workload. Intense networking and obtaining the latest industry information are crucial to a buyer's success. The ITB Buyers' Circle is another ideal platform for ensuring a successful visit."

The ITB Buyers' Circle targets product managers and active buyers. A decision on membership is taken after application forms have been submitted and checked. The aim is to reflect the entire spectrum of the industry. More details and application forms are available online at: www.itbbuyerscircle.com.

EGYPT OFFICIAL PARTNER COUNTRY IN 2012

As the partner country, Egypt will feature very strongly at ITB Berlin. Egypt's increased presence at ITB Berlin 2011 gave a clear indication that the land of the Pharaohs was, for the first time, presenting its current tourism potential in its entirety in a single hall. Egypt's move from Hall 21b to Hall 23b was also accompanied by a three-fold increase in the size of its display area, making it one of the largest exhibitors at the trade show. In 2012 Egypt will be organising the opening ceremonies of ITB Berlin at the International Congress Center (ICC) Berlin, and will also be presenting various cultural events and culinary delights during the fair.

ITB Berlin 2012 will be taking place from Wednesday to Sunday, 7-11 March, with Wednesday to Friday open to trade visitors only. Parallel with the trade show, the ITB Berlin Convention, the largest travel industry event of its kind in the world, will be held from Wednesday to Friday, 7-9 March. More details are available at www.itb-kongress.com.

ITB Berlin is the world's leading travel trade show. In 2011 a total of 11,163 companies from 188 countries displayed their products and services to 170,000 visitors, who included 110,791 trade visitors.

TRULY INSPIRING

7 – 11 March 2012 • itb-berlin.com



**ITB
BERLIN**

THE WORLD'S
LEADING TRAVEL
TRADE SHOW®



ITB Berlin has inspired over 110,000 experts from the global travel industry. You should be there, too – the **World's Leading Travel Trade Show®** awaits you!

BUY AN ONLINE-TICKET NOW
AND SAVE 20%
itb-berlin.com/tickets or
scan the QR-Code:



Official Partner Country



Messe Berlin

CHATEAUX TOUR PAR EXCELLENCE

In September I took a group from the UK to visit Burgundy and Pascal Giradot's coach company collected us in Paris and looked after us brilliantly during our stay in Beaune.



We visited many chateaux but the highlight of the trip was when Marie-Florence Grim personally looked after us at Chateau Chassagne Montrachet. She is pictured dressed in blue standing to my right outside the Chateau.

Both Marie-Florence and Pascal are members of the Bourgogne Club... Excellent experiences whilst Doing Business Among Friends.

By Tony Milhofer
Past-President London and UK National

HAPPY REUNION AFTER 25 YEARS

An article in Skål News brought Marie-Christine De Ornelas (Skål International Paris) and Patrick Lamesch (Skål International Luxembourg) together 25 years after they had worked in the tourism industry in Gran Canaria.

Patrick wrote to Marie-Christine noting that he had seen her photo in Skål News and recognised her immediately. "After reading your name in the article, I had no doubt! After so many years it's a pleasure to contact you again."

Patrick added that he was also a member, and Secretary of Skål International Luxembourg, and hoped to meet up again soon with Marie-Christine to recall the good times they enjoyed in the Canary Isles back in the eighties.

By Marie-Christine De Ornelas
Skål International Paris



Patrick Lamesch in white and Marie-Christine De Ornelas in the checked and polka dot jacket.

A FRIENDLY SPIRIT FOR CURRENT TIMES

After several years working in the international luxury hotel industry I decided to open my own hotel in 2003: the Hotel Villa la Tour in Nice's Old Town. This was a success and we followed it up with a second hotel, Villa Rivoli.

I heard about Skål International and felt that, as an independent hotelier, it was important to have the opportunity of exchanging opinions on latest issues with other tourism professionals or simply sharing our experiences.

With this in mind, I joined Skål International in 2010. I began with a mailing to all members, then attended the Skål Lunch at ITB in Berlin in March 2010. It was there that I met Theresa Neurath from Köln and we became friends. Theresa (from Neurath Reisen) visited us to have a first-hand look at our hotels, and later we had the pleasure of welcoming her women's group during the Carnival celebrations – and of working together.

The Skål spirit is very much in tune with the current era, and we should be firmly committed to cultivating it with a strong sense of friendship.



By Barbara Kimmig
Skål International Côte d'Azur

A TRULY GLOBAL NETWORK

I recently became a member of Skål because I wanted to build up a larger international tourism network and, so far, my decision to join the Oxford UK club has really paid off!



I run a tourism marketing and PR company here in Gloucestershire, called The Destination Marketing Group, and for the last 10 years or so we have helped promote Britain and many of its towns, cities and destination management organisations domestically and across the globe. But this mainly public sector market has now almost disappeared as the financial crisis bites ever more deeply into UK government spending.

Our response to this situation has been to refocus on the international marketplace and to offer international representation services to companies and destinations seeking to develop business from within the UK.

For instance, I was recently in Japan and before setting out I used the Skål website to set up a meeting with a member of the Tokyo Club, who then kindly set me up with a meeting with another Skål member at the World Travel Market in London and a potential new project.

Also, and having also recently acquired a new client in Chile, I'm using the Skål website to research and make contact with additional complimentary potential

clients across Latin America. The Members' Area of the Skål website is a great research tool, with truly global reach.

I firmly believe in Skål's "Doing Business among Friends" philosophy and invite any member from anywhere in the world who wants to achieve a higher profile or do more business in the UK to please contact me via: philip@thedmg.co.uk or www.thedmg.co.uk.

By Philip Cooke
Skål International Oxford



SKÅL SOLIDARITY

ONGOING SUPPORT FOR CHILDREN'S VILLAGES IN HAITI



After the urgent programme initiated for the children and families who were victims of the earthquake in January 2010, SOS Children's Villages Haiti are undertaking several projects at Les Cayes, the third city in the country, which is faced with a particularly high rate of unemployment and a lack of educational structures.

Care of children without family support – A third children's village will be built, comprising 15 family houses for 135 of the orphaned or abandoned children in the area.

Education – An SOS school for 700 students.

Prevention of abandonment – A programme designed to reinforce the family structure will be based in social centres serving as daytime kindergartens for the children. The parents will be supported socially and will benefit from psychological help.



Special celebratory focus for 10th anniversary show

IMEX in Frankfurt will be marking its 10th anniversary show with a number of developments in 2012, including changes to the Association Day programme and format plus a mix of fun elements to add an air of celebration to its usual focus on business.

Another extensive education programme will be provided throughout the show with up to 90 sessions being delivered by IMEX association partners and leading industry experts. The programme will once again incorporate a variety of interactive workshops and formal seminars as well as informal, drop-in campfires held on the show floor. The IMEX in Frankfurt Association Day programme is also undergoing review with some exciting changes planned for 2012, all of which are set to be announced in the New Year.

Based on the success of the new Executive Meeting Forum, which was launched at the inaugural IMEX America 2011, IMEX in Frankfurt 2012 will now include a similar event. Organised and run by the same leaders and facilitators as in the US, the Executive Meeting Forum in Frankfurt will be tailored specifically to the European market and will invite C-level corporate executives together with procurement managers to an exclusive education and networking session. The group will also stay on at the trade show to meet exhibitors as part of the hosted buyer programme.

In addition, The IMEX Politicians Forum, which aims to promote the social and economic benefits of business events to politicians, will also provide an important platform for debate and increased understanding amongst 100 industry representatives and 30 politicians from all over the world.

With a positive response from exhibitors and visitors following the launch of the IMEX mobile phone app in 2011, this too will be developed further for 2012, with Android



access available for the first time. The IMEX team is also working on various website improvements to allow buyers and visitors to manage and select seminars and events more easily and to save these into their daily schedules.

In addition, IMEX will extend its use of QR codes in 2012. Post-show analysis shows that awareness of QR codes is on the increase and meetings industry professionals feel increasingly comfortable downloading information in this way.

Anticipating another strong turnout in Frankfurt, IMEX Chairman Ray Bloom comments, "We expect to be bringing almost 4,000 hosted buyers into Frankfurt in our 10th anniversary year. We anticipate more growth in long-haul buyers from Asian markets and we are also looking at ways to provide more nights' accommodation to allow buyers to stay on at the show for even longer.

"In many ways, although IMEX in Frankfurt 2012 will be our 10th show, it will be 'business as usual' but with the addition of some fun, celebratory moments and initiatives that will give the show a special edge. We are also looking forward to sharing the results of our new 'Power of 10' research study, which will be conducted by Fast Future Research to help commemorate the end of a significant decade for us and for entire the industry."

More information and registrations: www.imex-frankfurt.com



MEET EVERYONE YOU NEED TO MEET AT **IMEX**

Every year, thousands of meeting and event professionals come to IMEX, the world's leading exhibition for meetings, incentive travel and events. And that's not to mention the 3,500 exhibitors from over 150 countries who are ready to talk business with top decision-makers, trade buyers and associations. The show floor positively hums with vibrant energy.

Here you'll find all the important people you need to meet to form valuable alliances and make rewarding deals. In fact, you could achieve a year's worth of business in three days here. And thanks to an unrivalled free education programme with over 90 seminars – including access to industry innovation and developments via New Vision – you can stay in-tune with an ever-changing industry and pick up key insights into the latest trends.

MEET THE PEOPLE WHO CAN MAKE A REAL DIFFERENCE TO YOUR BUSINESS, MAKE SURE YOU'RE IN FRANKFURT IN MAY FOR IMEX 2012.

**CALL +44 (0)1273 224955
OR EMAIL INFO@IMEXEXHIBITIONS.COM**


imex **2012**
10 YEARS OF
EXCELLENCE
Frankfurt / 22-24 May

IMEX-FRANKFURT.COM

Diversey and Skål share healthy international outlook

Diversey, now part of Sealed Air, is a leading global provider of cleaning and hygiene solutions to the lodging and tourism sectors. It supports customers in more than 175 countries and works closely with Skål as a global partner to promote sustainability and high performance cleaning.

The importance of cleaning to the tourism industry was highlighted recently by a survey completed jointly by Hotelschool The Hague in the Netherlands and Diversey. Findings from 650 interviews completed in five European countries revealed that cleanliness was the most important factor influencing hotel recommendations. However, cleanliness has a significant negative impact when guest expectations are not fully met. Two thirds of the people questioned had experience of staying in a hotel that was not clean. Of these, 82% told family and friends about their experience, 75% were put off returning and 72% recommended family and friends should not stay there. The findings provide key insights to enable actionable recommendations to be made, helping hotels improve guest satisfaction and make a positive contribution to financial performance.

Skål and Diversey have much in common. Both have an international outlook and work to promote partnership and collaboration. Like Skål, Diversey understands that sustainability and a healthy bottom line can go hand-in-hand because solutions which protect the environment are more profitable and good business practice.

In fact, Diversey has already been working with Skål. For the past two years it has been the primary sponsor of Skål's Sustainable Development in Tourism Awards. The company provides one of three judges for the event and organises the production of the trophies and certificates. It presented the first annual Diversey Hygiene Award at the 2011 event to highlight the significance of sustainable cleaning to tourism. Partnering with Skål in this way promotes partnership and leadership for both organisations and allows Diversey to work with other members at a national and international level and "Do Business Among Friends".

In Turkey, for example, Diversey has worked with the Istanbul Skål Club for the past 10 years. Diversey attends monthly Skål lunches and other special events, which allows it to build strong relationships with the other members and learn more about their requirements as well as promoting its sustainable products and services. The company is seeking to build similarly close partnerships with Skål clubs in other countries.

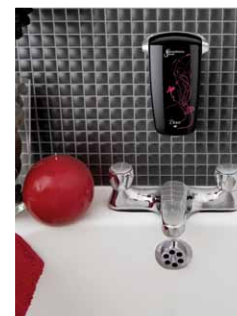
Diversey's superior solutions help its customers to achieve their own sustainability objectives by supporting an integrated bottom line, sometimes called "people, planet, profit". It achieves this by delivering product, equipment and service innovations that are simpler and safer to use, make cleaning and hygiene tasks more productive and efficient, and reduce the use of water, energy, chemicals

and packaging. The company is uniquely positioned to offer an integrated solution based around any combination of its cleaning products, machines, equipment, technical expertise and support services. All of its products are designed to work with each other so that customers can achieve the best possible results.

A great example of Diversey's innovation for lodging customers is Softcare Sensations, the most configurable and customisable wall-mounted guest amenities system for hotels. Customers can choose any colour of cover and add their own corporate branding and messaging to create a unique design for the individual hotel or group. It is supplied with hand soap and shampoo/shower gel in the Dove Indulgence, Go Fresh and Lux ranges to present guests with a choice of established and well-known brands. The unique design reduces waste to promote sustainability and deliver lower and predictable cost-in-use than alternative units. Customers can find out more and try out some of the configuration options at the special www.softcaresensations.com website.

About Diversey

Diversey, Inc. is committed to a cleaner, healthier future. Its products, systems and expertise make food, drink and facilities safer and more hygienic for consumers and for building occupants. With sales into more than 175 countries, Diversey is a leading global provider of commercial cleaning, sanitation and hygiene solutions. The company serves customers in the building management, lodging, food service, retail, health care, and food and beverage sectors. Diversey is headquartered in Sturtevant, Wisconsin (USA). Diversey, Inc. was formerly JohnsonDiversey, Inc. For more information, visit www.diversey.com



About Hotelschool The Hague

Hotelschool The Hague, was founded in 1929 and has two campuses, one in The Hague and one in Amsterdam. The School ranks amongst the leading institutes worldwide offering degrees (Bachelor and Master) in Hospitality Management and is well known for its excellent research centre. Graduates of Hotelschool The Hague occupy top positions in the hospitality industry all over the world. In 2002, in collaboration with 'The Leading Hotels of the World' Hotelschool, Hotelschool The Hague set up the association 'The Leading Hotel Schools of the World'. More information about Hotelschool The Hague and its Research Centre can be found on: www.hotelschool.nl

For us, blue has always been green.

We're Diversey—a world leader in sustainable cleaning solutions. For more than a century, we've worked to reduce the impact of our own operations. More important, we've worked to make sure that our products and solutions help you reduce the impact of yours. Together, we're creating a cleaner, healthier future.

Learn more at www.diversey.com/sustainability or call 1-800-842-2341.





PLUS

PREMIER

The World's Biggest Hotel FamilySM



A Hotel For Every Occasion. Over 4,000 Locations in 90 Countries.*

Our three types of hotels, **BEST WESTERN**, **BEST WESTERN PLUS** and **BEST WESTERN PREMIER**, provides everything you need for a quick overnight stay or a vacation with more time to relax. You can rest assured, there's a Best Western that's right for you.



BEST WESTERN®



Restful Stay and Value

BEST WESTERN PLUS®



Enhanced Comfort and Service

BEST WESTERN PREMIER®



Distinct Style and Plush Amenities

bestwestern.com

*Numbers are approximate and may fluctuate. Each Best Western® branded hotel is independently owned and operated. Best Western and the Best Western marks are service marks or registered service marks of Best Western International, Inc. ©2011 Best Western International, Inc. All rights reserved. Hotel photos shown top to bottom, left to right: BEST WESTERN Suites Le Jardin, Caldas Novas, BR; BEST WESTERN Hotel-de-la-Breche, Niort, FR; BEST WESTERN PLUS Sundial, Scottsdale, AZ; BEST WESTERN PREMIER Prestige Oceanfront Resort, British Columbia, CA.