

EDITION 270



# SKÅL

MAGAZINE

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# Message FROM THE **PRESIDENT**

SUSANNA SAARI

## **CHANGE IS COMING ARE WE READY.... OR NOT?**

EVEN THOUGH IT HAS BEEN A VERY CHALLENGING PAST FEW WEEKS, SO MANY EXCITING THINGS ARE HAPPENING IN OUR ORGANISATION. IT WOULD BE EASY IF EACH AND EVERY MEMBER COULD EXPRESS THEIR VIEWS, THOUGHTS AND IDEAS ON A SINGLE PLATFORM BUT AS THIS IS IMPOSSIBLE AT THE MOMENT, THE BEST WAY WOULD BE TO ATTEND THE ANNUAL GENERAL ASSEMBLY (AGA) DURING THE WORLD CONGRESS IN MOMBASA. THIS WOULD BE THE PLATFORM TO EXPRESS YOUR VIEWS AND VOTE. WHAT ARE YOUR THOUGHTS ON SKÅL INTERNATIONAL?

Many thoughts and ideas from members have been circulating regarding the By-law amendments and the Digital Transformation Project, so we are looking forward to lively discussions at the Congress in Mombasa.

**After the unexpected passing of fellow Director Mark Alexander, we have now re-organised the internal workloads and the statutes project has been handed over to President Susanna Saari and International Skål Council President Bill Rheaume with Past World President Jan Sunde from Norway joining the project team. We are looking forward to sharing his expertise and enthusiasm and propose that this project will be completed in the next two months.**

The tenders for Phase 2 of the Digital Transformation project from 13 different bidders were opened and reviewed on 14th June in the presence of the Internal Auditors. Phase 2 will be comprehensively introduced at the Congress in Mombasa and all necessary

documents and explanations will be circulated to all members beforehand so that an informed vote on the project can be taken.

Mombasa will also be the venue for the election of a new World President and at least two Directors. The deadline date for nominations is 30 June 2018 and as we still have time before this due date, we are hoping to receive more proposals as according to the Statutes requirements stating at least 3+2 candidates to fulfil the Director positions. If you think that you can meet the requirements and can contribute your expertise to our organisation, please submit your nomination.

Voting for the correct individual is not always easy but I have always said these positions should not be seen as a form of entitlement, but earned through hard work, dedication, honesty and results. I can clearly see my Nordic upbringing in these values as I still firmly believe in the proverb "what goes around, comes around". The current Executive Committee was the first board to compile job descriptions for each Director position. In addition, we also worked on the KPIs to measure results. When getting ready to

vote you may want to reflect on these details which can be viewed [here](#).

Those of you who are active on Facebook have probably seen my [page](#). Travelling may seem fun, but these trips are first and foremost Skål business. There is no point to travel just to raise a Skål toast. It is my duty to share information regarding the projects and other plans with the members who attend the Area Congresses or who are hosting me around the world. It has been a true revelation for me and the CEO to discuss and meet with members globally. Thank you for all the constructive feedback and honesty, as well as your hospitality! As I am spending the members' money, I feel it is important to be transparent and open, and this is the reason

everything is shared online in "real time" rather than in a report at the end of my tenure.

My last trip was to the Asian Congress in Macau and then to China, where after years of silence, we are now meeting with high officials and visiting destinations with potential for growth and a Skål presence. An update will follow online!

As always, I am here to help in any way I can, please stay in touch!

Yours,

**Susanna**

PS. Follow me on



# NOTE FROM THE CEO

DANIELA OTERO



## My message for the June magazine is filled with positive news.

We are actively working on creating new Clubs. A new Club in the exotic island of Zanzibar is being formed and the Croatian Split-Dalmatia Club is being reactivated. In Latin America, we are actively working to expand Skål in Colombia and two new Clubs are being formed in the United States.

**Additionally, new areas of strategic expansion have opened. In St Petersburg we have a new active member who is working to create a new Club in the city.**

The Clubs are very happy as they have started to feel more integrated in the international structure. The trips we have taken in the last few months had the strategic purpose of collecting information on the areas we have visited and providing support and training to the Clubs that are working so actively to increase membership.

We had an inspection visit to Kenya, where we were hosted by the Nairobi and Mombasa Clubs, who are working together to prepare for the next World Congress. We had a warm welcome from the Organizing committee who showed us the facilities which have been strategically selected and set in the midst of paradise. We also held meetings with high profile institutions, particularly with members of the Local Government in Mombasa and the Kenyan National Government, which reassured us that the institutions and the Government are providing great support to the 2018 Skål International Congress.

On 14th June our Auditors Frans Staal and John Ruzich opened the offers received from the companies interested in entering the international tender process for the Digital transformation project. In the next few months we will analyse these technical proposals and the two bidders with the best presentations will be presented to the General Assembly during our World Congress in October.

I believe that through the democratic process, decision and respect for the view of the majority of the members, we will continue to find the agreements that help our organization advance into the future.

I look forward to seeing you in Mombasa as we keep building the future of Skål.



**SHANZU** IS A SMALL TOWN AND ALSO THE LOCATION OF MOMBASA'S NORTHERN MOST BEACH, ABOUT 18 KILOMETRES NORTH OF MOMBASA'S NYALI BRIDGE ON THE ROAD TO MALINDI.



# Congress Hotels on the beach

THE 79TH SKÅL WORLD CONGRESS 2018 WILL TAKE PLACE IN SHANZU, MOMBASA COUNTY IN KENYA. THE UNIQUE QUALITY ABOUT THIS LOCATION IS THAT **ALL 3 CONGRESS HOTELS ARE NEXT TO EACH OTHER** AND EASILY ACCESSIBLE BY WALKING THROUGH THE BEACH OR ON THE TARMACKED SERENA ROAD.

# Deluxe Hotels

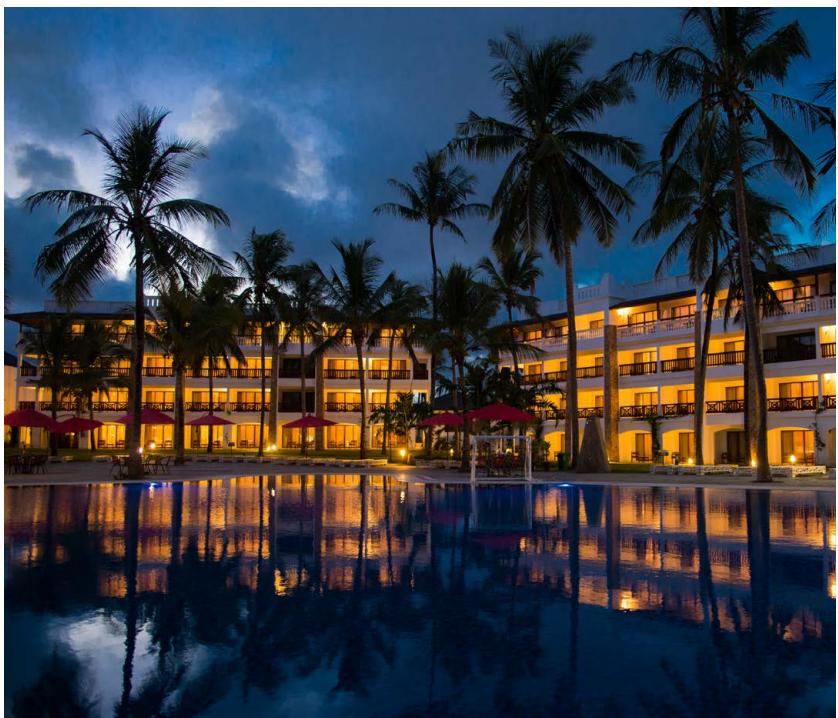
## Pridelnn Paradise Beach Resort, Convention Centre and Spa

The Congress headquarter was recently made history and redefined the tourism landscape in Mombasa as the first and only beach convention center. The resort is set on lavish 17 acres of well-manicured gardens, semi-private pristine white beach overlooking the shimmering Indian Ocean. It is Mombasa's newest beach resort and convention centre that has come to transform the identity of the coastal swahili city as a business and leisure destination.

### Truly a first of its kind!

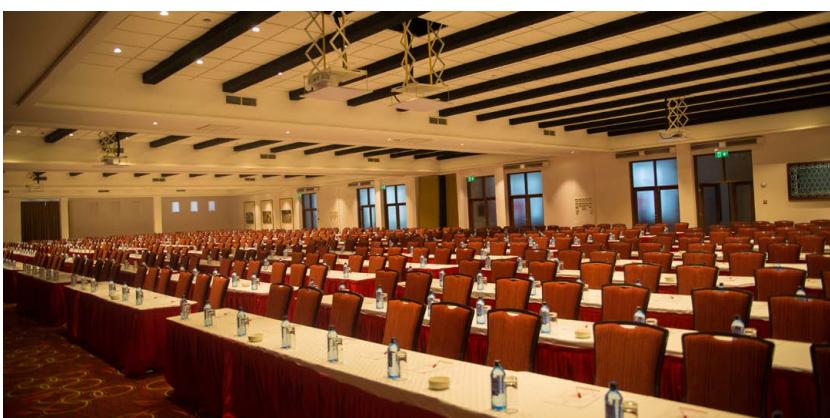
*Innovation and different thinking is at the heart of the Pridelnn Paradise culture. The foundational basis of the design and architecture was to merge two previously distinct arms of tourism into one new concept - BLEISURE. Pridelnn Paradise has introduced the Bleisure concept into the region by hosting the only Beach Resort Convention Centre along the East Coast of Africa.*

With 236 tastefully decorated, high modern rooms, Pridelnn Paradise provides the warmth of home and the convenience that comes with technology. Having rooms with high-speed internet and a sea view allows business to be done with confidence while enjoying leisure time.



The rooms consist of standard rooms, sea view rooms, family rooms and interconnecting rooms.

The conference centre boasts a capacity of over 2,500 delegates fully equipped with top of the line amenities and enhanced with latest technologies; a reason why the facility was chosen to play host to the legendary Skål World Congress. In addition, the resort was recently approved as Mombasa's first & only member of the ICCA (International Congress and Convention Association).



**Complimentary WIFI is available throughout the resort. The hotel also has doctors on call, a bureau de Change plus a 24 hour reception.**

Bleisuring at the Pridelnn Paradise is a lifestyle statement for the discerning and quality-conscious patron. A trend that Pridelnn Paradise has introduced into Kenya and many business travellers have taken up for its added benefit of giving them a chance to spend some quality time with their significant other or with family. The resort features an Aqua Safari Water Themed park for family fun & the Paradise Kids Club (Pakico) where the kids are taken care of during their stay. In House Minders are available on request at the resort at a fee.

Other recreational activities include a Swim Up Pool Bar for adults, three Restaurants with different themes, beach side Lounges and 200 metres of beach front. The resort offers an array of outdoor activities for adults that include beach sports by the ocean such as beach volleyball, tug of war games, pool volleyball, archery, and golf can be arranged on request. In addition, at an extra cost guests can enjoy the following activities; boat riding, jet skiing, deep sea diving, snorkeling, horse & camel rides on the beach. Fitness and wellness enthusiast may engage in the resort's transformational fitness programs at the Paradise Uzima Gym which is fully equipped with modern teco gym-equipment, large selection of a free weights, cardiovascular machines such as treadmills and cycles. An experienced personal trainer is available to help you maximize your workout sessions.

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**Shopping lovers are encouraged to visit the Maasai craft market days arranged by the hotel with all vendors stocked with African inspired artifacts made by different communities in the region and Kenya.**

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**More information**



### Serena Beach Resort & Spa

This 2nd Congress hotel, features the shimmering sands and waters of the Indian Ocean stretching before it, amidst verdant, bougainvillea - filled gardens, and shaded by gently swaying palm trees, the Serena Beach Resort & Spa at Shanzu Beach represents the ultimate escape. The Legendary 13th Century Swahili town of Lamu inspires and styles it.



Guests arriving at Serena Beach Resort & Spa find an oasis of tranquility framed by whispering coconut palms, lush gardens and one of the most beautiful white-sand beaches on the Indian Ocean. This 164-room resort encapsulates excellent resort experience with impeccable service and gracious hospitality steeped in local tradition.

**Luxurious rooms are set in two-storey buildings and overlook manicured tropical gardens or the stunning Indian Ocean. For delicious fresh seafood we recommend the Jahazi Grill restaurant and if it's a little relaxation you're after, make sure to head for the excellent Maisha Mind, Body & Spirit Spa. Family suites are ideal for family groups and the children's animation programme will provide entertainment for younger guests.**

Offering a free-form beachfront swimming pool and swim-up bar, sports facilities such as a tennis court and squash court and three restaurants, the Serena Beach Resort and Spa is ideal for those seeking rejuvenation in paradise. Its' Wellness Center – The Maisha Health club and spa offers a central relaxation area, changing areas (with interior sauna and steam rooms; and

exterior Jacuzzis), four individual treatment rooms (each with its own exterior garden, pergola shower and sundeck), one double treatment room, a Spa Bar and a communal garden. Beachfront massage tents, a fitness studio, hair and beauty services to indulgent Spa therapies at Maisha Mind, Body & Spirit Spa are also available. All services are on offer from 10.00am – 8.00pm daily.

Recreational activities include "*Walk in Chess*" (the chess pieces are made from recycled flip-flops collected from the ocean), architectural, cultural and conservation tour, fun aqua aerobics/ water polo at the pool & beach volleyball, beach lawn stretching with a fitness Instructor, 4 lawn tennis courts, 2 air-conditioned squash courts, table tennis/ pool/ board games/darts, gymnasium, water sports (wind surfing, catamaran sailing, snorkeling, Pedal boats, deep sea fishing). Golf can also be arranged at nearby facility.

Serena Beach Resort & Spa in Mombasa combines a deep respect for the local surroundings and heritage with contemporary amenities to ensure a truly inspired stay. Over the last 20 years, Serena Beach Resort and Spa has helped protect sea turtles and released over 40,000 sea turtle hatchlings. About 2 decades ago, marine ecological reports have indicated that sea turtles face extinction within the next 50 years if action is not taken. This is why Serena Beach Resort and Spa saw the establishment of a turtle nest protection programme where turtle eggs are protected and hatched.

In addition, Serena Beach Resort and Spa has an established **Butterfly Conservation Sanctuary** to protect the large number of disappearing butterfly species and the indigenous species are re-introduced by our guests to the coastal landscape. Since establishment in 2003, over 7000 butterflies covering 67 species have been hatched. Guests have the opportunity to release these beautiful species of butterflies and make their visit even more magical.

### More information

# First Class Hotel

## **Flamingo by Pridelnn Beach Resort & Spa**

is located only short distance down the road from the Congress headquarter hotel and has recently been re-branded under the Pridelnn brand.



This resort is set on a lavish 22 acres of well-manicured gardens, semi-private pristine white beach overlooking the shimmering Indian Ocean.

**The resort comprises 137 elegantly appointed guest rooms and suites. All rooms are air-conditioned and are housed in six separate four story buildings surrounding the huge lagoon shaped swimming pool and palm shaded gardens.**

The resort features a variety of restaurants and bars well spread out within the facility offering a variety of appetizing meals and refreshments. There is an elite fitness center with an indoor gym offering a full rate of cardio conditioning weights, treadmills and lifecycles to keep you fit and health. A sophisticated salon and Spa with an array of relaxing therapeutic treatments are also available.

The resort offers activities for children such as water slides, beach activities and games on the gardens such as treasure hunt games around the hotel, water bucket relays and much more under the supervision of our well trained animators and caregivers that offer babysitting services too at a fee. All equipment is safety-tested and approved plus the hotel offers parents' special seating areas where they can watch their children play.



An array of outdoor activities for adults that include beach sports by the ocean such as beach volleyball, tug of war games, water zumba, nature walks within the facility and in-house competitions by the pool to keep all guests entertained and relaxed are also available. The following activities - boat riding, snorkeling, beach horse & camel rides are provided at an extra cost.

## **More information**

## **Dress Code**

As a standard at all the resorts, the dress code is casual but guests are requested not to wear swimsuits, bikinis in the lounge or dining room.

Kindly note that it is against the laws of the country to go topless.

Men are requested to wear long trousers during dinner.

**For registration and information on the Skål World Congress and Pre-& Post-tours, visit the Congress Website**



# Tribute to Mark Wallace Alexander

**28 November 1956 – 4 May 2018**  
**Director, Skål International**



Since the announcement of the untimely death of our dear friend and much loved Skålleague Mark, flowers, cards, prayers and messages of sympathy have flooded in from members around the world. Here is a very small selection of some of those received, starting with a Thank You from Caroline, his partner.



**CAROLINE ADAMS**  
**Member, Skål International Northern Ireland**  
**Quality and Standards Manager, Tourism**  
**Northern Ireland**

Mark was born in Belfast, Northern Ireland and grew up in Dungannon, County Tyrone. He was the second of four brothers with whom he maintained a close and loving relationship. Mark attended Royal School Dungannon and completed two years at University before he was drawn to the hospitality and tourism industry. He was one of few to be accepted into British Transport Hotels' trainee manager programme in 1977, beginning a very successful career as Hotel General Manager in high quality hotels across England and Scotland.

In 1991 Mark founded Conference Nottingham, promoting the region as business tourism, conference and incentive destination. Within five years this membership organisation had secured £13m of new business, with Mark winning the Outstanding Contribution to Tourism Award for the County.

After being approached to take up a new challenge to promote the country of his birth to the world, Mark was appointed Group Marketing Director, and soon promoted to Deputy Chief Executive of the Northern Ireland Tourist Board. This was when I met and fell for the most charismatic, dynamic, fun and kind man. Mark was elected President of the UK Meetings Industry Association in 1997, alongside his day job of marketing NI through a global network and managing a budget of £6m. Mark loved his role and was very proud to share his love of Northern Ireland; these of course were not the easiest of times in which to convince people to visit. With considerable travel required, Mark was able to forge international business relationships and friendships ahead of his Skål days.

In 2001 Mark started up MA Consulting and was immediately inundated with work, a statement of his ability to motivate businesses of all sizes to grow and become more profitable. He shared his vast experience of working within both public and private sectors, and a client base across hospitality, tourism and leisure industries including hotel groups, ferry operators, hotel developers, activity and smaller accommodation providers, local authorities and Government tourism

economic development agencies. Mark was regularly asked to address conferences and seminars on issues affecting tourism, and to chair many tourism groups. He gave his time and energy willingly to help others.

Mark's involvement with Skål began with the Northern Ireland Club, introduced by his long-time industry colleague and pal Diane Toner. In 2004 Mark was elected NI President, and went on to become UK National President. In 2015 he was thrilled to become International Councillor for the UK, actively attending all meetings. The talent and contribution of the ISC was hugely valued by Mark, as he felt they were the group within Skål who could drive organisational change and give rise to future leaders. During this time Mark was pushing for the establishment of the Membership Development Fund to reverse downward trends and attract new active members.

As a busy tourism professional, Mark did not envisage anything other than participation at local level but was persuaded to attend the Skål International Congress held in Durban in 2004. The experience was so special, helped of course by winning the golf competition, that Mark started to consider taking office internationally. Eleven more World Congress attendances later, Mark was elected Director on the Executive Committee in Hyderabad last October. While recognising the constitutional importance of Statutes and By-Laws and in response to members' expressed views, Mark relished the challenge of updating Statutes and By-Laws to support Skål's future organisational health. My deepest thanks to the incredible Skålleagues from all over the world who have sent flowers, cards, prayers and messages which are helping me cope with the enormous shock of losing Mark. From being the big smiling, larger than life, full of energy and fun best buddy to having to say goodbye in less than three weeks. I am the luckiest girl to have shared my life with Mark for almost twenty years. Being with Mark made me feel ten feet tall and he is the love of my life, my soul mate – I am glad that he knew this.

**I am truly grateful for all the good wishes and prayers, and in particular the support of Skålleague Diane Toner.**

## SUSANNA SAARI President, Skål International Turku University Applied Sciences

Like so many Skålleagues around the world, I was shocked to receive the news of Mark's unexpected passing. Caroline's sad message reached me in the early morning before the opening ceremony of the North American Congress at Playa Mujeres, Mexico. Instead of a minute of silence, we all applauded him for one minute.

Mark joined the Executive Committee in Hyderabad, and from the outset he tackled the tasks assigned to him with vigour and enthusiasm. He was extremely excited about renewing the Statutes and I am confident that he would have done a brilliant job. Mark was a true Skålleague and always had the best interests of Skål in the forefront of his mind. At all the social events he was always the life of the party. I am sure Mark is in a place filled with lots of laughter, happiness and endless Skål toasts. We will all miss him dearly and Caroline, our heartfelt condolences are sent to you. We are sending you strength, love and healing and please never forget that we are all here to assist you in any way we can.

**"Kevytä multia" as we Finns say. Rest in peace Mark.**



**BILL RHEAUME**  
**Skål International Canadian Rockies &**  
**President International Skål Council**  
**Inntegrated Hospitality Mgmt**

Mark was my true Skål friend. The dictionary definition of a friend is someone you like and enjoy being with, who supports and helps you, a real soul mate.

Mark was all of those to me. He and I would often confer with each other and discuss how we might make a real difference for Skål. He was refreshingly frank and so passionate about what he felt was right, he was always ready to champion an idea and he was always there to offer support when we needed it.

Mark was outspoken but like the sound of a full barrel of wine compared to an empty one, the sound of his words and thoughts were deep and rich with quality. He was not one to jump in and agree without first considering the implications and consequences of the decision.

I enjoyed working with Mark, as a Councillor and as a Director. He had remarkable insights, was knowledgeable and well versed in the business of tourism and hospitality. We respected each other for standing up and promoting what we believed was the best path forward and had healthy disagreements to keep us grounded, allowing for sober second thoughts before moving forward. Mark and I would reach out to each other for feedback and opinions on a variety of subjects pertaining to Skål and world events that might influence our decision. I valued his mentorship.

Mark had an infectious laugh and a larger than life personality. He was a 'go to guy', taking on projects and tasks with enthusiasm. We were able to count on Mark no matter what the circumstances - if he agreed to do it, it would get done!

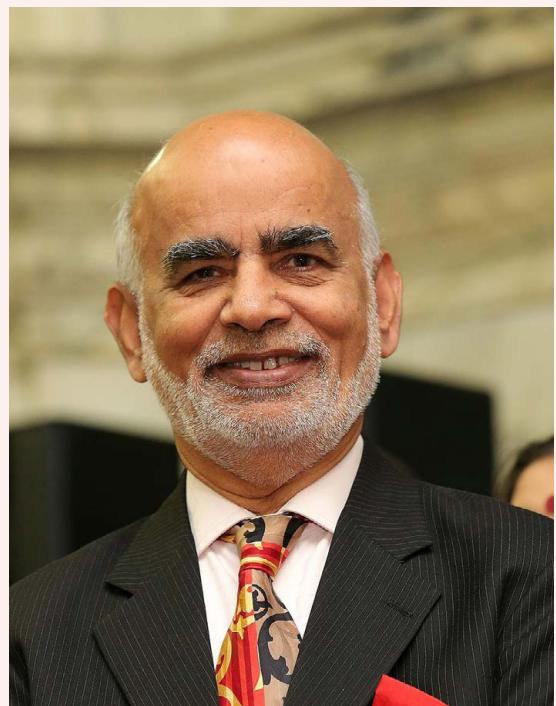
**We all enjoyed his company, his thoughtfulness, his demeanor, his humour and his love of life. Mark, my friend, you will always be in my thoughts. Rest in peace.**



**LORD D S RANA, BARON OF MALONE**  
**Skål International Northern Ireland**  
**Chairman, Andras Hotels**

I have had the pleasure of knowing Mark Alexander for over 20 years. He was a dear friend and was always willing to help with his vast knowledge about tourism. He was our consultant and played a very valuable role in helping many people in the Hospitality sector, even in the difficult times during the Troubles. We met often either as Skål members or Mark advising us as consultant in our Hotel development proposals.

He was highly respected by all who knew him whether they were in the hospitality industry or in other businesses and professions. He was a true gentleman always ready to help. As regards Skål membership from Northern Ireland he was Mr. SKÅL of Northern Ireland. He devoted much of his time and effort in creating international links between Northern Ireland and other parts of the world. He will be greatly missed not only by his family and friends but also many in the Tourism industry in Ireland and even beyond. He is a true loss to all of us.



**JOHN J. RUZICH**  
**Skål International New York**  
**President & CEO, TIMM Group New York**

He was a big hitter!! We first met on a golf course in Antalya and became great Skål friends from the 19th hole forward.

Great smile, bursting personality, entrepreneur, leader and most of all he always made Betty & I laugh.

Over the years I enjoyed seeing Mark's upward movement through the Skål world in Northern Ireland, the UK national committee, on to the ISC and then as Director of Skål International. We always looked forward to seeing he and Caroline at a Skål meeting or congress.

We all looked forward to that future date when he could become our Skål International President. I guess a greater power had a different plan for this personality. Perhaps the need for a fourth in a match in heaven, or to have that great smile light up those around him.

Who knows what our future will be, I somehow feel that a time will come when we will all be together again. Mark will be waiting for us on that 1st tee in that special place.

**Until then my friend, hit em straight!**

**NIEL ELS**  
**International Councillor South Africa**  
**Skål International Garden Route**  
**Managing Director, Turnberry Boutique Hotel**

Dearest Caroline,

What I am missing the most is the incredible positive energy this amazing man had. My first real encounter with this force was in Christchurch during the ISC Mid-Year Meeting in 2016.



Mark and Caroline enjoying the Skål NY Congress with John and Betty Ruzich.



Mark and Caroline with Niel Els, Mohan NSN and Skål Northern Ireland member Avril Robson.

I remember sitting next to him in my very first meeting as Skål Councillor for South Africa. I was totally overwhelmed by the entire experience. What struck me the most was this Councillor for the UK who was very vocal on each and every item on the agenda. His passion for Skål International and for life was contagious. Since then, at every ISC meeting that followed, I looked up to his knowledge an understanding of Skål. As we all know and love - Skål is not only about business and meetings.

We also have maximum fun. This, as a matter of fact, was another field of expertise for him. I will always miss the fun we had after long and tedious meetings. Mark was always ready for a joke in his charming Irish manner. Then, there is his gorgeous companion, team mate and back-up vocalist - the vivacious Caroline! never missing a beat or a line while singing Irish party songs. Such good memories were created with the highlight for me – when Mark attended the ISC Mid-Year Meeting in George, South Africa, hosted by my Club, Skål Garden Route. They were so excited to visit and we had a great time showcasing the best our beautiful country has to offer. The synergy between Mark and Caroline was just awesome. They were always the soul of any social event. I can still hear them singing:

*Oh Danny boy, the pipes, the pipes are calling  
From glen to glen, and down the mountain side*

*The summer's gone, and all the flowers are dying  
'Tis you, 'tis you must go and I must bide....*

**Good bye my friend – you will always be in our hearts.**

**MOHAN N S N**  
**Skål International Hyderabad, India**  
**Chief Executive Officer, Kennedy Holidays**

**A classy tribute to a Legend with destiny**

Men may come and men may go but only a few will be remembered. Mark Alexander, a name to reckon with who taught us how to be a man of class and transformed us into strong men in our times. His success in the life and Skål was not the victory of the might, but the vindication of right. We always saw you like a 007 and role model as a man with International class.

"An Institution Skål reveals itself not only by the men it produces but also by the men it honours, the men it remembers, and our prince of hearts will remain in all our hearts for generations to come."

The torch has been passed now. He was a self-made man and he always judged people in the right perspective, he taught us how to judge people only not with the colour of the Skin but with the content in their character. We had many incidences, he portrayed equality all along and told us to be on those lines. He had a very positive vision for the next generation, always. His Outlook was phenomenal towards students treating them all of us as his own family members. He lit up many lives and we feel that he was there not to curse the darkness but to light up the candle and guide all of us into the safe path to victory in our careers and Mark was an Outstanding Skålleague, a true trusted and tested friend.

"Geography has made us neighbours. History has made us friends. Economics has made us partners, and necessity has made us allies. Those whom God has so joined together, let no man put asunder." This is the motto he followed in his life providing all his Skålleagues with a good passion. He always specified to take human nature altogether since time began... In the long history of education in our life, only a few generations have been granted the role of defending freedom in its hour of maximum danger. He did not shrink from this responsibility. He did not believe that any of us would exchange places with any other people or any other generation. The energy, the faith, the devotion which we bring to this endeavour will light our Skål which we all love and all who serve it and the glow from that fire can truly light the Skål which exists.

*As a personal friend coming to my home with his loved once, made feel like it is as his own home, last October 2017. He taught and told us "Let us begin a*

*new remembering on both sides that civility is not a sign of weakness, and sincerity is always subject to proof" and in solving problems he guided us.*

*"Let us never negotiate out of fear. But let us never fear to negotiate" and let us follow this path to the destiny this will be the real classic tribute to this ageless superstar in heaven and take his blessing from here. We remember famous quote of JFK "A man may die, nations may rise and fall but the Idea lives".*

Thank you for everything you have given us, it was like it happened yesterday. We miss you, we touch your heart and take your wishes my dear friend. God bless this your family and the Skål you love which will shine, carrying on the torch which he bore once.

When I go to every congress, my friend... I will search you even to this day, I cannot help but shed a few drops of tears when I get nostalgic about the campus of Skål, our Skålleagues and yourself.

You will be in all our hearts until we go, and we are proud to feel and say we lived in your times and you made us proud to call ourselves that we are proud friends of the legend Mark. I used to call you 007 always, you share the same land of JFK roots and you are great good human and you will live in all our hearts, until the world exists and the SKÅL LIVES. Miss you my friend, the dress you send with an affectionate letter to me the next door kid, with a beautiful cloth once went to Ireland, that cloth has been stitched into a fine dress like your heart and when I see this dress, I think of you, never told them that you are no more, the kids asks you that when will you come back, I am telling them... one word... Soon... Can't forget the happy moments we all shared in our house we both felt as home along my family and Caroline the noble heart, who reminds my responsibility.

**Love you Mark, Miss you my friend.**

**VICKY GREEN**  
**Vice President, Skål International Northern Ireland**  
**Associate Director, Andras Hotels**

Dear Caroline,  
I have thought hard to come up with a word that best describes Mark, many came to mind: Generous, Funny, Knowledgeable, Professional, Charismatic. However, the word that resonated with me the most is KIND.

I met Mark fifteen years ago, I was told Andras Hotels had this guy who came in as a sales and marketing consultant. I was wet behind the ears, just starting out and in walks this giant of a man – I was petrified! Then Mark smiled, a kind smile that travelled from his mouth to his eyes, I felt relieved, and so started our journey.

Mark nurtured, educated, motivated and encouraged me, he was always kind. I attended my first industry event with Mark in 2003 which I remember



correctly was a horse show! I hid behind him for most of the day, watching and learning how to network, promote and sell my product.

I remember Marks exasperation at the fact that in the early days we didn't have our own website, and so my second lesson began. He guided me through the process and our first website was launched.

There are many more examples I could give but the overarching memory I have is of his kindness. Even when you felt out of your depth he was there to encourage and see you through the task,

he never made you feel silly for asking the most obvious of questions and his kindness shone through when he even let you take the credit for a successful project.

Mark soon introduced me to Skål and enlisted me in to the organisation – when you think about what Skål represents Mark was truly the epitome of this – promoting global tourism and friendship. Doing business amongst friends. I don't know of anyone who would refer to Mark as consultant, rather a friend.

He was my friend, my mentor. People come and go from our lives but few truly influence and set us on an actual path.

#### **Mark did this for me and many others – that is his legacy.**



In April of 2016, Mark and Caroline travelled to New Zealand for an International Councillors Meeting and in all my years of knowing this pair, I always spoke of a place just off Townsville in North Queensland called Magnetic Island and of my holiday house 'Oolah'. To my surprise, Mark writes to me to say "We're coming to your Island...get ready!!!!" We had several days on Magnetic Island and I was quite proud to show off my little piece of paradise that they had heard so much about. Mark had studied Magnetic Island history prior to their arrival and I was very impressed with his knowledge (some of it I wasn't even aware of!!) and his fascination with the island especially the curlews and the strange noise they made and the world-famous Toad Races at Arcadia Hotel. He took home a stubby cooler with curlews on it and a couple of Toad Races t-shirts.

During their visit to the Island, I was very honoured to introduce my family to Mark and Caroline. They were equally delighted to finally meet my Irish friends from Belfast as I had talked about them and entertained them with stories of my escapades with Team Ireland on numerous occasions.

It still rocks me that you are no longer with us... Skål Congresses will not be the same. It was great to know you and call you my mate. Cheers Marco!

#### **Caroline, I'm thinking of you.**

#### **LEE JONES Skål International Townsville, Australia**

Hearing of Mark's passing in early May and letting my family know was tough. The news rocked me and, as I look through photos of my years of Skål adventures, Marco features in quite a lot of those snaps, and many jolly great memories.

I have travelled afar and made many close friendships through Skål and Mark Alexander is up there as a bloke I would call a great mate. I have such happy memories that come to mind from Budapest to the New York Cruise – new port every day, new adventures to match and many great conversations with 'The Big Man'.



3



Photo3. Skål Northern Ireland President Norman McBride with members Chris McLaughlin (formerly Christchurch) and Dan Lavery with Mark in front of the 'Game of Thrones' door at Ballygally Castle Hotel.

Photo4. Skål Northern Ireland members on a recent visit to Old Bushmills Distillery, hosted by member Niall Mehaffey.

**Donations in lieu of flowers may be made to  
Cancer Research NI,  
C/o Fleming & Cuthbert Funeral Directors  
141 Mill Road  
Ballyclare  
BT39 9DZ**

# Constantine Panoussi's 50th Anniversary

**Joined Skål Club of Tehran Club no 193 In June 1968**

**Time is chasing all of us – All that is important is what we leave behind for all those in need and come after us... I followed this route all my life...**

I am very lucky to be born Chaldean (Babylonian), a heritage dating back to the city of UR (7th century BC). The Chaldeans were centred on Persian Gulf which was called "Sea of Babylon".

*I speak, write and read my Chaldean "Aramaic" Language and 3 dialects. Aramaic became Biblical language, as Jesus spoke and preached in Aramaic (Babylonian). Todays' Hebrew Alphabet used in Israel are Babylonian Alphabet.*

St Thomas (the doubter) - travelled east and brought Christianity to our tribe in the north part of Persian Gulf "Mesopotamia". Our people converted to Christianity and ever since all Chaldeans worldwide, are Chaldean right Catholic. I studied in our own Chaldean Catholic School in Tehran Iran, where three languages of Persian, Aramaic and English were taught.

I mastered Ancient History of Middle East particularly Persian and later Babylonian and Chaldean. I was selected to teach at the same school at the age of 14 while studying. At the age of 18 I was employed by GSA of Pakistan International Airlines as passenger Customer service at Tehran Airport - which supported my studies and eventually Tourism Carrier. I combined my studies of history knowledge with Tourism, became one of the youngest Managers in travel and Tourism in Iran.

At the age of 26 (June 1968) I was admitted as the youngest Travel Professional Member of Skål International Tehran and remained active member as I transferred my membership to Adelaide, Melbourne (Australia) and eventually to Monaco.

Tehran Skål Club was selected to host the 1975 Skål Congress; but due to the circumstances of the time, we let it go and paid a gracious compensation, to relocate it and held in Malaga. Hence 27 of us decided to attend the 1977 Skål Congress in Florence and entertained the Skålleagues with about 10 Kgs of Caviar, Iranian Vodka, and our traditional Live Music "Santoor"... It was a historical time for us and our Skålleagues President San Francisco Nahid Olfati was with us too.

My main Tourism Achievements were: In 1972 I was invited to and joined the semi Government/Royal Big Game Hunting organisation "Iran Shekar" to manage their newly created division "Adventure Safaris, Field and Historical Expedition tours". During which I achieved to find and map the long forgotten "3 main Castles of Assassins: The Alamut, Meymon-dej and Lamyasar. Operated weekly week-end Desert Safaris to the 4th Century AD Royal Caravanserai "Ghasre Bahram" located in the desert on the Persian Silk Road, included a 3 hours Camel-ride on the Silk Road and



staying overnight in this Caravanserai which was built on a Fossil Bed.

In 1978 I migrated to Australia and transferred my Skål Membership to Melbourne, Adelaide, Melbourne, and eventually Monaco.

Birgit and I Joined forces and bough the shell of Go Travel in 1986 – I joined Rotary Club and in 1996 I was elected and served as President and later as Student Exchange Secretary to District 9790.

The Skål Club in Monaco was put to sleep for over 20 years before my arrival. I initiated its rejuvenation in 2011 - and with the help of then Director of Monaco Tourism Office Mr. Michel Bouquier - achieved it, and in 2012 I resided as President of Skål Club Monaco for three years, during which I initiated the bid and won 77th Skål World Congress for Monaco – in 2016 I was elected Skål International Councillor for Monaco for 4 years +2 if I wish to stay on.

**In 2016 Monaco became home of the "77th Skål World Congress" The Game Changer, with 500 delegates and made it the very 1st "Paperless Congress".**

Through our efforts – Birgit and I have achieved a lot more in regard to "Skål Philanthropy". In 2014 Birgit Visited Kenya and came back with her Skål Monaco Philanthropy idea to support a primary school in Amboseli, and the Maasai Tribe, which has been progressing ever since.

We invite the Skål delegates to join us on **Post Congress Amboseli Safari** to visit our achievement under the banner of Skål Monaco.

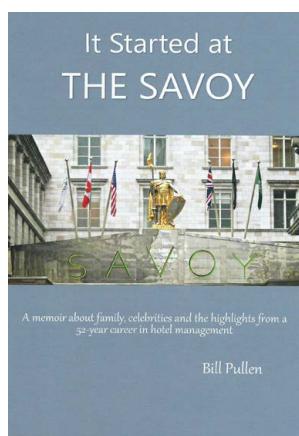
# It Started at The Savoy, a book by Bill Pullen

**Contributed by Bob Bader, Past President Skål International USA. Winter Park, Florida**

I first met Bill Pullen sometime after 1982. We are both members of Skål International, a worldwide tourism organization. Bill's expertise was in the hotel industry while my career was with American Airlines. The origin of our meeting is not in my memory bank, but we were fortunate to be in numerous meetings and industry events together around the world. We are fortunate to have reconnected in Skål Orlando.

**Bill is a very accomplished gentleman and I was pleased to learn that he wrote a book about his career in the Hotel industry. It is fascinating reading of his life story and I could imagine that anyone would be interested in this summary of his distinguished career.**

Bill's story is in chronological order and easy to read. Those considering the hotel industry as a career or students already in classes or seasoned veterans, as well as anyone who likes to read an informative book, will enjoy Bill's travels through his career.



**It Started at The Savoy is available on Amazon.com.**

His superiors and colleagues alike recognized that Bill would get the job done, even if it was very challenging. He made "things" happen. A student at the beginning of their career could easily learn how tasks were addressed and accomplished.

*Bill's story tells how numerous hotels from Europe to America provided unique opportunities. Mentors recognized his talent which provided additional possibilities for him. Business leaders from top echelon positions, who were obviously decision makers crossed Bill's path, and encouraged new challenges.*

Hotel guests received and greatly appreciated his TLC and talked about the outstanding service they received and shared their experiences! Many photos in the book are of Bill with a VIP!

In conclusion Bill's manuscript provides several motivational examples. His story of operating a hotel is worthy of one's time. Bill's success is very impressive and inspiring!

From the chapter's opening's title, "Keys to Success" to the end of the last chapter, It Started at The Savoy is a remarkable book!

Congratulations Bill! Job well done!

## SKÅL INTERNATIONAL DUBLIN 70th ANNIVERSARY

**Invitation to all Skålleagues around the world**

**Join us to celebrate our 70th Anniversary on Friday 5 October 2018**

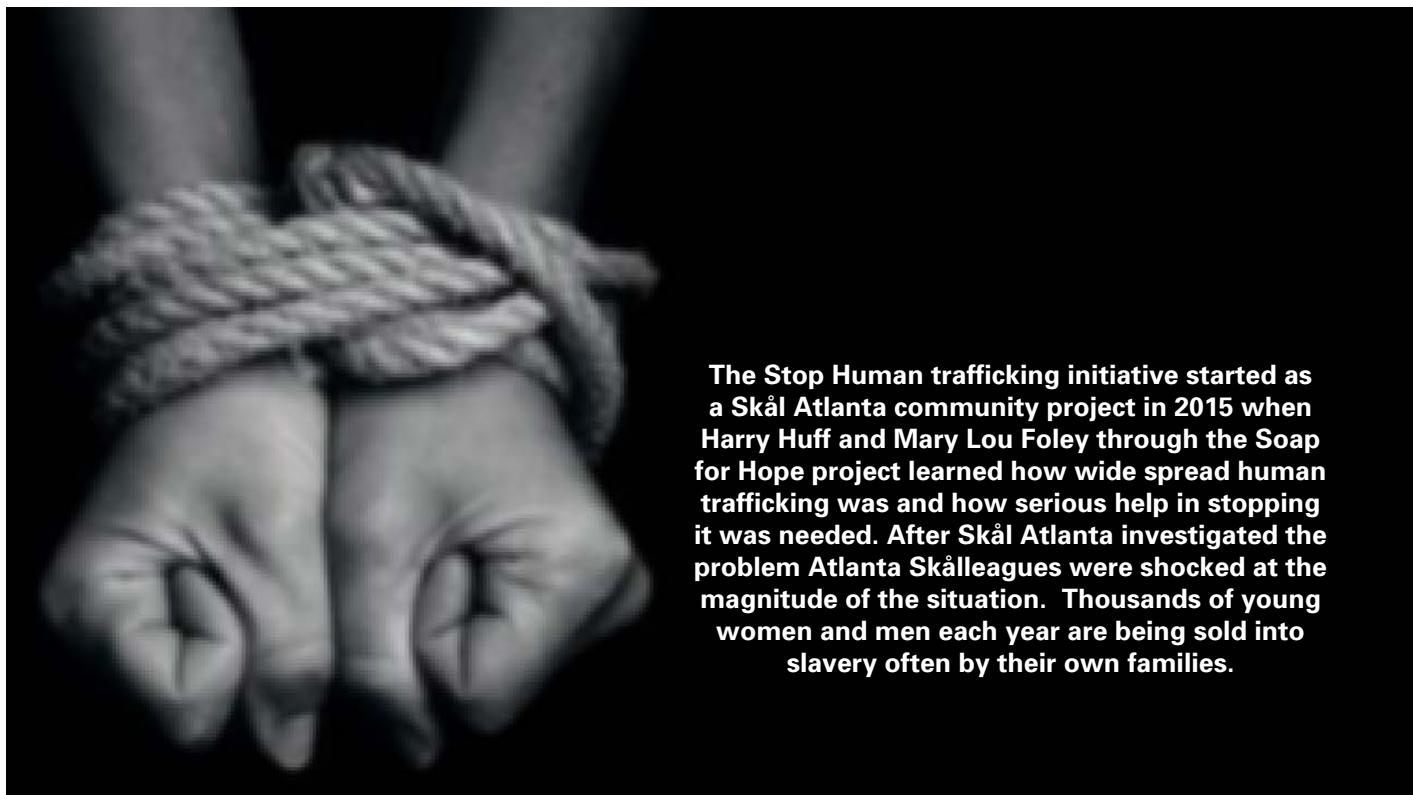
This year, 2018, is the 70th Anniversary of the foundation of our Club. To mark the occasion, we are organising a very special event which takes place on Friday 5 October 2018 in the world renowned, Trinity

College, created by royal charter in 1592 and which is located in the very heart of Dublin City.

**[Full information here](#)**

# STOP HUMAN TRAFFICKING

**Skål International Atlanta committed to stopping human trafficking in long term project**



**The Stop Human trafficking initiative started as a Skål Atlanta community project in 2015 when Harry Huff and Mary Lou Foley through the Soap for Hope project learned how wide spread human trafficking was and how serious help in stopping it was needed. After Skål Atlanta investigated the problem Atlanta Skålleagues were shocked at the magnitude of the situation. Thousands of young women and men each year are being sold into slavery often by their own families.**

Although many people witness suspected trafficking situations it is not clear on how to report these sightings. Often flight attendant see incidents of human Trafficking on board aircraft but have no way to quickly report it to authorities. After many meetings, the Flight attendant association, decided that having a cell phone application for reports suspected situations on aircraft would work best. Attempts were made by them to develop an application but failed. This application will allow flight attendant to reported via cell phone to authorities suspect situations. The authorities, based on this tip, will then meet the aircraft and removed the suspects for further investigation. The application provides the flight attendant a means for reporting the suspect complete anonymity.

Human Trafficking has become a priority for Skål Atlanta. A Human Trafficking symposium was held which brought further attention to the problem. Just after the symposium Skål Atlanta members learned of the failed attempt to develop a cell phone application and took action. Mary Lou Foley then asked her husband, Dr. James Foley of Georgia Tech if he would take this on as a class project. With input with the flight attendant's association the Georgia Tech students started working on an application for cell phone and successfully developed a workable application. In order for this project to be completed additional finances were needed Skål Atlanta committed to providing these finances so that the application could be finished. This application is expected to roll out later this year.

**Both local and international Law enforcement has also asked for the application to be adapted for their use as well. Skål Atlanta is prepared to work with as well as provide financing to expand this project. Skål Atlanta is partnering with other organization who have the same goals.**

Education on how to deal suspected human trafficking situations is being expanded so that the general public can also be aware of this problem and how to safely report to authorities. Skål Atlanta is committed to making a difference. The Travel Community has millions of members and is the vehicle in which to stop human trafficking.

"The eyes of the world are needed to stop Human Trafficking", said Harry Huff Skål Atlanta past president. What better way than to add all the worldwide eyes of the Skål organization.

Skål Atlanta invites all the Skål Clubs worldwide to join us in this cause... nothing better than millions of eyes from all over the world to convey the seriousness of the situation and our commitment to stopping it!

**Contact: Patsy Wolf**, Secretary/Treasurer, Skål International Atlanta – [visalady@aol.com](mailto:visalady@aol.com)

AN APPEAL TO

# GO GREEN & SAVE THE ENVIRONMENT



1

Bring your own shopping bag



2

Carry a reusable water bottle



3

Bring your own cup



4

Pack your lunch in reusable containers



5

Say no to disposable straws & cutlery



6

Skip the plastic produce bags



7

Slow down and dine in



8

Store leftovers in glass jars



9

Share these tips with your friends

**REFUSE**  
SINGLE USE PLASTIC

**REUSE**  
CHOOSE REUSABLES

**REDUCE**  
PLASTIC POLLUTION

WE WOULD LIKE TO OFFER A PLASTIC FREE ENVIRONMENT TO THE GENERATIONS TO COME. It is our endeavour to reduce the use of plastic to the maximum extent possible & hence seek your cooperation in this regard. Please follow these **baby steps** that will contribute in some measure towards this grave issue which is in urgent need of remedy.



# Exemplary Skål Member

ROGER VALENCIA

WE ARE PLEASED TO CONGRATULATE A SKÅLLEAGUE AND A VERY SOUND PROFESSIONAL, ROGER VALENCIA, WHO HAS TAKEN THE POSITION AS MINISTER OF FOREIGN TRADE AND TOURISM OF PERU, A GREAT PRIVILEGE AND A GREAT HONOUR FOR OUR ORGANISATION.

**Roger Valencia**, an expert and a Graduate in Tourism from University San Antonio Abad in Cusco.

His commitment with the tourist industry has been fruitful throughout these years as he held positions as an expert, researcher, professor, and a successful entrepreneur with marked social commitment.

He was President of the Regional Chamber of Tourism CARTUC, an institution grouping together representatives of the private travel industry. He is also a member of Skål International Cusco since 2011 and took the position as a Deputy Minister of Tourism achieving outstanding goals.

*He is a pioneer in developing unique tourist experiences and has promoted community rural tourist initiatives such as The Road of The Apu Ausangate ("Camino al Apu Ausangate"), a high mountain trekking experience which provides the comfort of the reputed Tambos or resting lodges in one of the most important adventure routes in the Peruvian Andes.*

As an entrepreneur, he was the founder of Auqui Mountain Spirit, which has organised exclusive trips for politicians and celebrities in the entertainment sector. He was also a Director of Andean Lodges. Roger Valencia is committed with the communities hosting tourism through the provision of educational programs, conservation initiatives and international cooperation projects; developing access to the tourist markets, while perpetuating ancestral traditions. Valencia has been a reputed teacher at the Post Grade School of Tourism of the Peruvian University of Applied Sciences, as well as an outstanding researcher at the University of San Martín de Porres.

Additionally, he has been a member of the Advisory Council of Tourism Cuida, an association committed to social, cultural and environmental responsibility within the tourist industry. During his career he was also appointed Honorary Consul of Belgium in Cusco.

**Roger Valencia is today the Minister of State for Foreign Trade and Tourism, his experience and significant contribution to the tourist industry in all these years has gained him a well-deserved appointment and a high position in the country.**

Today we would like to honour and celebrate the success of a friend moving on, a Skålleague who has taken an important step in order to serve his country.



IBERIA 

The Iberia logo features the word 'IBERIA' in a bold, white, sans-serif font next to a yellow and red swoosh graphic.

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Introducing our brand new Premium Economy class Iberia, where every day is a brand new beginning. Enjoy the experience of flying in our brand new Premium Economy class, with priority boarding, larger baggage allowance, wider seats, more leg room and a larger individual screen to enjoy brand new releases.

**Iberia, where every day is a brand new beginning.**



# “GLACIER, MOUNTAIN, LAKE”

**Skål International Zell am See celebrates its 40th anniversary**

Skålleagues from Austria, Germany, South Tirol, Finland and Bahamas enjoyed a fantastic programme in Zell am See at the 40th anniversary of Skål International Zell am See. The President of Skål Zell am See Gernot Auer and the Mayor Peter Padourek opened the event in the Hotel Lebzelter. Fascinating presentations about the region Zell am See Kaprun held by the Director of Tourism Renate Ecker.

*Followed by Sebastian Vizthum from IONICA who gave an insight into the upcoming Expo about the fascination of e-mobility which is going to take place in Zell am See from the 21st - 24th June 2018 (Skål members get a discount of 50% with the code IONICA2018).*



After an exquisite dinner party with live music in the Hotel Restaurant Feinschmeck, the Assembly of Delegates took place in the Ferry Porsche Congress Centre on Saturday morning. It was a great honour that Marja Eela-Kaskinen, Senior Vice President of the International Skål Councillor, joined our meeting and presented the future plans of Skål International. Meanwhile, a guided city tour of Zell am See was organised for the non-delegates.

Following this, the Skål Quality Tourism Award was presented to Norbert Karlsböck, Chairman of the Gletscherbahnen Kaprun (glacier ski area). This special awarding was held at the Kitzsteinhorn glacier, before we visited the “Top of Salzburg” (3,029 metres). The evening started with a tasteful aperitif on the casino’s terrace situated directly at the lakefront. Later we enjoyed a delicious gala dinner on the ship “MS Schmittenhöhe” including dance, laughter and drinks.

*On the last day we took the “Porsche Design” cable car to the “Schmittenhöhe”, the top of Zell am See, where we had a marvellous view on snow covered mountain peaks and the crystal clear water of lake Zell.*

To sum up, it was a fantastic weekend and Skål International Zell am See is proud that so many Skålleagues celebrated this jubilee with us. New contacts were made, friendships were built and visions were shared. See you in Zell am See.

# Skål Academy

**Skål International Roma creates Skål Academy  
The experience at the service of Skålleagues**

Mr. Antonio Percario, President of Skål International Roma announces the creation of the first Skål Academy.

Skål Academy is an innovative and challenging project that proposes to be a training Lab established to detect training needs of the Skål members, both young and senior, and to deliver specific courses to promote career enhancement and get all members updated on updated technological, commercial and methodological innovations.

## The main goals are:

- Acquiring the latest trends and skills for the market.
- Obtaining privileged channels to work on new projects within the association
- Building a stronger professional network between associates

It is created also to promote study visits, exchange programme for trainers and staggers and to strengthen the collaboration between twining Skål Clubs.

The characteristic of the Academy is that the teachers are professionals and entrepreneurs of tourism, members of the Skål Roma, according to our motto "*The experience at the service of Skålleagues*".

Mrs. Cristina Ciferri and Mr. Tito Livio Mongelli, experts in Education, are the Councillors in charge for the creation and



management of the Rome Skål Academy in cooperation with Alessandra Bertuzzi, Young Skål Chairperson.

It will be organised through workshops where members can sign up and participate both as teachers and students to stay in touch with the fast evolving world of tourism with different topics in each session.

**It is a very important step towards providing the associates with more "opportunities of networking" and giving Young associates the maximum support to finding jobs in tourism sectors through opportunities of jobs and internships in Italy and abroad.**

The Academy will also connect the association to universities and professional schools to create stronger relationships.

It is an ambitious project but Skål International Rome is not new to these challenges.

Info: academyskal@gmail.com

By **Prof. Antonio Percario**, President, Skål International Roma antoniopercario@gmail.com



# SKÅL

## NATIONAL

### CONGRESS 2018

KOLKATA | 17<sup>TH</sup> - 19<sup>TH</sup> AUGUST

INFORMATION & REGISTRATION



# CHARITY AND COMMUNITY PROJECTS

## The true humanitarian spirit of Skål

Skål members have always been known for their amicale, while "Doing business amongst friends". But the following Clubs epitomize the true humanitarian spirit as they discuss how they have aided, uplifted, educated and contributed to people in distress or previously disadvantaged communities in their area and beyond.

**"BE PART OF A CHANGE IN THE WORLD"  
HELPING. HEALING. CARING.**

### SOUTH AFRICA Helping job-seekers shine in the Cape

In a developing country where there is rapid urbanisation, many talented people who enter the workforce are overlooked by employers because they do not know how to present themselves effectively in a formal job interview.

In South Africa the unemployment rate among youth under 25, including those who have given up seeking employment, is a shocking 67%. The cruellest twist for these people is that they leave school full of optimism.

Very often without having parents employed in the formal sector, these youngsters are left to their own devices when applying for positions. A Skål member in Cape Town who has had over 40 years of experience in interviewing candidates on behalf of corporate clients has made it her company's mission to address the problem.

For the last six years, Lee Botti has rallied the travel and freight industries around her to help over 6000 school leavers shine in their first job interview.

This year Skål in Cape Town significantly contributed to the ongoing operation. Said Lee: "*The iThuba Project was started in 2012 as our company felt there was a great need to assist school leavers from disadvantaged communities to prepare them for the difficult job market they will face when they leave school.*



*"We developed a 3 hour interactive training program which covers where to look for a job, how to respond to an advertisement, how to draw up a winning Curriculum Vitae, how to conduct oneself at an interview, grooming, how to respond to questions one could be asked, and the value of job shadowing and temp work. We also teach them how to partner with your employer and excel your career and most importantly that each student should grow themselves to become the best in whatever they do."*

*"We train the Grade 12 and Grade 11 students from the townships 2 to 4 times a month and bus them into the Waterfront to show them the opportunities that exist for them to get part time work in their school holidays in the retail outlets, restaurants and hotels."*



*"A workshop very close to our hearts, we have been assisted by Travel News Weekly who prints all the booklets that are given to the students and Skål Cape Town has kindly donated funds for some buses this year."*

*"Our company has been established for 41 years and we have offices in Cape Town, Johannesburg and Durban. We provide staff for the travel and shipping industries. It is a family business and we are all passionate about iThuba, knowing as we do that our clients contact us to find winners for their companies and we can recognise these winners by the attitude they display....this is what we share with the children."*

*"I have been a long standing member of Skål in Johannesburg and Cape Town and my daughter Kim is a member in Pretoria and Jill is in Durban. We all assist with these workshops and our staff are passionate about giving back to the community," she said.*



## INDIA

### Journey of Valmiki Foundation.

#### Valmiki Hriday – Pet Project of Valmiki Foundation, a home for destitute children

Our Skålleague Valmiki Hari kishan from Skål International Hyderabad, India has been involved in charity works since his childhood days. All his siblings took inspiration from his father who is now a retired Executive Magistrate from the Government services. His father had a painful story of a 5 year old kid being left alone in a crowded area by his step mother. The innocent boy in a helpless state crying was found by a police officer, who tried to trace his family. Finally, unable to trace his family, the police officer decided to join the boy in the orphanage. The boy was able to start his education with the support of the police officer. Since the boy started excelling well in education, he was given the full support till his graduation and until he secured a job. Later on, he got married and settled down well with seven children. He always taught his children to cultivate a habit of giving back to the society. One quote he always stated to his children was that *"If you have to choose between being kind and being right, choose being kind and you will always be right".*

One of the seven children, Valmiki Surya Ganesh (brother of Valmiki Hari Kishan) became a first entrepreneur in his family who took a bold step of creating Valmiki Foundation and Valmiki Hriday with a positive intention of extending help as much as possible for the poor and needy to complete their education while providing all the necessities of food, clothing and shelter.

Valmiki Hari Kishan being a recipient of President of India Awardee during his school days being active Rotaractor turned Rotarian, after completing his challenging roles right from a ticketing staff to successful Travel Entrepreneur joined his brother

and took the responsibility of Fund Raising, Projects creation, spreading awareness and created Valmiki Hriday today that has got 45 children in the ages of 5 to 11 years. All the children are hale and healthy. He invested more on their education and made sure that they adopted skills and established a well settled career in their life. If the child wishes to pursue higher education, he is sure to extend his full support until their dreams are achieved. Currently they have hired a rented duplex house as they do not even have corpus funds. They are managing just by raising funds through friends and through social media. They have been awarded a best NGO in the city registered under 80G so that those who donate will get an exemption certificates further Valmiki Foundation garnered FCRA License to accept funds from Overseas.

Valmiki Brothers say that their ultimate goal is to build Valmiki Gurukul – A residential School for at least to start with 500 children and take it forward on a sustainable mode. Let us wish him all the best and do extend possible support to Valmiki's dream project and those who want to support may contact him on [service@valmikifoundation.org](mailto:service@valmikifoundation.org). For more details, log into [www.valmikifoundation.org](http://www.valmikifoundation.org)

**CANADA****Toronto Daily Bread Food Bank**

Skål International Toronto #151 was founded back in June 4, 1956. It has consistently been one of the top Clubs in Canada throughout its existence. Its professional members continue to be leaders within the Canadian Travel and Tourism Industry. Skål is about Friendship and Amicale — and also about "*Doing Business with Friends*". Our Club continues to strive by this mantra. Skål International Toronto has a successful history of assisting charities for over the past decade and more.

The Club's main charity of choice has been the Daily Bread Food Bank. Founded in 1983, the Daily Bread Food Bank has grown to become one of Canada's largest food banks. From its 108,000 square foot distribution hub, the Daily Bread Food Bank supplies food to nearly 200 food programs across Toronto with its fleet of five trucks. Through its research and advocacy, the Daily Bread Food Bank has become a key thought leader locally, provincially and nationally on issues about hunger, life on low income, housing and income security.

**We raise funds for this charity based on two annual events that Skål**

**International Toronto hosts.** The first is our popular Golf Tournament where Club members and guests attend this first-rate event each summer. This must-attend tournament continues to sellout each year. A live auction, raffle tickets and a silent auction offer wonderful prizes to be won. The second event is our Christmas Gala & Live Auction. Club members and guests dress up in holiday glamour for this festive event. Dining and dancing are enjoyed by all. Once again, raffle tickets, a silent auction along with a live auction allows members and guests to bid on a number of fabulous prizes. Portions of the funds raised at each of these events go to support the Daily Bread Food Bank.



Additionally, there are also situations that arise within our industry that requires our Club's charitable support. An example of this scenario was that our Club held an auction at one of our dinner events to raise funds for our fellow Skåleagues and their families towards the Queensland Australia flood relief back in 2011. A more recent example took place last December 2017 where a portion of our Christmas Gala & Live Auction funds was sent to the Red Cross for the Mexico earthquake relief fund. In each case, our Club stepped up and raised the awareness and funds attributed to each charitable cause.

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

**CANADA****Hamilton Chapter of Cystic Fibrosis Canada**

The Skål Hamilton Annual John Graham Memorial Golf Tournament was held on Wednesday 19 July at Glendale Golf and Country Club in Hamilton for a second year with some golf proceeds going to the Hamilton Chapter of Cystic Fibrosis Canada. A percentage of the golf registration, raffle tickets sold and two live auction items will be given to Cystic Fibrosis with a cheque presented to Ed Brooks that evening at the dinner for \$1000; now that all proceeds have been calculated, the cheque will be in the amount of \$1500. On hand that day was Lynda Beauchamp and her son who suffers from CF and Ed Brooks who daughter suffers from CF and who stayed for dinner to accept a cheque from the club that night.

**Lynda Beauchamp set up a table to provide more information about Cystic Fibrosis to our members.**

Presenting the cheque (r-l) included: Ian Tillson, President Business Development of ITN Travel Group/ Skål Canada rep; Rolf Schwartje (retired)/club Director; Sandra Stewart-Fearnside, Manager Sales Operations of Choice Hotels Canada/ President of Skål Hamilton; Ed Brooks representing CF Canada; Mark Iker, Advertising Sales Manager - Notices and Inside Sales for The Globe and Mail/ club Director and Frank Vismeg, Managing Director with Courtyard by Marriott Burlington/Skål Hamilton Vice President; missing is Michael Paralovos, retired/ club Treasurer.

The Hamilton Club was founded on November 11, 1978 and will be celebrating 40 years in 2018. We conduct ourselves by 'doing business amongst friends' so



when one our members, Michael Paralovos asked if we could support Cystic Fibrosis this year, we were happy to do so as his grown daughter has lived with it her entire life.

Skål Hamilton meets for networking and to enjoy various venues in Niagara, Hamilton, Halton and surrounding areas 6 times per year with an annual golf tournament every July and Christmas Gala in December. For more information, please email Hamilton.[Skal@gmail.com](mailto:Skal@gmail.com)

## TURKEY

### Skåladies Antalya - Patara Archeological Excavation House

During the management period of 2018-2020, the Skåladies Committee, founded by our women in order to serve the Skål International Antalya Club has established committees aiming at cultural, artistic and social project-based studies in order to be able to carry out and develop a tourism concept with contemporary ideas beyond sustainability.

**The committee was established bringing together the members who believe in the man power, pursuing its aims, with no sexual discrimination, and has announced that its projects are open to all members. Its foundation date is 08.03.2018, the commemoration day of the World Working Women, although the name of the committee is Skåladies.**

The first stop of the Skåladies Projects is Patara, the capital of the Ancient Lycian Union, located in the Southwest coast, Kas border, where the cultures of Anatolia emerged. In the ancient city Patara, archaeological excavations have been carried out since 1988 and great success has been achieved on an international scale. The scientific delegation conducting the excavation work in the "Excavation House" accommodates 60 people during the season.

During their visit to the excavation site, the Skåladies Committee found that the limited excavation allowances were evaluated for scientific purposes. Over the years they had determined the need to contribute to the country's history, culture and tourism, especially in finding solutions against deterioration of dormitories, kitchens and premises.

The committee through Patara Excavations Head Prof. Dr. Havva İk is ready to support scientists working on these excavations overcoming the Patara Excavation House deficiencies.

After the detection visit, the committee members responded sensitively to the announcement and cooperation request made to them. At the end of April the needs were covered when the second hand materials collected from the hotels to be used in Patara Excavation House were delivered to the site.

The Manager of Skåladies, Üle Billur, made a statement in the name of Skåladies Antalya:



we are pursuing the country and tourism development. The archaeological excavations also contribute to the positive countries recognition and consequently to tourism. In our project we aim to support Patara Excavation House directing materials there before starting the excavation season. Skål International Antalya were successful with the sensitive cooperation of its members. We can continue to prepare action plans and projects in the name of Enhanceable Tourism with the support of Mr. Cüneyt Kuru, President of Skål International Antalya.

Skåladies Antalya: Üle Billur, Asuman Tariman, Münciye Çavuşoğlu, Nur Uzur, Zülalnan, Seha Özirik Büyükkalfa, Banu Tonguç.

## AUSTRALIA

### Clean-a-Beach Day



On Sunday 29 April, over 45 Skål International Hobart Club members and friends teamed up with Pennicott Wilderness Journeys to clean up beaches in the D'Entrecasteaux Channel, in Hobart Tasmania.

Skål International Hobart President Sarah Thomas said the Clean-A-Beach day is part of Skål's ongoing commitment to sustainable tourism.

*"The Clean-A-Beach day is the result of a partnership between Skål Hobart and Pennicott Wilderness Journeys, now in its fourth year, to raise money for the Pennicott Foundation to help protect the marine environment," Ms Thomas said.*

*"Bruny Island and the D'Entrecasteaux channel is growing in popularity as a tourist destination for both locals and visitors but there have been concerns in recent years that the boom in visitors to this beautiful island is putting pressure on the local environment," she said.*

The aim of the Clean-A-Beach event is to enhance Hobart's brand as a premium tourist destination, give back to the local community and to help to protect the pristine environment for future generations.

The strangest find of the day was a walkie talkie washed up on the shore. It still worked and it was returned to the owner; it apparently fell overboard at Easter! The owner kindly donated \$20 towards the day.

The annual event is a result of a trial beach clean-up organised between Rob Pennicott and the Skål Club of Hobart along some Bruny Island northern beaches in 2015. It's a fantastic community project involving Skål members, families and friends, and Rob Pennicott generously donates his boat, his time, crew and fuel.



Rob Pennicott and his family have been operating Pennicott Wilderness Journeys since 1999, and over its 19 year history has won many state, national and international awards including the Skål International Sustainable Tourism Award in 2016. Rob and his family are genuinely dedicated to operating sustainably, in harmony with the environment and local community. The company also donates directly to a range of conservation, humanitarian and community projects, and The Pennicott Foundation was established as the flagship for these important philanthropic activities.

## AUSTRALIA The Charlie Teo Foundation and brain cancer research

A Very Special Thanks to Skål International Cairns and Darwin.

*"The Sparkle Ball 2018"* was held in Darwin on 16 June with 375 attendees. This event was organised by Louise Debomford Scott, wife of long time Skålleague Michael Scott, to raise funds for The Charlie Teo Foundation and brain cancer research.

Louise was Professor Teo's patient in 2014. Her surgery was a success and she organised this event to raise funds to help others living with brain cancer. Darwin Skålleagues Cathy Cash and Luke Fisher from Airlie Beach assisted with return airfares, Darwin – Cairns and Skål Cairns members assisted with a destination package. Skål Darwin members – Melanie Lewis, Paolo Gambino, David Christian and Penny Phillips added to the prizes.

**A special thanks to President Ivana from Cairns for circulating the details of this event to members.**

And a very special thanks to Gregor Davies at Pacific Hotel Cairns, Carmel Angelina at Reflections in Port Douglas, Megan Bell and Tony Baker from Quicksilver, Perry Jones from Ocean Freedom, Mark Evans from Paronella Park and Mumu Tropical Skywalk, the Woodward family of Rainforest Nature Park and Wildlife Habitat, the team at Fitzroy Island, Skycity Darwin, Palms City Resort Darwin, Oaks Elan Darwin and Hotel Darwin for their generous donations.

**The Sparkle Ball 2018 raised over \$115,000 for Brain Cancer research!**

**THANK YOU SKÅLLEAGUES FOR YOUR GENEROSITY!**

Resort airfares for 2 to Cairns, 2 nights accommodation including breakfast at Pacific Hotel Cairns, day tours to Paronella Park and Manu Walk, 2 night's accommodation in a 2 bedroom 2 bathroom apartment at Reflections Port Douglas, double pass on Quicksilver Outer Reef, return transfers and 3 nights accommodation on Fitzroy Island including breakfast daily and ferry transfers, Rainforestation Big Nature Package and BBQ lunch for two, 2 trip with intro each on Ocean Freedom.



## NIGERIA

### Bestman Games. Environment Day. Project Kirikiri.

All year round Skål International Lagos, Nigeria looks for opportunities to perform its corporate social responsibility in our community. Our recent projects include;

**1st project:** Skål International Lagos collaborated with "Bestman Games" and the Monopoly Board Game as part of activities to mark their 5th year Anniversary and the 2017 World Teachers day by hosting a Monopoly Teacher's Tournament on 7 October 2017. The event was held to celebrate and recognise Teachers for the extraordinary work they do to educate our next generation. It was also an opportunity to provide practical insights, create awareness and understanding of personal finance and financial literacy amongst teachers in Lagos state using the Monopoly Board Game.

Our collaboration came as a donation of a weekend getaway package for two in a 3 star hotel in Ikeja, Lagos, for one of the winning teachers in the Tournament.

**2nd Project:** Skål International Lagos collaborated with an environmental project we participated in this year's Environment day celebration by partnering with other organisations. On the relationship between tourism and this exercise we would say our environment impacts to a large extent our business when we talk of ecotourism we are speaking in the area of nature our natural habitat so if the environment poses a hazard we are affected as tour operators. It is a call for us to care for our environment to adopt new habits. Tourism is diverse, ecotourism is only an aspect. When our oceans are filthy we endanger tourists and cannot go on cruises or participate in water leisure or events.

**3rd Project:** Skål International Lagos visited the Kirikiri Maximum Security Prisons on 16 June 2018. We were welcomed by the very hospitable DCP (Deputy Comptroller General of Prisons), Mr. Oduntan. After the picture session outside (the only place pictures are allowed), we were led to the Liberty Chapel. On our way there we passed the library/computer room, football pitch, the tennis courts and saw inmates chatting and just generally hanging out but it did not take long for the majority of them to trickle into the chapel once they heard the thunderous praise and worship echoing from the building. We all witnessed the most emotional service, drama presentations mixed with the most hilarious comedy we ever saw. It was obvious that many of the inmates apparently take the time spent to dance and worship not just as a spiritual exercise but also as a therapeutic one under their circumstances. Some have been locked up for decades for crimes they have not even been tried for, some for crimes they did not commit, and many should be in a



hospital, receiving medical treatment for mental illnesses! It was indeed a humbling experience for us all.

Located at Prison Road, Kirikiri, Apapa, Lagos, The Kirikiri Maximum Security has an official capacity of 1,056, with a rated capacity of 956, so there is a permanent problem of congestion. On the day we visited there were 1,628 inmates. As of March 2018, the prison held approximately 5,000 prisoners, 3,700 of whom had been awaiting trial for five years or more.

It accommodates some of the hardest criminals in the society, unfortunately, along with minors/juveniles and adults who committed minor offences and have no relatives to pay for them to be released on bail even if the bail is only set at 9 Usd.

As far as legal representation is concerned, an Amnesty International report stated that in Nigeria, only one in seven inmates awaiting trial and one in five convicted inmates have legal representation. Of those awaiting trial, 25 per cent have legal representation from the Legal Aid Council and other non-governmental bodies offering pro bono services. So, having no lawyer automatically leads to years in prison while awaiting trial. Different non-governmental bodies and religious bodies are known to visit the prisons with different items to aid the deplorable living conditions of the prisons, but most of the items are said to land in the wrong hands.

**Annually Skål International Lagos tries to identify a major area of need in our community. This is usually fulfilled in commemoration of the Skål Day celebration, so this year, we chose the prison and tagged it "Project Kirikiri". We started making donations amongst ourselves. On our visit we took along 500 packs of cooked food to the male section and to the female section, sanitary items as well as raw food. The female prison maintains a nursery section to cater for the infants born by inmates.**

Our visit gave us a clearer direction on the other major needs that we could meet with our donations. These were identified to be the - Prison decongestion, targeting mainly the minors and the huge number of awaiting trial prisoners as well as the number who cannot afford to pay their bail. Other needs identified were replacement of the roofs for the chapel and in the education sector as inmates embark on studies within the prison walls. They lack necessary materials like tables: chairs and stationery. It is obvious that the needs are overwhelming, but we have decided to do the as much as possible.

In good spirit we will continue to give back to our community to fulfill our Social Responsibility.

Projects on giving back to the community have been successful so far.

## UNITED STATES OF AMERICA

### Skål Clubs Support Community Organizations and Projects

When it comes to support for community organizations and projects, Skål Clubs in the United States have a long track record of raising funds, identifying causes that address critical needs, and making sure that Skål is relevant where it matters most, in the communities in which they represent the local travel industry leaders.

While a total inventory of such supported organizations and projects is still being assembled, it is possible to highlight just a few of the efforts in place, some of which have years of history between the Skål Clubs and the causes they support.

One great example is the long term support of the Joe Neary Memorial Foundation by Skål International New York. Neary was a past president of the Club and had an interest in Sri Lanka. Skål International recognized his commitment as encouraged by Skål International New York, so many Clubs – especially in the US – have been contributing to this foundation, which supports children in Sri Lanka, including the Bethlehem Creche Daycare Center there.

**Skål International Orange Coast in California started Snowball Express, which over the years has served more than 3500 surviving parents and children of fallen US military members. Southwest and American Airlines have donated almost 7000 round trip seats, while local charitable organizations worked with SI Orange Coast, in conjunction with the local hotel community which gave over 4500 room nights, including 1200 from the Anaheim Hilton.**

These families received vacations in Southern California from this national project. The effort has now been folded into the Gary Sinise Foundation. Sinise is famous for his portrayal of Lieutenant Dan in the Academy Award winning film, "Forrest Gump", and has become a spokesman for veterans' causes.

In addition to the efforts of these Skål clubs, Skål Boston, Skål San Jose, Skål Orlando, and Skål Washington all raise funds through various Club events, including auctions, which end up supporting a variety of community causes, many of which have a tourism purpose. Skål International Orlando has a Rosen College Hospitality Scholarship Fund, which awards a \$1000 scholarship and has given over \$45,000 to the Dr. Philips Hospital in the last four years, at which 70% of the patients are tourists. Skål International Washington contributed to Covenant House, which provides services for homeless young adults and awarded a hospitality scholarship at the Carlos Rosario International Public Charter School.

These are but a few of the examples of efforts by Skål Clubs in the United States. Individual projects will be reported in future issues of the Skål International newsletter.



Late 2014 we started working with - now 100% Administration fee free - Land and Life Foundation. Manager Hannah Wood handles our projects for the school, its students and the Wildlife Warriors. Skål Monaco sponsored one Wildlife Warrior the first year the project started: Top students from remote school's participation in annual camp and projects will give them cultural, wildlife and environmental insight and leadership skills plus 5 years further education.

Skål Monaco fundraising includes individual members, family, friends etc. All projects can only be suggested by us, the Village Council of Elders, the School Council and the community rightfully

## MONACO

### Sustainable Philanthropic Tourism. Another Game Changer Project

After 40 years Birgit returned to witness empowerment of Kenyans within the tourist industry, men and women alike, the ultimate sacrifices made daily to educate everybody, the imagination, innovation, energy and trust in a better future. Look beyond lack of material wealth and negativity. - Note the speed with which many good things happen, give a helping hand, become part of it, pay a visit and see it unfold with your own eyes. There it is **"Sustainable Philanthropic Tourism!"**

make the final decisions. Our projects are investments, Not Charity. Parents should feel they educate their children, we pay 50% of 30 Primary School fees annually, and so far we have paid up front, 75% of year 8 plus 4 years of secondary boarding school fees for 8 Wildlife Warrior programs.

**Completed:** Total renovation of school building. 4 new classrooms. Guttering & water tanks. 70 solar lamps. Computer room solar & internet connection. Teacher instruction using 72 government donated laptops. Outdoor classroom to teach students to grow plants, as Maasais have no knowledge thereof, they are devoted cattle people. Paid for 2019, 30+ school fees.

**At planning stage, paid:** Library building with science and arts & craft classrooms...

We work directly with the village through 1 of 2 young men selected by the

village. Completed projects: Pump & 10.000 litre water tank plus 2 locals professionally trained for maintenance. Separate men's and women's toilet. Cattle fodder during recent severe draught. 100 Solar Lamps with double USB + 100 mosquito nets.

**Cattle project:** 20+ cows, the bull "Game Changer" donated to villagers who later to donate one female calf to someone who had not already received one. This is now their project. At planning stage, paid: Village tree planting.

For the Mombasa Skål World Congress 17-21 Oct, Monaco donates 500 Seedballs to delegates. 18 Oct 4 of our 8 Wildlife Warriors: Paul, Timothy, Ruth and Christian are with us at Monaco Philanthropy stand at B2B. 22 - 25 Oct we escort a Post Congress Safari to above projects in Amboseli.

**For information and registration to the Post 2018 World Congress Amboseli Sustainable Philanthropic Safari, escorted by Constantine Panoussi and Birgit Reimann (Skål Monaco), click here.**



# THE CODE

## Tourism businesses must play a part in protecting children from sexual exploitation

**Tourism has the potential to lift hundreds of millions of people out of poverty. However, unrestricted tourist development also has a serious dark side. An estimated 223 million boys and girls around the world experience sexual exploitation or other forms of sexual violence. And many perpetrators are travelling child sex offenders – who take advantage of poverty, social exclusion, and weak laws – often in countries that offer a culture of impunity.**

In recent years, an exponential increase in destinations, combined with increasing innovation has added to the risks. The Internet has facilitated increasing travel options, while also enabling travelling child sex offenders to more easily exploit children. No country is immune.

While the tourism industry is not to blame for this problem, it is in a unique position to take action to protect children.

This is where the **Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism** ("The Code") comes in.

The Code is an industry-driven initiative that works to address child sexual exploitation by offering training to the tourism industry – so that workers can recognize and prevent potential abuse; and businesses can create zero tolerance environments where these crimes do not go unpunished.

Each of our more than 300 members has an important role to play. By joining The Code, businesses send a clear message that they do not tolerate sexual crimes against children. Members of The Code must prove that they are implementing concrete steps to protect children, including:

- Training staff;
- Raising awareness about child rights among customers;
- Establishing policies to tackle the sexual exploitation of children; and
- Collaborating with partners and stakeholders to protect local children.

In the popular tourist destinations of Phuket, Thailand and Cancún, Mexico, the problem has become especially bad. In both of these places, we are testing a new approach to involving businesses in the protection of children. The Code, along with ECPAT members in Thailand and Mexico, is working with governments, NGOs, travel businesses and at-risk children themselves in an effort to shield them from travelling sex offenders.

If your company operates in Phuket or Cancun and you are interested in taking part in some free staff training in the coming months, please contact [info@thecode.org](mailto:info@thecode.org) for information, or join The Code today by visiting: [www.thecode.org](http://www.thecode.org).

# SUSTAINABLE TOURISM PROJECT AROUND LATIN AMERICA

Talk about combining the different aspects of Skål International into one global journey....

Laura and Stefan who are Young Skål members in Rome have embarked on a journey to contribute to the development of sustainable tourism while promoting Skål and "Doing business amongst friends".

Their journey allows them to get involved in the various initiatives in different countries and enhancing relationships with tourist offices and encouraging training in local communities.

EMPOWERING BY OUR YOUTH FOR A BRIGHTER FUTURE  
**BRAVO! BENISSIMO!**



We are Laura and Stefan, tourism professionals and members of the Young Skål Club in Rome, one of the most numerous and active Skål clubs worldwide.

In May this year we embarked on a project named "*Echoes of the Journey*" with the purpose of contributing to the development of sustainable tourism. Namely, tourism that generates opportunities for the local community, protecting at the same time the natural resources and creating more authentic experiences for tourists.

The project consists of making a slow trip around Latin America, identifying and getting involved in initiatives in different sectors such as hotels, tour operators, NGOs, training entities and local tourism offices. This way, we hope to learn from each of them and exchange our knowledge as tourism professionals, in a mutually beneficial exchange.

Our main experience is in the areas of sustainable tourism measuring and monitoring, sustainability certifications, communication and online distribution of tourism products which we share with organizations we meet during our journey. An added value of the trip is that we document projects and initiatives we find, keeping record of the destinations visited and putting together a directory of good practices, sharing them

through our own website [www.echoesofthejourney.com](http://www.echoesofthejourney.com), Instagram account and through Skål.

As part of this journey, we want to promote Skål and visit as many Clubs as possible to share time with skalleagues around the region. Skål Secretariat facilitated contact with Clubs in the countries we are visiting, and the first club to host us was Villa La Angostura, in the Argentinean Patagonia. **We received a very warm welcome by the President Alicia Marson, Past President Carlos Barberis and all the Skalleagues who were happy to share with us their time and knowledge.** Alicia hosted us in her home and we spent two days in this beautiful town with an agenda full of activities prepared by our hosts. It included a meeting with tourism stakeholders, local TV and radio interviews, a boat excursion along the lake Nahuel Huapi and a lovely gathering and dinner with the Skål members. We could not have asked for more! The stakeholders' meeting in particular was a unique occasion

to have at the same table a variety of actors, including local tourism and environment authorities, tourism business owners, tour guides and architects, among others. We discussed the main challenges Villa La Angostura faces today, defining positioning strategy and the target market to attract. This was also the moment to present our travel project and introduce concept of sustainable tourism, including the importance of measuring tourism impact at destination level. This is very important for Villa La Angostura which is inside national park Nahuel Huapi. **Our presentation also included suggestions on how to commercialize and properly communicate sustainable tourism offer to reach main outbound markets.**

The radio and TV interviews were opportunities to introduce activities of Skål International, Skål Villa La Angostura and our role as Young Skål members. Villa La Angostura will be hosting the Skål Latin America Congress in April 2019 and the Club is already working hard to welcome the national and international delegates.

We have just started our Latin America tour, but definitely being part of Skål is proving to be of great help for our project. It gives us the chance to meet different tourism professionals, providing networking and future business opportunities, as well as the feeling of being welcomed by friends in each place we visit. In



turn, we take the opportunity to promote Skål, and in particular Young Skål, motivating young people to join the association and enhance their career in tourism.

Our next stop will be the Skål Club Valparaiso, Chile and we are looking forward to it!

**Maria Laura Gasparini and Stefan Lazic**

# Doing Business Among Friends in Hobart

A network of professionals around the world

Hobart has seen a remarkable growth in its tourism industry in recent years, with increased visitation also meaning the advent of more tourism and hospitality operators in the city. Never before has there been a more important time for an organisation such as Skål International Hobart to provide networking, mentoring and community support to the industry. As such, the committee decided to create a video on the value and benefits of being a member of Skål, as well as offering further insight into Skål International Hobart's involvement with local industry, community, charity and sustainability. Tasmanian tourism content specialists HYPE, led by Skål Hobart member Dave Flower, produced this outstanding video showcasing and promoting the benefits of being a member of Skål, from the point of view of a range of tourism and hospitality operators in Hobart. With our Club now the second largest in Australia, and continuing to grow, we are proud to continue to support and strengthen the industry through "*Doing Business among Friends*".

The international friendship and close personal contact of Skål must be experienced to be appreciated. By "*Doing Business among Friends*", Skål benefits the professional sector, while assisting the community at large. Skål is an Association of

Tourism Professionals which encourages and creates a network of professionals around the world. It promotes seminars and conferences to strengthen the industry's professionalism. Through participation in local activities and events at all levels, members meet industry colleagues from around the world. Here, in an atmosphere of amicale, ideas, opportunities and industry matters, in general, may be shared on a personal and business level.

**Thanks to Dave Flower and his amazing team at HYPE, who have produced this fantastic video promoting the values, benefits and ethos of Skål International Hobart. Check it out below!**



**SKÅL INTERNATIONAL  
HOBART N° 280**

International Association of Travel and Tourism Professionals  
Founded 1934 — Hobart Chapter Chartered 1966

Please click on the Skål logo to view the video

# One World Peace Tour



ONE WORLD PEACE TOURS

**One World Peace Tours (coming soon on line) is a project endorsed by the International Institute for Peace through Tourism - IIPT.**

The tours seek to incorporate the belief on which IIPT was founded, "that every traveller is potentially an Ambassador for Peace" and the principles of the "IIPT Credo of the Peaceful Traveller".

**Skål International as a long-time partner of IIPT, has agreed to make its members aware of the project.** Skål member travel agencies are invited to join in the project by promoting one or more tours to their respective clients. Participating travel agencies will receive a 10% commission on land services with flights and insurance sold by agencies at usual market rates.

*The Project includes 10 itineraries on four continents for groups of 15 or more. Tours can be scheduled and itineraries adapted to meet the specific requirements of each group. The tours are also distinctive in that a portion (3% of the land cost of each tour) will be designated for a local NGO active in human development and poverty alleviation.*

**Munditinera** and its related agencies will be organizing and conducting the tours to the following countries:

## AMERICAS

PERU – 10 DAYS  
BRAZIL – 10 DAYS

## AFRICA

MOROCCO – 8 DAYS  
GHANA – 8 DAYS  
KENYA – 10 DAYS

## ASIA

NEPAL – 9 DAYS  
GIORDAN – 9 DAYS  
MALAYSIA – 12 DAYS

## EUROPE

ITALY + ALBANIA – 10 DAYS  
GREECE + CYPRUS – 10 DAYS

Interested Travel agencies are kindly request to contact the Managing Director of Munditinera for further information:

**Mr. Pier Giuseppe Magliano**  
[p.magliano@munditinera.org](mailto:p.magliano@munditinera.org)

WhatsApp: +39 331 1913392  
Office: +39 049 0998719; fax 049 0998718;  
Skype: munditinera.net



## IIPT Credo of the Peaceful Traveler

Grateful for the opportunity to travel and experience the world and because peace begins with the individual, I affirm my personal responsibility and commitment to:

**Journey with an open mind and gentle heart**

**Accept with grace and gratitude the diversity I encounter**

**Revere and protect the natural environment, which sustains all life**

**Appreciate all cultures I discover**

**Respect and thank my hosts for their welcome**

**Offer my hand in friendship to everyone I meet**

**Support travel services that share these views and act upon them and,**

**By my spirit, words and actions, encourage others to travel the world in peace**

# SKÅL SUSTAINABLE TOURISM AWARDS 2018



Prominent and distinguished judges to evaluate responsible projects

As both the natural environment (beaches, forests, waterways) as well as the built environment (historic buildings, ruins) is of great importance to tourism, it is obvious that these areas are preserved and sustained for future generations and locals to not only benefit from but enjoy.

With the exponential growth in tourism over the past few decades, tremendous strain has been put on the tourism industry as a whole so it is imperative that all sectors of the industry adhere to all aspects of Sustainable tourism.

Skål International Sustainable Awards has highlighted best practices in tourism around the world while serving to acquaint the world with this new concept that puts emphasis on the importance of the interaction of the physical, cultural and social environment, the travellers' responsibility and the need for active community participation for sustainability.

These awards were introduced 17 years ago and have grown in significance year on year. For the first time since the inception of these awards, we are introducing our three prominent and distinguished judges to our members and readers.

We are honoured that they form an integral part of our prestigious awards.



**Chris Stone**  
Senior Lecturer in  
Tourism Management  
at Manchester  
Metropolitan University,  
[Professional career](#)



**Geoff Bolan**  
CEO, Sustainable Travel  
International  
[Professional career](#)



**Tomás de Azcárate  
Bang**  
President, Responsible  
Tourism Institute  
[Professional career](#)



For full information, please consult [brochure](#)

If you have any query, please contact [sandra.vera@skal.org](mailto:sandra.vera@skal.org)

# Skål Asia Area Congress

**Macao hosts the 47th Skål Asia Area Congress under the theme of Gastronomy Tourism**



The 47th Skål Asia Area Congress officially opened on 22 June in Macao congregating delegates from multiple branches of the tourism industry from Skål Clubs across Asia in the city for their annual meeting. Hosted by Skål International Macau, with the support of Macao Government Tourism Office (MGTO), the congress is themed on Gastronomy Tourism, highlighting Macao's designation as a UNESCO Creative City of Gastronomy.

Opening the Congress Skål Asia President **Robert Sohn** took the opportunity to acknowledge the presence of **Mr. Alexis Tam**, Secretary of Tourism, SASC; **Dr. Maria Helena de Senna Fernandes**, Director of MGTO; and **Mr. Perry Yuen**, President of the Macau Culinary Association. He went on to say, "It is a great pleasure to welcome you all, on behalf of the Skål International Asian Area. From Skål International World President **Susanna Saari** and CEO **Daniela Otero**, also two Skål International Past Presidents, **Uzi Yalon** and **Richard Hawkins**, Skål International Director, **Peter Morrison**, two Skål International past Directors **Jason Samuel** and **Andrew Wood** and Skål International past Asia President **Gerry Perez**.

*"On behalf of the Asian Area Committee, I thank all delegates who have taken their time to be at this Congress. I especially thank Mr. Antunes, President of Skål International Macau and his team who have worked very hard to make this Congress the most successful and memorable one, in view of its quality program and the number of participants. As far as I know, this Macau Congress has recorded the highest number of international delegates in recent years. This is the result of the hard work put in by President Antunes and his team".*

"We are also proud to mention that Skål International Delhi took over the mantle of the largest Skål Club in the world. Skål Asia has the potential to grow even further. There are initiatives taking place to open Skål Clubs in other countries as well. Lebanon, United Arab Emirates and Vietnam are some of the countries that are interested to join Skål Asia. Also, with the help of President Antunes and the Macau team, I hope that opening of many clubs in China will be a reality soon."

Secretary for Social Affairs and Culture of the Macao SAR Government, **Alexis Tam**, welcomed delegates attending the 47th Skål Asia Area Congress, with a speech at the opening ceremony held at Macau Fisherman's Wharf Convention and Exhibition Centre. Skål International President, **Susanna Saari**, Skål Asia Area President, **Robert Sohn**, and Skål



International Macau President, **João Manuel Costa Antunes**, also delivered welcome remarks at the opening of the congress, which gathered around 170 Skålleagues from 22 Skål Clubs of 15 countries and regions in Asia.

In his opening speech, Secretary for Social Affairs and Culture, **Alexis Tam**, elaborated on the priorities of Macao as a UNESCO Creative City of Gastronomy, while congratulating the return of the event to Macao: *"This speaks volume for Macao's thrust to become a regional platform for co-operation and exchanges. This platform must be underpinned by adequate connectivity and Macao enjoys close ties with leading international and regional organisations including UNWTO and PATA, and Skål International."*

Skål International President, Susanna Saari, underscored on her remarks the potential of Skål in contributing to the development of tourism around the world: **"Do not forget that with approximately 14,000 members, Skål International still is the largest tourism association in the world. Here in Asian area you have over 2,400 members in 41 Clubs. This area is perhaps the most diverse in the world of Skål, reaching from Guam in the Pacific Ocean more than 10,000 km to Mauritius in the Indian Ocean with clubs in 17 countries in between."** In her keynote address, she shared why tourism matters and in particular how tourism growth is the engine that is driving economic prosperity ever higher often being one of the main income sources for many developing countries. Read keynote address [here](#).

The event proceeded with presentations and debates by several guest-speakers about tourism, gastronomy and sustainable development, while providing delegates with an in-depth update about Macao's development as a tourism destination.

Pacific Asia Travel Association (PATA) Chief Executive Officer, **Mario Hardy**, made a presentation about sustainable tourism development, while MGTO Director, **Maria Helena de Senna Fernandes**, elaborated on how Macao is transforming itself into a world centre of tourism and leisure. Meanwhile, Chief Executive Officer and Executive Director of MGM China, **Grant Bowie**,

shared his vision on tourism and leisure innovation in Macao, and Macao Trade and Investment Promotion Institute Executive Director, **Irene Lau**, presented the development of the MICE sector in Macao.

The program also included a debate on tourism and gastronomy featuring as speakers the President of the Macau Culinary Association, **Perry Yuen**, Deputy Governor for Policy and Planning of the Tourism Authority of Thailand, **Chattan Kunjara Na Ayudhya**, and the focal point of Shunde, China, for UNESCO Creative Cities Network, **Fang Li**, moderated by MGTO Deputy Director **Cheng Wai Tong**. There was a discussion on young Skål in the Asian area as well.

**A memorandum of understanding between PATA and Skål International to boost cooperation between the two tourism associations was also signed at the occasion. Skål International CEO, Daniela Otero, stated that "the tourism economy in Asia has increased exponentially in recent years and that the agreement was very important for development of Skål in that area."**

The activities of the congress started on 21 June and ran until 24 June, with the program including several Skål Asia Area internal meetings. Skål Asian Area Director PR & Marketing Mohan NSN received a standing ovation for his efforts and dedication and his full report can be viewed [here](#).

During their stay in Macao, participants also joined heritage and other attractions tours, technical visits to new tourism infrastructures, experience the city's gastronomy, and more.

Skål International Macau has already organised the Skål Asia Congress on three previous occasions, initially in 1981 which was co-hosted by Skål International Hong Kong, then in 1996 and in 2007. With this Congress, Macao will become one of the five cities which has held that Skål Asia Congress four times or more, the others being Manila, Singapore, Bahrain and Colombo.



# Skål - Going the extra mile, for those who cannot....

I have just returned from the 47th Skål Asia Area Congress 2018, which was held in Macau. The moment the host country venue was announced, it took absolutely no persuasion whatsoever to sign up as a Participant.

I attended one previous Asian Area Congress hosted by the Skål Club of Macau before. Upon recalling the uncompromising level of professionalism, and grandeur to which the Delegates were hosted then, this time around the Organizers under the leadership of Skål Macau President João Antunes and his team hosted another near-perfect Congress!

One aspect of the organization which jumped off the page, so to speak, and had the greatest impact on me personally as a disabled wheelchair-bound Delegate, was the immaculate attention to detail deployed to ensure that absolutely every courtesy and facility was availed to ensure a smooth and seamless transition between the various venues, starting from the Arrival at the Ferry Terminal, until my departure at the Ferry Terminal after the 5-day Event.

As a considerable majority of our Membership fall into the over 55 age group, this invariably entails there would be a corresponding significant number of members who are afflicted with



physical mobility ailments, whereupon walking long distances, climbing stairs or even standing for long periods of time at cocktail parties and social get-together functions become increasingly, a challenge.

**This is something which every potential Skål Club undertaking to host an Area or World Congress, every PCO appointed to organise our Congresses, absolutely must take on board as a serious consideration to avail facilities and assistance to our mobility-challenged participants and Skålleagues. The numbers are growing!**

I was completely bowled over by the level of attention and detail taken to aiding and assisting me in my disabled condition. At the Ferry Terminal, a special vehicle equipped with a hydraulic wheelchair lift installed, was present to receive me in my wheelchair, thereby eliminating any need for me to alight from my wheelchair and struggle up the steep steps of a Coach. This same vehicle was utilised in all the logistics requiring transfers between the Ferry Terminal, the Hotels, the Function Venues, even the Tours.

Moreover, the Legend Palace Congress Hotel in which we opted to stay, apart from being a magnificent hospitality property in itself, was well equipped with wheelchair lifts in places where steps were present, and wherever necessary. The Hotel staff had been also well briefed to be readily available to meet and assist any disabled Guest, whereupon moving around the hotel from one point to another was delightfully easy and seamless. Owing to this keen insight of the Macau PCO, this made all the difference between the 47th Asia Area Congress being a great Congress, to being an Outstanding Congress.

Kudos and sincere thanks to Skål Macau President João and his team. I only wish I could re-live those past 5 Congress days; to savour and go through each and every moment one more time!

Skål!

**Rowena Hawkins**  
Hon. Secretary  
Skål International Hong Kong



# PATA and Skål International

**partner to promote the responsible development of travel and tourism**

The **Pacific Asia Travel Association (PATA)** and **Skål International** have announced a new organisational partnership, recognising the importance of promoting the responsible development of the travel and tourism in the Asia Pacific region.

The Memorandum of Understanding (MoU) was signed by PATA CEO Dr. Mario Hardy and Skål International CEO Daniela Otero during the recent 47th Skål Asia Congress in Macao, China. The agreement commits the two organisations to

share knowledge through research and publications, to reciprocate in event participation, to support mutual agreed advocacy positions, and to enhance access for the benefit of members of both organisations.

Dr. Hardy said, "*PATA and Skål are very similar in many regards. Like PATA, Skål has a long-storied history having been founded in 1934 and through the years its members have fostered a great spirit of friendship and comradery. They are also committed to the development of young tourism professionals and students through Young Skål. This partnership helps align both our missions in developing a responsible tourism industry and look forward to working to with them towards this goal.*"

# Skål offers new opportunities to Young Skål

Skål International Paris President Karine Coulanges had proposed Paris Young Skål member Calvin Noah Paul to represent her at an event she could not attend due to a prior commitment and now Calvin tells us about his positive experience there.

Firstly, thank you for the opportunity to represent you at this wonderful event of Business Tourism meeting, it indeed was an honor. As a Young Skål student from Bangalore, it was a dream to be part of such a great evening, also the simple fact of being given the opportunity to visit the south of France and the beautiful town of Hyères, Provence, the renowned region for its spectacular wines. I was warmly greeted and welcomed right at the train station and the hotel by the members and the President of Skål International Var-Provence, Isabelle Salle. Each of the members ensured of my wellbeing and hospitality throughout my time in Hyères. The tourism business meeting consisted of a presentation about Vacance Bleues as a brand, their mission, and expansion by Olivier Herphelin General Manager of Hotel Plein Sud. Also, Lena Andersson of HOPS Management presented us with the cross-cultural understanding between Sweden and France, this grand soiree was accompanied by a



beautiful saxophonist performing along with a gala dinner. The whole event was made complete by networking with Skål friends in order to help me find an opportunity of working in the wine and spirits industry as I pursue my Master's Degree in Wine and Spirits Management at Bordeaux. The whole experience has deeply rooted in me the spirit of networking, building good relationships and helping fellow Skål friends which are the true spirit of Skål. A big thank you to my President Karine Coulanges of Skål Paris, Skål International Var-Provence, Skål International Bangalore and every member who has put an effort to make this a positive and memorable experience for me.

**Calvin Noah Paul**

# IMEX

# Frankfurt

Creative thinking, partnerships and new events at IMEX take the industry into new areas



**Creativity and experiences in the meetings and events sector took a great step forward at IMEX in Frankfurt this week.**

From new events at EduMonday to the spectacular and sensational Learning Labs and Live Zone there were major new initiatives and experiences throughout the show, extending the borders of the industry into new areas. In addition, new activities around legacy focussed minds on the impact of the industry on the future.

The result was what IMEX Group Chairman Ray Bloom described as "the most creative and spectacular IMEX yet, generating vitality and energy throughout the show." "The imagination and vibrancy of the stand designs are highly impressive, so too the thought and effort that has gone into them. They represent substantial investment that gives a strong indication of the industry's confidence and resilience." This confidence was also evident in the engagement between exhibitors and buyers at the show. Almost 9,000 hosted buyers and visitors attended IMEX 2018 and made 68,000 appointments. 74 per cent of all buyer/exhibitor appointments had mini RFPs attached. Altogether the show created many thousands of opportunities to do business.

With technology a growing feature of the market and the show, IMEX has provided new opportunities for buyers to ask for independent guidance, 'test-drive' technology products and see what companies have to offer by bringing this all together around the new Tech Café.

## EYE-CATCHING AND SENSATIONAL INNOVATIONS

The eye-catching and sensational innovations in Hall 9 including the C2 SkyLab - the chance to experience a meeting in mid-air - and In the Dark Lab made a tremendous impact on buyers and exhibitors alike. The Labs were brought to the show by the IMEX Group's new partner, the market leading business events specialists C2 International.

The Live Zone which showcased live entertainment acts and activities, and the new Co-working Campus by Zeus Event Tech are also the results of new partnerships with Best of Events, memo-media and Zeus.

The new Legacy Wall, a focus for this Talking Point, sparked many reflective thoughts about the role of the industry. Exhibitors contributed more than 50 interesting case studies before the show with buyers adding their stories during the week.

Legacy was also explored for the first time in several of the 250 plus education sessions delivered by 168 speakers which took place in the Inspiration Hub. 84 per cent of the sessions were assigned with CEs for CMP certification.

The new initiatives started on EduMonday with three successful new events - Rising Talent for young professionals, She Means Business and the Agency Directors Forum. Along with the PCMA Business School, Exclusively Corporate and Association Day, these events provided more tailored content for more specific groups than ever.

## GOOGLE, LINKEDIN AND EY AMONG KEYNOTE SPEAKERS

At Exclusively Corporate, over 100 senior corporate event planners from companies such as Siemens, PwC, IKEA, L'Oreal, Hyundai and Bayer came together to hear keynote speakers from Google, LinkedIn, EY and C2 and to exchange insights with their peers.

Health and wellbeing is always a priority at IMEX and the annual IMEXrun persuaded 400 people to get up early to run 5 kilometres around the city. The Be Well Lounge gave everyone the opportunity to unwind for a moment during a hectic week. Making connections is a core element of IMEX and Association Evening, cim-clubbing (supporting the MPI Foundation) and the IMEX Gala Dinner were among 22 IMEX and partners events taking place during the show that brought the industry together.

*Ray Bloom summed up saying; "The creative and experiential element of the show has gone so much further than we would have imagined a year ago."*

*"The new ideas, creativity, new experiences and events combined with all the business that has been done have made this a remarkable week for IMEX and this industry."*



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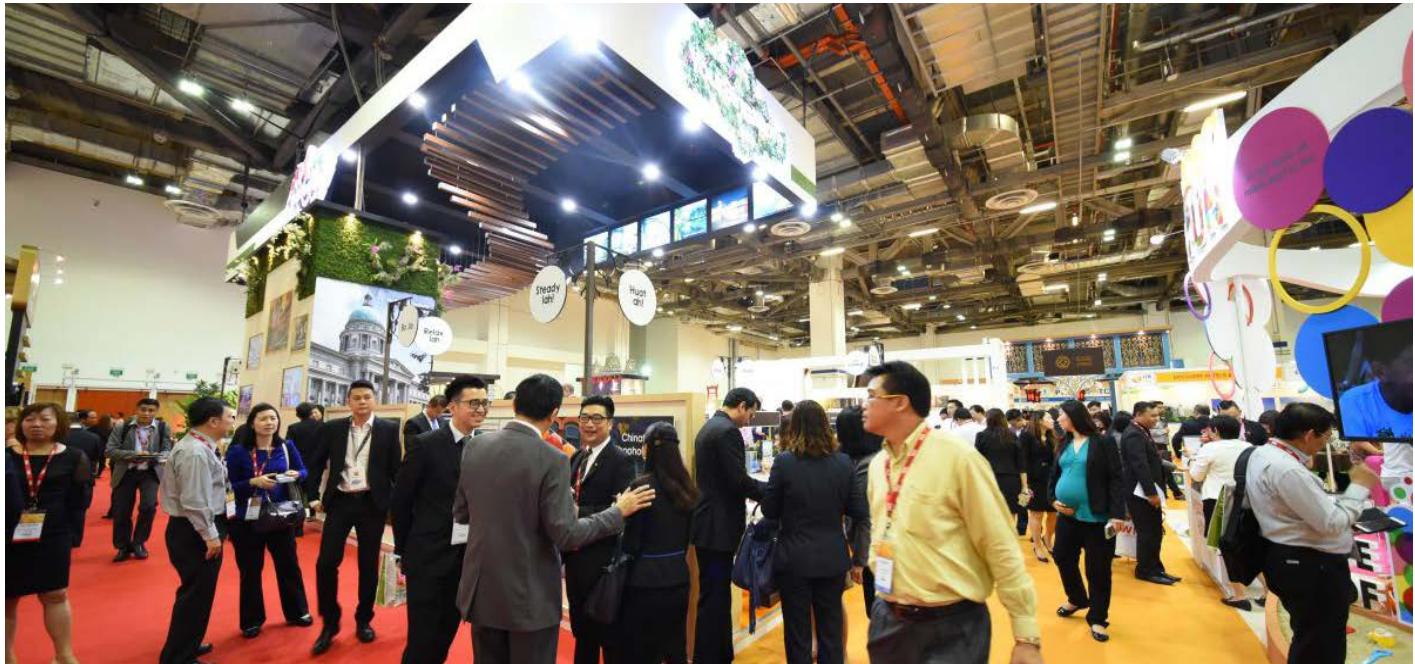
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#IMEX18

# ITB ASIA 2018

**ITB Asia sees record number of new exhibitors for its 11th show in Singapore**



- **ITB Asia 2018 has seen a record number of new exhibitors signing up for the show this year with more than 85% of the show floor already booked**

- **Ministry of Tourism from Republic of Indonesia to join ITB Asia 2018 as this year's largest exhibitor**

ITB Asia, "Asia's Leading Travel Trade Show" is already exceeding expectations on exhibitor numbers, recording a 20.8% increase in new exhibitors signing up for the show, versus the same period last year. This comes after the enormous success of last year's 10th anniversary show which saw record-breaking numbers with 113 countries exhibiting at the event.

ITB Asia 2018 has seen a surge in exhibitor demand from National Tourism Organisations (NTO), Regional Tourism Organisations (RTO), hotels and travel and technology sectors. Such impressive growth has called for the necessary expansion of the show space to cater for these new exhibitors. The show welcomes new NTO exhibitors from Abu Dhabi, Botswana, Croatia, Mauritius and Papua New Guinea and as well as new RTO exhibitors such as Fukuoka, Kansai, Lviv, Marianas and Rovaniemi. In a bid to strengthen the show's focus on travel technology, key travel and technology exhibitors including the likes of Klook, Sabre and TripCreator are set to feature during ITB Asia 2018 as well.

Asia continues to be a major growth region for the travel and tourism industry worldwide. Whilst worldwide outbound trips grew by 3.9% in 2017, Asia is leading this growth figure by a staggering 11%. Outbound visitor growth is expected to increase by 4-5% over the next year, led primarily by US and Asian travellers.

In addition to Asian dominance for the show floor this year, Europe will continue to feature heavily during ITB Asia 2018 as well, with participation from Austria, Bulgaria, France, Finland, Germany, Greece, Iceland, Italy, Latvia, Lithuania, Luxembourg and Spain. The surge in European presence, which has increased by 13.8% versus the same period last year, is attributable to ITB Asia's pole position as a key platform for the travel and tourism industry in Asia, during which European exhibitors can best capture the growing Asia outbound travel and tourism market.

*"We are hugely grateful for the ongoing support and commitment from our many exhibitors, who are crucial in driving the growth and success of ITB Asia. Each year we work hard to strengthen our leadership in the travel trade show industry and focus on growing ITB Asia's success in the coming years" said Katrina Leung, Managing Director, Messe Berlin (Singapore), organiser of ITB Asia.*

The remarkable success of previous years has resulted in the continued partnerships between ITB Asia and Marina Bay Sands as the Official Partner Hotel, as well as Singapore Airlines as the Official Partner Airline.

The tenth instalment of ITB Asia was a hugely successful milestone event last year, having reported record-breaking numbers with over 11,000 delegates in attendance, the largest exhibitor showcases from 113 countries as well as over 22,000 business appointments recorded during the show.

For more information on ITB Asia 2018, visit:  
<http://www.itb-asia.com/>.



**ITB**  
ASIA

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# Knysna Tourism Ambassador Course

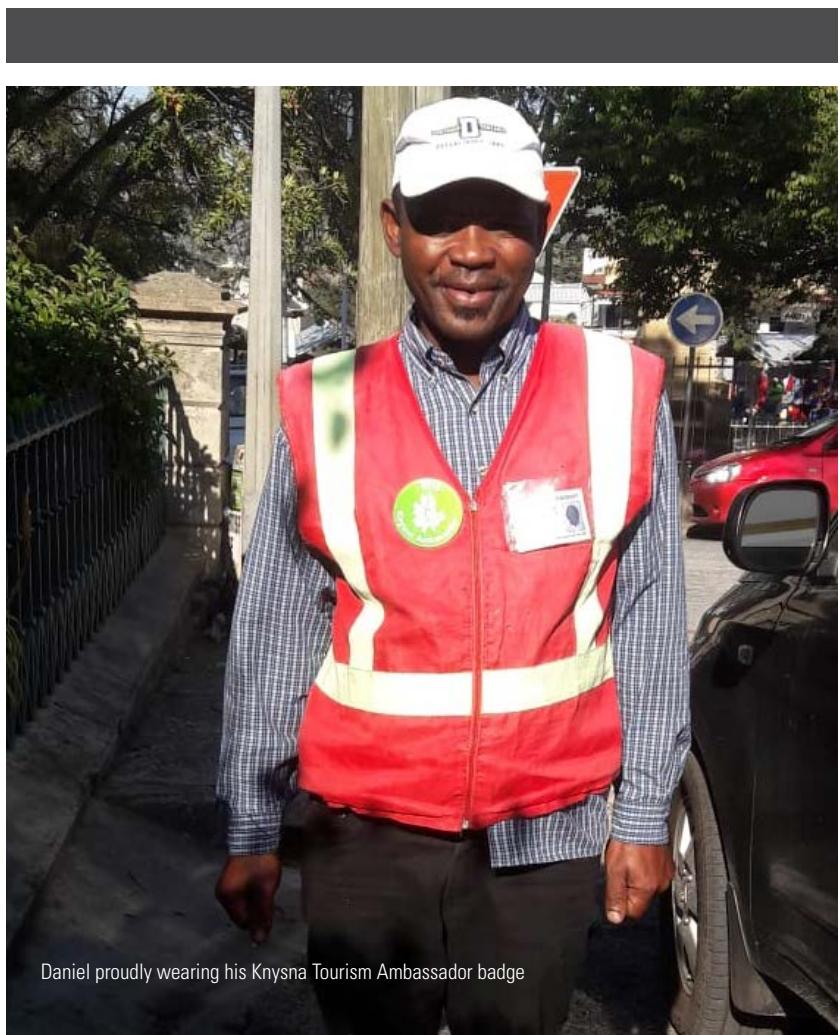
**In March this year, the Francois Ferreira Academy, a cookery school based in George, and Skål International Garden Route, worked together with Knysna Tourism to introduce a Tourism Ambassador Course to Knysna.**

The three-day course was aimed at staff employed in shops, hotels, petrol stations, restaurants and other relevant tourism-based products, activities and services, to enable them to assist tourists to Knysna with information about restaurants, places to stay, activities, and the history of the area.

Knysna Tourism also sponsored a car guard, Daniel Ryneveldt, who works outside the Main Library, to do the course. They compensated him for the loss of tips as he could not work while he was doing the course. In South Africa, a car guard is basically a person who is a beggar, but earns tips through "guarding" cars which are parked in any public parking areas.

The funds to sponsor this course were donated by Skål International Salzburg to the Knysna Fire Fund, after Knysna suffered devastating fires in June 2017. In fact, the money was brought to South Africa in January, and handed over personally by Gabriele Obermair from Skål International Salzburg, to Niel Els, International Councilor of Skål International South Africa, at a function held at Turnberry Boutique Hotel in Oudtshoorn.

The trainees had to be already employed, and be literate in English. The course was conducted from 7-9 March and all students were required to pass both a written and verbal test, and on successfully completing the course, they were presented with a certificate from the Francois Ferreira Academy and Skål International Garden Route. They were also given a badge that they have to wear, which advertises them to tourists as a Knysna Tourism Ambassador.



Daniel proudly wearing his Knysna Tourism Ambassador badge

Daniel, the car guard, passed the written test with 72/100 and the verbal test with 60/100, and he was spotted this week outside the Library in Knysna, proudly wearing his badge. Upon being questioned about the badge, he humbly proclaimed that passing the course had changed his life. He was now earning much more in tips than before. This was due to the other people in Knysna, knowing that he was now a Tourism Ambassador, and who were recommending to tourists with queries, to speak to Daniel to assist them.

Knysna Tourism Chairperson, and a Skål International Garden Route member who lost her hotel in the fires, Elmay Bouwer, said that Knysna Tourism was very pleased to support a programme which encourages locals to be Knysna Ambassadors.

*"It's not just a great service for our tourists, but these motivated ambassadors could use their training to get better jobs at higher salaries," she said. Her words have certainly turned out to be prophetic for Daniel!"*



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