

TOURISM NOW



**SKÅL
SPIRIT**

Happiness, Good Health,
Friendship and Long Life



SKÅL
INTERNATIONAL
Connecting Tourism Globally



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BILL RHEUME
Skål International President

EDI TOR IAL

FLYING THE FRIENDLY SKIES... AGAIN.

THE JOURNEY

My last Skål International trip occurred in January 2020, to attend the first Executive Board Meeting of the year, hosted by then President Peter Morrison. We all know what happened a couple of months later...!

The return to Skål International travel finally arrived the week of September 6th, with a cross-border trip to San Francisco where I had the opportunity to meet with Dave Ryan - past Skål International USA President, Carol Fox - President of Skål International Sacramento, and Robin Morales - President of Skål International San Francisco as well as a few other Skålleagues.

RESUMPTION OF TRAVEL

Adapting to the new travel requirements is not for the faint of heart! The documentation, certifications, and testing required for entry into the different countries is serious business. When it all works seamlessly, the process is straightforward, however, a form error or an inability to print can add time and anxiety. Tourist/visitor expectations and patience are being tested.

By the time I get home, I will have experienced travel between five countries, and

This was followed with an official visit to our Headquarters in Torremolinos to attend to some legal proceedings on behalf of Skål International which were set aside during the period of pandemic travel restrictions. Additionally, the opportunity to meet with our Secretariat staff in person, for the first time since May 2019, to share ideas, discuss activities and acknowledge their efforts and contribution through COVID-19.

The continuation of the journey will have me visit Skål International Paris, the birthplace of Skål International, to meet and dialogue with club members as well as other Skålleagues from Europe before returning to Canada.

what I learned is that travel through Europe is infinitely easier than going through Canada. The European Union has managed to coordinate and streamline the process, and Canada should take a lesson from Europe's crisis management plan!

The volume of tourists in the Costa Del Sol region was good to see, restaurants were busy, hotel occupancies appeared to be reasonable and while non-European travel may still be a far-off dream, visitors from EU countries were plentiful.



THE FOUNDATION OF SKÅL INTERNATIONAL

During my visit to Malaga-Torremolinos, in addition to having discussions with the Secretariat team and the Internal Auditors, I also had the opportunity to enjoy an official visit with members of Skål International Málaga - Costa Del Sol, including the 'rite of passage' for any world President, a function at the famous 'Club House' on Calle Skål, including the special welcome and history lesson from one of our most revered Skålleagues, Antonio García Del Valle.

Skål International, an organization founded in Paris, meant to promote our industry around the world, is built on fostering personal as well as business friendships! Our last opportunity to do that was at the September 2019 World Congress Cruise out of Miami - a very long period of time for our organization. **I get the feeling we've lost sight of the necessity and the benefit of personal contact.**

Having the opportunity to engage with members internationally again, has rekindled the fire with the 'Spirit of Skål'. The opportunity to exchange notes, comments, and ideas with a real person in front of me was most rewarding and beneficial. Most importantly, was the ability to share time with someone from another country.

In the course of conversations with Skålleagues, business professionals and government officials, it became clear there is room for the past, for our history and traditions while we focus on building new. Keeping a foot in the past is as important as taking 2 steps forward.

Skål International is like a beautiful old building, full of history and character... We do not want to tear it down as we endeavour to embrace change, rather, we want to renovate it while maintaining its historical character and value.

I hope you enjoyed a successful summer, tried something new or learned a new skill. I'm looking forward to really 'seeing' all of you in person again soon.

Happiness, Good Health,
Friendship and Long Life.
SKÅL!



BILL RHEAUME
Skål International President

**HAVING THE
OPPORTUNITY
TO ENGAGE
WITH MEMBERS
INTERNATIONALLY
AGAIN, HAS
REKINDLED THE
FIRE WITH THE
'SPIRIT OF SKÅL'.**


BURCIN TURKKAN

Skål International Senior Vice President

EDITORIAL

IN THE THIRD ISSUE OF OUR MAGAZINE IN 2021, OUR THEME IS THE SKÅL SPIRIT!

When the topic is Skål Spirit, there is so much to say! We have articles from our clubs that have ranked in the top five in the past nine months in membership growth! All are very inspiring!

We also have articles from Skålleagues telling us what Skål International represents to them and how they benefit from their membership. As we have introduced you to the different Area Committees within Skål International in the past issues, we are covering the Southern Latin American Area Committee in this edition. Our Exemplary Skålleague on this edition is our great friend Wolfgang Grimm from Skål International Thailand! Check out his article talking about his journey in Skål International! And finally; In conjunction with the Skål Spirit theme for this month, we have launched the **#bringbacktheheart campaign** for Skål International led by Interim Director and Past World President Lavonne Wittmann. If you have not seen it so far, you must look at the **new video** – it is inspiring, innovative, and inviting!

Skålleagues, in my over 13 years of Skål International membership, I have had the

opportunity to make many new friends in the Skål International World from around the globe. The best part of friendship in Skål International is that, it truly is for a lifetime. Even if we don't see each other for a year or more, the time when we pick up the phone or see each other again at a local, national, or international event, we pick up our conversations right from where we left! That is something unique within Skål International.

Two weeks ago, we had the first in-person National Committee Meeting in Skål International USA, where we had representatives from 30 clubs in the USA, Canada, and Mexico. It was a great feeling to see each other again in person, exchange ideas, discuss opportunities of doing business together, and most importantly, enjoy our time together. Isn't what Skål International is all about?

HAPPINESS, GOOD HEALTH, FRIENDSHIP, LONG LIFE, SKÅL!

As always, please do not hesitate to contact me or anyone on your Skål International Executive Board for any questions at any time. It is our pleasure to assist you.


BURCIN TURKKAN

Skål International Senior Vice President



TOURISM FOR INCLUSIVE GROWTH

DANIELA OTERO
Skål International CEO

EDI
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IAL

The biggest crisis in tourism history is now in its second year, and no country has been left unscathed.

We all know that the tourism industry has been, and continues to be, one of the most heavily impacted by the pandemic due to limitations in mobility and the general decline in tourism demand and consumption.

This year, World Tourism Day, which is celebrated annually every 27 September, had the slogan 'Tourism for Inclusive Growth,' highlighting the exceptional capacity of our industry to drive inclusive development, as well as the role that tourism plays in creating opportunities for millions of people around the world ([UNWTO. Join World Tourism Day 2021!](#)).

We also have the opportunity to rethink the future of the tourism industry and appreciate the unique ability that our sector has to ensure that no one is left behind when the world begins to reopen again. We all agree that this is an opportunity to establish a more sustainable, inclusive, and resilient sector.

THINK GLOBALLY, ACT LOCALLY

Governments should approach tourism recovery in a more integrated manner, relying on all government institutions, the private sector, and civil society through practical and viable plans to revitalize the tourism sector at the national level.

WE ALSO HAVE THE OPPORTUNITY TO RETHINK THE FUTURE OF THE TOURISM INDUSTRY AND APPRECIATE THE UNIQUE ABILITY THAT OUR SECTOR HAS TO ENSURE THAT NO ONE IS LEFT BEHIND WHEN THE WORLD BEGINS TO REOPEN AGAIN.

This is where our organisation plays a fundamental role.

Our clubs worldwide can do a lot, interacting with each other and strengthening their National Committees. They can also interact effectively at



the local and national levels with the tourism authorities to align recovery plans for the sector.

In this way, the Skål International network will become increasingly influential, bringing the voice of the professionals who work in our tourism industry to the ranks and agents that make the big decisions.

We have excellent examples at Skål International of influential clubs within their communities or National Committees, with professionals from the government sector among their members, making them respected groups and part of the current debate within their countries.

Ultimately, local development within the current context of globalisation can bring about significant change.

**THE SKÅL
INTERNATIONAL
NETWORK WILL
BECOME INCREASINGLY
INFLUENTIAL**

Our motto, “**Think globally, act locally,**” perfectly describes the strength of our organisation: creating local roots that are established within our communities so that the whole

work internationally. In this way, we will ensure that the relevance of Skål International takes root on a solid foundation that will gain strength as a global organisation.

Let's continue working globally from our excellent network.

Helping us and doing business with friends, as members of the largest international organisation of professionals in the world...



DANIELA OTERO
Skål International CEO



WELCOME!! NEW MEMBERS OF SKÅL INTERNATIONAL

AS CEO OF SKÅL INTERNATIONAL, I HAVE THE PLEASURE OF REPORTING THAT SINCE 16 AUGUST, WE HAVE HAD 62 NEW MEMBERS FROM 18 COUNTRIES WORLDWIDE. I CONGRATULATE AND APPRECIATE THE EFFORT OF THE SKÅL INTERNATIONAL CLUBS THAT SPARE NO EFFORT TO GROW THEIR MEMBERSHIP. REMEMBER THAT MEMBERS CAN LOOK FOR PROFESSIONAL CONTACTS TO DO BUSINESS THROUGH THE GLOBAL DATABASE THAT IS AVAILABLE ON THE SKÅL INTERNATIONAL WEBSITE.

FROM 16 AUGUST
TO 15 SEPTEMBER

To access the [Database](#), log on to the Skål International website and enter the private Members' area. There, you will be able to search by company, tourism sector, club, etc. Please do not hesitate to contact our [Help Desk](#) if you need help with your login.

WELCOME TO OUR NEW MEMBERS WORKING FOR THE FOLLOWING COMPANIES:

COUNTRY	SKÅL INTERNATIONAL CLUB	COMPANIES OF NEW MEMBERS
Argentina	Córdoba	Internacional Córdoba Viajes
Australia	Brisbane	Quest On Story Bridge
Australia	Broome	Broome Progressive Supplies
Australia	Broome	Broome Progressive Supplies
Australia	Canberra	Tracy Ryan Photography - Canberra Virtual Tours
Australia	Perth	Crowne Plaza Perth
Australia	Perth	Immensityco
Australia	Perth	Art Series Hotels
Australia	Sydney North	Q Station Manly
Brazil	Sao Paulo	Quickly Travel
Brazil	Sao Paulo	Interamerican Comunicação e Marketing Ltda.
Canada	London	Fanshawe College
France	Paris	Bakup
France	Paris	Tootbus
France	Paris	Alma Mundi
France	Paris	Les Noces De Jeannette
France	Paris	Restaurant La Bonne Franquette
France	Paris	Paris Canal
France	Var-Provence	Sas Casino Barriere St Raphael
Germany	Berlin	Host Stralsund
Germany	Frankfurt Am Main	Spessart Tourismus und Marketing Gmbh
Ghana	Accra	Tessy-Net Travel And Tours and Recruitment Ltd.



COUNTRY	SKÅL INTERNATIONAL CLUB	COMPANIES OF NEW MEMBERS
India	Coimbatore	Raenco Mills Pvt Ltd
India	Delhi	2hub Pvt Ltd
India	Kochi	Saudi Arabian Airlines
India	Srinagar	Dubai International Tour & Travel Agency
India	Srinagar	Sada Bahar Tours & Travels Kashmir
India	Srinagar	Discover Nature Holidays
Japan	Osaka	Philippine Department Of Tourism - Osaka Office
Mexico	Acapulco	Hs Hotsson Smart Acapulco
Mexico	Ciudad de México	Turismo Creativo, S.A. De C.V.
Mexico	Guadalajara	Nefertari Viajes, S.A De C.V
Mexico	Guanajuato	Restaurante Bar Van Gogh
Mexico	Guanajuato	Hotel Mansion del Cantador
Mexico	Isla Mujeres-Puerto Morelos	Sanondaf
Mexico	Isla Mujeres-Puerto Morelos	Asociación de Complejos Vacacionales y Turísticos A.C.
Netherlands	Amsterdam-Haarlem	Wild Africa Adventures
Netherlands	Amsterdam-Haarlem	Storywalking
New Zealand	Auckland	Air New Zealand Tandem Travel
South Africa	Garden Route	Southern Cape And Karoo - Show Me George
Spain	Madrid	Hotel Posada del Peine
Switzerland	Montreux Vevey	Planitswiss Sa
Switzerland	Montreux Vevey	Galapagos Spirit
Switzerland	Zürich	Hurtigruten
Switzerland	Zürich	Take It Travel Ag
Switzerland	Zürich	Red Diamond Selection
Thailand	Koh Samui	Miskawaan Beachfront Villas
Thailand	Koh Samui	Anannda
USA	Boston	Aramark - Fenway Park
USA	Boston	Great Getaways
USA	Charlotte	Journey Maker Travel Llc / Expedia Travel
USA	Kansas City	Visit Overland Park
USA	Las Vegas	Terry B Luxury Travel
USA	Las Vegas	Bindlestiff Tours
USA	Las Vegas	V & G Travel Ltd
USA	Las Vegas	Las Vegas Territory
USA	New Orleans	Mc&A
USA	New Orleans	Hampton Inn Downtown New Orleans French Quarter
USA	New Orleans	Hilton New Orleans Riverside
USA	Philadelphia	Hornbill Treks and Safaris
Venezuela	Active Individual (Barquisimeto)	Ismi Consultores C.A.

THE VOTING FOR THE SKÅL CLUB OF THE YEAR 2020-2021 ENDED ON 14 SEPTEMBER 2021 WITH A HIGH PERCENTAGE OF PARTICIPATION.

THANK YOU TO THE CLUBS FOR THEIR VOTE.

The finalists competing this year have done an excellent job in preparing their video presentations, which we are sharing with you as these could serve as great examples for other clubs and also totally reflect what Skål International is about:

- New professional connections.
- Business opportunities.
- B2B, workshops, speakers.
- Solidarity.
- Sustainability.
- And, what makes us different and unique, the traditional friendship atmosphere that naturally flows in the Skål International functions.



WINNER'S ANNOUNCEMENT

The winner will be announced during the Skål International Annual General Assembly on 10 December, and it will receive a free double registration valid for the 2022 Skål International World Congress.



HAVE A LOOK AT THE NOMINEES VIDEO PRESENTATIONS



Skål International Acapulco
Mexico

[VIEW VIDEO !\[\]\(d66ff64371a51729ac8c1cdaa685ba6f_img.jpg\)](#)

Skål International Goa
India

[VIEW VIDEO !\[\]\(003082e50e3009141f59bd5df831749f_img.jpg\)](#)



Skål International Gold Coast
Australia

[VIEW VIDEO !\[\]\(d3102649f02e825ddb76dc3de0190154_img.jpg\)](#)

Skål International New Jersey
USA

[VIEW VIDEO !\[\]\(95b425611cbd2b8716a140cf67c81822_img.jpg\)](#)



Skål International New York
USA

[VIEW VIDEO !\[\]\(56549452e01ca28bdf2500ced9653143_img.jpg\)](#)

Skål International Queenstown
New Zealand

[VIEW VIDEO !\[\]\(19d44b37fb4fa155bf9d60c77a3d3cb2_img.jpg\)](#)



Skål International Tampa Bay
USA

[VIEW VIDEO !\[\]\(9f3852d68d41e1e95bc4ec10e81aba4b_img.jpg\)](#)



SKÅL

INTERNATIONAL
Connecting Tourism Globally

**DO YOU WANT TO
ADOPT THE WORLD
TRAVEL & TOURISM
COUNCIL'S SAFE
TRAVELS STAMP?
SKÅL INTERNATIONAL
OFFERS IT TO
ITS MEMBERS!**

**Safe
travels**

by



**CLICK HERE
TO LEARN HOW**



RESOURCE CENTRE

WEBINAR 'WHY JOIN SKÅL INTERNATIONAL?'

Skål International is inviting all professionals in the travel and tourism industry to **join Skål International** and take advantage of the benefits of being a member of the world's largest networking organisation.

CONDUCTED BY:

BURCIN TURKKAN

Senior Vice President & PR, Communications and Social Media at Skål International.

LAVONNE WITTMANN

Interim Director Member Relations & Engagement at Skål International.

 [JOIN THE WEBINAR](#)



INVESTING IN TRAVEL & TOURISM REPORT

New **World Travel & Tourism Council** report provides vital investment recommendations for the Travel & Tourism sector post-pandemic.

 [READ THE REPORT](#)

INTERNATIONAL SKÅL COUNCIL

GREETINGS FROM THE GARDEN ROUTE IN SUNNY SOUTH AFRICA!

My colourful journey in Skål International began in 2006 when I first became a member of Skål International Winelands before transferring to the multi-award-winning Club of the Year in South Africa, Skål International Garden Route.

It was a privilege to be the President of this vibrant club, who also hosted the ISC Mid-Year Meeting in 2017 at the world-renowned Fancourt Hotel and Golf Estate in George. South Africa has six clubs that have shown consistent membership growth even during our industry's challenging times. We are also very proud to boast 2 World Presidents from South Africa: Karl Twigg (Skål International Cape Town) and recently Lavonne Wittmann (Skål International Pretoria).

Skål International South Africa is proud to be one of the founder members of the International Skål Council and one of only a few countries that have 100% attendance at ISC meetings. The International Skål Council is the 'engine room' of Skål

International, as this is the platform where ideas and suggestions are presented by the members via their councillor, discussed, and then presented to the Executive Board for a decision. It is also the melting pot where different cultures, traditions, and global perspectives are combined and debated.

My appointment to International Councillor was a sudden one when Lavonne was voted in as Director of Skål International in 2016. I still remember my first ISC Mid-Year Meeting in Christchurch, New Zealand, with great fondness when Bernard Whewell was the ISC president. I was fortunate enough to attend (before Covid) ten world congresses since 2008. First as an observer, then a voting delegate as club president, and later

as National President and ISC for South Africa. Due to the exchange rate, international travel is costly for South Africans; therefore, the national president and ISC were combined for many years with special approval from the Executive Board of Skål International.

The pandemic forced us to resort to a new way of communication – Zoom! Even though we have more contact with each other than ever before, we are so looking forward to the time we can meet face to face.

The ISC has exceptional energy, so engage with your councillor regarding concerns, suggestions, and proposals as this gives you and your direct club participation in our organization.

We are confident that the Croatia congress will take place in 2022, so until then, keep safe and let us keep moving onwards and upwards.

Skål!

**THE ISC HAS
EXCEPTIONAL
ENERGY,
SO ENGAGE
WITH YOUR
COUNCILLOR
REGARDING
CONCERNS,
SUGGESTIONS,
AND
PROPOSALS**



NIEL ELS

International Councillor
Skål International South Africa





MEET SKÅL INTERNATIONAL SOUTHERN LATIN AMERICA

The foundation for the creation of the Skål International Area Committee of Southern Latin America (Comité de Área Skål Internacional del Sur de América Latina, or C.A.S.), as such, was laid in 1973, prior to which the congresses were referred to as 'Ibero-American Conferences'.

The participating countries of C.A.S. include Argentina, Bolivia, Brazil, Chile, Paraguay, Peru and Uruguay, along with a region, Tres Fronteras, for Paraguay, Brazil and Argentina.

In Latin America, we are divided into two regions known as C.A.S. and C.A.N. (the latter being the Skål International Area Committee of Northern Latin America), each with its own separate executive committee, and we rotate between both for the hosting of the Latin American congresses.

The most recent congress, CLACSKAL XLVI, took place at Villa La Angostura in Patagonia, Argentina, on 10-14 April 2019, where the current Executive Board of C.A.S. assumed the leadership role.

For some time now, C.A.S. has followed the policy of rotating the leadership of this congress, with a term of two years for the executive board (barring extraordinary circumstances such as the current one, which will likely extend until the next in-person congress), meaning that it is not necessary to hold a vote to elect the new leaders – the participating countries simply rotate the presidency without any problems. The 1st- and 2nd-ranking vice-presidency is held by the next countries in line for the leadership position.

Due to the pandemic, the congress that was scheduled to be organised by C.A.N. in Guayaquil, in 2020, was cancelled, along with the 2021 congress, leaving everyone to wait and see what developments will

take place in the region before they can determine where and when to organise the next congress – the hope is that it will be sometime next year (2022).

On 25 October 2021, we plan to travel to Villa la Angostura for the inauguration of the 'Friendship Monument' dedicated to the core values of Skål International.

This past Wednesday 15 September, the Executive Board of the Skål International Area Committee of Southern Latin America invited all the Presidents of the National Committees and/or Skål International Clubs of the participating countries of C.A.S. to a Zoom meeting.

The agenda at the meeting included the following items:

1. Each country/club was given 5 minutes to present itself.
2. We debriefed each other on each country/club's current situation in regards to the pandemic, the number of currently active clubs and members, membership dues, and the relationship with the General Secretariat.
3. We developed proposals/ideas that it may be possible to implement, and thus gradually resume our activities in each country. In doing so, we considered the specific problems faced in each location.
4. We discussed potential actions that could be taken to strengthen the Skål International movement in the region.
5. The next congress, CLACSKAL 2022, has not yet been definitively planned out, and will depend on how the pandemic situation develops, what borders are opened and how, what countries continue to apply isolating measures, etc.



MEET THE MEMBERS OF THE EXECUTIVE BOARD OF THE SKÅL INTERNATIONAL AREA COMMITTEE OF SOUTHERN LATIN AMERICA



SERGIO ACUÑA

ARGENTINA

President

Sergio Acuña has 39 years of professional experience in the tourism industry.

He is currently the owner of Delight Places, a travel and tourism company in Rosario, Argentina and a wholesaler and retailer for national and international tourism.



ROSARIO GONZÁLEZ DE DELLIEN

BOLIVIA

1st Vice President

Rosario González de Dellien is General Manager of Paraíso Travel, with a career spanning 34 years so far. She is President of Abavyt Beni, where she has served in several leadership roles. In 2003, she was president of the Private Entrepreneurs of Beni (Empresarios Privados del Beni). She was also a Senator of the Republic of Bolivia in 2005.



MARIO COSTA

URUGUAY

2nd Vice President

Mario Costa is a professor of physics, and is also currently the Owner-Director of Piriapolis Hostel & Suites.



FERNANDA UBALDINI VARGAS

ARGENTINA

Secretary

Fernanda Ubaldini Vargas has actively devoted herself to the hosting of foreign tourism, helping to organise the well-known wine routes in the Mendoza region (these routes are currently completely suspended due to the pandemic).



DIEGO ECHANIZ

ARGENTINA

Treasurer

Diego Echaniz started out in the world of tourism in 1998 and has since worked for local, national and international companies. He currently chairs the board of directors of Chateaux Viajes.



ELVA FIGUEREDO SAUCEDO

TRES FRONTERAS

International Councillor

Elva Figueredo is the President of Lleva Tour Operator, a travel and tourism wholesaler in Paraguay.

EXEMPLARY

SKÅLLEAGUE



WOLFGANG GRIMM

Skål International Krabi
Skål International Thailand President

FAIRY TALE LIFE LIVING THE EXEMPLARY DREAM

Wolfgang Grimm is the 3rd generation son of a German hoteliers family with **55 years experience in hospitality and a distinguished 25-year career in senior management positions** with InterContinental Hotels in Europe, Australia, and Asia.

From birth, he learned that HEIMAT is where your family and friends live. His education in a Waldorf boarding school exposed him to art, craft, and ecology, appreciating empathy, passion, and commitment.

The career commenced at his family's resort in Austria, learning his father's management and leadership. After three years of hard labor, he was rewarded by

joining Hapag Lloyd, cruising the world, achieving a 3-year stellar career from steward to the assistant chief steward.

The reason to accept Skål International Sydney's invitation on 1990 was to become part of the Who is Who in the Australian travel industry, benefitting from the opportunity to do business among friends.

He joined Skål International Krabi in 2015 and became club President in 2017. Witnessing the irreconcilable differences in leadership between Skål International Thailand and its clubs, **he accepted the unanimous vote for Skål International Thailand president with humility, achieving to reunite the region and contributing to 40% growth despite COVID.**

Skål International Krabi's most significant achievement was developing and supporting the 'Krabi goes Green' destination campaign at the ITB Berlin 2019 with significant sustainable success outcomes.

Another coup was winning the honor to host the 2020 Skål International Asia Eco Congress Phuket/Krabi, which fell victim to COVID19 and is now likely to be confirmed for Phuket in June 2022.

Successful InterContinental marketing assignments in Düsseldorf, Hong Kong, and Singapore awarded him the GM in Athens. They led to his life achievement, becoming GM and RVP Operations Australasia in Sydney. As chairman of the NSW Hotels Association and Tourism NSW, he was the catalyst to new directions in Australian tourism. He was elected to the committee, winning the Sydney Olympic Games Bid.

His passion for education led to the creation of the Hotel School Sydney, now part of Southern Cross University, Lismore, of which he is a fellow.

During his tenure, the hotel became an admired global ecological leader:

- 1992 Australian National Energy and Environmental Excellence Awards 1995, 1996, 1997.
- 1996 PATA Gold Environmental Award.
- 1996 Runner-Up' Global Green Hotelier of the Year' - International Hotels Association.
- Australia honored him with citizenship and an AM Order of Australia.
- 1998 he relocated to the Grand InterContinental Seoul and 2000 to corporate HQ in Singapore with hotel pre-opening responsibilities in China. In 2002 he retired at 55 from InterContinental, moving back to Sydney and his Hunter Valley vineyard property.

Exciting hospitality advisories in Asia led 2012 to his appointment as owner representative and ultimately MD of Andaman Hotels with three properties in Krabi.

Inspired by Thai culture and nature, **Wolfgang Grimm's hotel life culminated in 2018 with the opening of his family's own Green Globe certified 'The Pavilions Anana Krabi' - an ecological lifestyle and wellness resort with an integrated organic farm, passionately contributing to Sustainable Tourism in Thailand.**



SKÅL SPIRIT

HAPPINESS, GOOD HEALTH, FRIENDSHIP, LONG LIFE!!!



JIM DWYER

Skål International
USA President, 2021



AS SKÅLLEAGUES, WE'VE HEARD THESE WORDS HUNDREDS AND EVEN THOUSANDS OF TIMES.

They are the cornerstone of our wonderful organization. But! The only one of those words that require more than one person is **Friendship**. To me, that's the heart and soul of Skål International.

To many of us, Skål International has become a family. It has enriched my life just by knowing that I have family members worldwide who will support me whenever I'm in need. Recently we had major storms in my area of New Jersey. Members from Africa, Australia, Europe, Canada, Mexico, and the U.S. phoned or texted me to see if I was okay. What other organization would do that? And I know that the sentiments weren't hollow but genuine. Those members would have assisted if I needed help.

When I became Skål International U.S.A. President, I chose as my motto, Bringing Friends Together. I've been fortunate to know many members, either personally or through social media, and always try to bring them together somehow. I have several examples, but one stays with me. Two Skål International club presidents told me they were planning to take a cruise from Rome. I discovered that they were on the same cruise and didn't know each other. I also recommended that they contact Skål International Roma to see if they could meet before or after the cruise. Skål International Roma, as always, provided tours for them, and new friendships were formed.

We just concluded our first in-person N.C.M. in two years. We had members from 29 U.S.A. clubs as well as friends

from Canada and Mexico. The joy and camaraderie that filled the air were palpable. Friends coming together who had never met were smiling, laughing, and exchanging contact information. **Skål International brings friends together.** A lot of acceptable words were spoken by many members, but this is what stuck with me. It's not only the words you say but the feelings they convey! The smiles illuminated the room on the faces of so many new friends.

In 2003 I proposed to my Northern New Jersey club that we travel together and visit other clubs. Since our first trip to Holland in February 2004, we have visited 31 clubs in 15 years. On many occasions, we visited several clubs on the same trip. In 2013 we visited clubs in Maastricht, Liege, and Cologne. Three days, three countries, three languages, and dozens of new friends. Sadly, the pandemic interrupted our Friendship Trips, but we plan to meet with our newest 'twin', Skål International Mexico City, later this year. I've been accused of being a serial twinner because I've initiated over a dozen twinings, and I always encourage clubs to twin. The bonds of Friendship are strong!!!

Now more than ever, we need harmony and cooperation within Skål International. Let's put aside any differences we may have. My wife, Roberta, often accuses me of interviewing rather than chatting with people. I want to know more about them. I want to find common ground. I want our world to become just a bit smaller. **Commonality breeds Friendship.**

SKÅL INTERNATIONAL IS FRIENDSHIP!

SUCCESSFUL SKÅL INTERNATIONAL CLUBS SHARE THEIR STORIES

SKÅL INTERNATIONAL CHIANGMAI & NORTH THAILAND (THAILAND)

MEMBERSHIP GROWTH

Skål International Chiang Mai & North Thailand was very fortunate and pleased to grow our years 2020 membership.

We can attribute our 2020 growth success to mainly three (3) areas:

- New Membership drive.
- A dedicated local committee with a strong SIT (Skål International Thailand) team.
- A loyal and engaging fellow member group.

Our membership drive was strategically organized at the beginning of the year and highlighted a VIP target list.

VIP guests were invited gratis and provided with a half-hour presentation outlining the features and benefits of Skål International. Following the presentation, the guests were treated to a networking dinner buffet. The results were a **whopping record-breaking 11 new member sign-ups.**

Additionally, our local committee, SIT (Skål International Thailand) group, and our loyal members always seem magical to unite when brought together. One underlying quality is having everyone seek new opportunities, find educational discoveries, and treasure new and/or old networking relations. It's quite an apparent one can look to Skål

International as a means to grow outside their respective boundaries, finding an avenue/a tool to elevate their present and future situations concerning the adverse post covid business conditions.

The group's focus is to **brand the city of Chiang Mai, Thailand, as 'the cultural capital of Thailand' and mark the city as Asia's sports destination** featuring professional bike racing capturing the global sports tourism target market.



JONKY DAWSON

Skål International Chiangmai & North Thailand President



SKÅL INTERNATIONAL COIMBATORE (INDIA)



SIGNIFICANT INVOLVEMENT, CONTRIBUTION & ACCOMPLISHMENT HAS RESULTED IN A NOTICEABLE ACHIEVEMENT.

FABIAN CHARLES
Skål International
Coimbatore President

I wish to share a brief background on **how Skål International Coimbatore started** and, over 30 months, how it has come to the limelight at the National Level.

The idea of starting this club took birth when some of my fellow hoteliers hosted a warm welcome party on my behalf when I came to Coimbatore. As we were enjoying the party, the spark was awakened on 1st Feb 2018; the curiosity, a vision with some great ideas & spirit, already existed. It was just a matter of time, effort, and belief in ourselves. The contribution of the Travel Agents Association of Coimbatore conceded a platform, and the ball started rolling with the assistance and support of my colleagues in Chennai. Fortunate to have a team of Skålleagues who are young at heart and firmly believe that the spirit of Skål International will be kept alive with solidarity and involvement at all times.

Keeping up with the **true Skål International spirit of connecting people globally**, Coimbatore, as we are aware, has so much potential as a destination for tourism. A visionary is a thinker, whereas a missionary is a doer. They believe that when ideas and actions combine, they will be a force to be reckoned with. Leaders and teams have worked together efficiently to accomplish this goal, inspiring others towards the success of this institution and help promote this club stronger with every passing year.

As history goes that many have tried to form an Skål International club in Coimbatore since 2009, but it didn't happen, reasons unknown. Feel privileged and take pride with no sharing of the success in forming Skål International Coimbatore, to which all the 27 founding members will vouch. **The club has grown to 44 active members + 42 Young Skål.**

It is a dream come true and bringing the fraternity together in forming the club and launching the same in February 2019 has been genuinely pivotal. There was no looking back.

We take pride in hosting some memorable events, such as having organized the vaccination camp. We spearheaded the distribution of 135 tons of food packets during the Pandemic, sponsored 100 candidates in support of the Cancer Institution - 'Run for a

Cause', under the banner of Skål International Coimbatore, with coordination and support of the civic bodies.

Last but not least, the formation of a team of like-minded Skålleagues and started a campaign 'Care Coimbatore' to help the Primary Health Centres supporting the downtrodden & the underprivileged. We were able to collect Rs.5,40,000/-.

The most satisfying activity of the year was distributing various medical necessities during the second wave when the Pandemic was getting bad to worse. **Grateful to Skål International for giving us this noticeable platform to give us the impetus to perform and reach out to the crowd.**

PHOTO.
» Young Skål launch.



PHOTO.
» Care Coimbatore



PHOTO.
» 'Run for a Cause'



SKÅL INTERNATIONAL GOA (INDIA)

STRATEGIES TO INCREASE MEMBERSHIP

During the first wave of the pandemic, the executive committee had a meeting and brainstormed amongst us to suggest **ways & means to increase membership.**

A similar exercise was held at the subsequent General Body meeting, where we solicited suggestions and ideas from our members on how to increase membership during these trying times.

We had to face reality, envisaging that this uncertain situation could continue; hence at the next EC meeting, we crystallized on the ideas and suggestions of the members.

For the growth of Young Skål Members, it was decided that the following senior Skålleagues Mario Sequeira, Guitry Velho, Menino Proenca, Charles Bonifacio, and Director Young Skål Carl Costa were entrusted the responsibility to visit professional institutes of hospitality management, and accordingly, they visited: Agnel Institute of Food Craft & culinary sciences, Verna; V M Salgaonkar Institute of International Hospitality, Rai; Ann Institute of Hotel Management & Catering Technology, Porvorim, and Institute of Hotel Management Goa, Porvorim.

Our members visited the colleges, met the principal, HOD, and students. They also interacted with the faculty and the students and conducted an orientation program for the prospective Young Skål Members.

We explained to them the essential requirement to be a Young Skål member: the educational institute must grant a degree or recognize a diploma upon completion of studies.

We also explained to them the other requirements of objective and regulation of Young Skål club. We further emphasized and encouraged that Young Skål members must assist in Tourism Education or the members' experience by participating in Skål International activities and meeting Skål members. We also oriented them that once they are accepted as Young Skål Members, they could participate in an international network of Young Skål Group.

On receipt of a detailed report from the above-delegated members, the EC decided to have members from one institute in North Goa, i.e., Institute of Hotel Management, Porvorim, and one from South Goa, V M Salgaonkar Institute of International Hospitality.

Accordingly, the group revisited both the colleges, and thus we increased the membership of Young Skål. Similarly, we had a presentation on the benefits and objectives of joining Skål International Goa for the prospective members of the hospitality fraternity.

After that, we requested the owners and General Managers of hotels wishing to join Skål International Goa.

The EC resolved to admit members only after screening and interviewing them, as we strongly believe in quality membership.

People want to join Skål International Goa because we have set standards in ethical behavior and maintained the trust and respect of those around us. We have members on the waiting list to join, which will be assessed, and decisions are taken in due course.

We have increased our membership by following the tag line **Skål International members & Young Skål member follows the 'Member Get Member' approach.**



ASHRAFALI NIZARI

Director Pr & Communication,
Past-President,
Skål International Goa

PHOTO.

» Skål International Goa Board Officials with Sk. Principal Irfan Mirza & team from Salgao.



PHOTO.

» GoaYoung Skålleagues at Osborne Resort Calangute for the Motivation & team.



PHOTO.

» Skål International Goa Executive Committee.





PHOTO.
» Skål International Guanajuato members at club event.

SKÅL INTERNATIONAL GUANAJUATO (MEXICO)

TWINNING

Skål International Guanajuato is a club that brings together friends of tourism from all over the State of Guanajuato, in the heart of Mexico.

As in the rest of the world, the pandemic was a hard blow for our club, but as Hegel once said, obstacles give meaning to pursuits, and the unity and brotherhood of our club allowed us to face it and gradually pass each test. **For Skål International Guanajuato, friendship is not a means but an end in itself.** This value has prompted us to strengthen alliances with close associations and with Skål International clubs in different parts of the country.

Thanks to the enthusiasm of each member, we achieved the 1st Twinning of 2020 with Skål International Querétaro, and we

strengthened it in 2021 with a **Triple Twinning**, incorporating the Skål International Guadalajara. At the same time, we have maintained the twinning previously established with Mexico City and Puerto Vallarta clubs.

Our intention to connect with other professionals has led us to build a regional networking platform that has first provided an alliance and business opportunities later. Above all, it is the value and human quality that each member contributes with their daily work, the sum of their wills, and their impact on the host communities with which each of them works throughout the State of Guanajuato that has generated that attractive dynamic that invites collaboration.

All the Skålleagues of the World are welcome to this great family. **Skål International Guanajuato is your home.**

HAPPINESS, GOOD HEALTH, FRIENDSHIP AND LONG LIFE!



ÓSCAR LARA

Skål International Guanajuato
President

FRIENDSHIP IS A SINGLE SOUL THAT DWELLS IN TWO BODIES, A HEART THAT DWELLS IN TWO SOULS.
ARISTOTLE



PHOTO.
» Skål International Guanajuato members at club event.



SKÅL INTERNATIONAL MIAMI (U.S.A.)

ENGAGEMENT

Fall is here, and Skål International Miami is working on new events. But first, a highlight was the Skål International USA National meeting in Chicago from 10-12 September 2021, where our president Karin Andersen from Miami attended the event. Over 61 attendees and guests from the USA chapters, Quebec City and Mexico City came together in Chicago!

It was a productive weekend with updates and breakout meetings, including a dinner cruise on Lake Michigan. Our Miami chapter has received tremendous support and recognition as we have increased our membership to 52 up from 17 since January 2021

The fall highlight was the dinner on September 14 at the renowned Restaurant Smith & Wollensky, Miami Beach. 60+ members and guests attended the event. We planned to promote the advantages of Skål International and the benefits of joining now with a special signup rate for 2022. On top of that, the Skål International USA president Jim Dwyer flew in from New Jersey. Since we are supporting Autism Walk for one of our Skål International members, we have received several hotel and restaurant prizes for our silent auction.

As a new feature, we plan on holding two events per month. One event will be more of a Happy Hour format in upscale hotels and restaurants, with Cash Bar. The idea behind this

is for our members to have more chances to connect regularly if they miss the monthly event due to prior commitments. The other event is a regular in-person event with a topic, fixed price (ex. \$35), reception with two drinks and appetizers, or a dinner with two drinks included (ex. \$65). Non-members' prices are higher.

Monthly events are planned for the remainder of the year – all these venue proprietors are existing Skål International Miami members.

At every event, we usually manage to sign up new members.

Engagement with our members is critical. Every other month we send out a 'message from the president Skål International Miami'. We also pay personal visits to keep them engaged and offer support.

In promoting Skål International, we have successfully stressed the global access of Skål International worldwide membership. one of the only hospitality associations that share their member database with their members! We have found value in showing potential and new members how to access the Skål International worldwide database online – we explain it in detail step by step. Also, a significant advantage is access to Skål International events when traveling to any Skål International chapter city.

Furthermore, we are planning on a zoom business presentation. Our current members from the Miami chapter and other Florida and

PHOTO.

» Chicago, Skål International USA National convention.



East Coast chapters are invited to promote their company or products in a 2-minute business presentation on Zoom or in person at our events. Special speakers and topics for each event are successful.

Finally, we are in the process of upgrading our website using the Skål International USA style guidelines, and we believe this will assist us greatly in promoting Skål International to our local membership.



KARIN ANDERSEN

Skål International Miami President



PHOTO.

» Miami, 14 September 2021. Smith & Wollensky Restaurant with Jim Dwyer.

MEMBERSHIP VALUE

#BringBackThe Heart



LAVONNE WITTMANN

Interim Director Member Relations & Engagement at Skål International

As part of our bilateral approach of keeping our members knowledgeable while raising visibility within our industry, Skål International arranged an open session for existing members and prospective members in the travel and tourism industry on the 22nd and 29th of September with 'Why Join Skål International'. The event was advertised on our LinkedIn and Facebook pages, and members were encouraged to invite and share this event to gain maximum traction in our quest to gain new members.

Senior Vice President Burcin Turkkan, as head of PR, Communications and Social Media, and myself, hosted an interactive discussion, highlighting the incredible tangible and non-tangible benefits of belonging to the world's largest networking organization with 12839 members in 102 countries. **This year we focused on 'storytelling'**. Hence, testimonials of members who discussed how membership to Skål International had benefitted their businesses, videos of 3 clubs who epitomized the purpose and values of our organization and were candidates for the prestigious Club of the Year award, as well as a message to our valued members where we show our support during the pandemic was shown.

Visual Storytelling is even more critical than ever before, and it is a powerful, effective, and hard-hitting tool that immediately conveys a message to the viewer. Nobody does 'storytelling' like an Skål International member, and authentic and interactive connections are imperative as part of our mission and objective for the project.

As part of the **#bringbacktheheart objective**, the tangible membership benefits of our organization were also translated into a more emotional feel with a direct message on exactly how our membership benefits each member. Diversity is also showcased in our testimonial videos and Skål International video, highlighting our unique selling point of 'Act Local, Think Global', where our members can tap into different cultures, traditions, languages, and business ethics and adapt it to their local club.

This membership project is an overarching theme and the framework given to members. Still, the final artwork in the frame will be determined by the club, national committee, and area committee.

We cannot change reality, but we can change our narrative, context, and frame. As the new world has

brought about new travelers, new destinations, new safety protocols, so has a new member evolved who is looking for:

- Healthy and beneficial relationships.
- Trust.
- Adaptability.
- Empathetic leadership.
- Problem Solving.
- Caring and supportive Environment.

I believe that Skål International has the platform to offer this, but we need to:

- Hone our Skills.
- Engage effectively with each other.
- Move forward together.

This was the theme and objective behind these open sessions, and we are going to be arranging these platforms more regularly, especially now during Membership renewal time.

12855 Members
326 Clubs
102 Countries
1 Focus and Vision

S Sustainability of Membership.
K Knowledge of Association.
A Access to Platforms/Engagement/Talents.
L Love of Skål Reignited.

SUPER TWINNING

ITALY - ACCRA

THE FIRST TWINNING AGREEMENT BETWEEN A CLUB AND A COUNTRY.

On October the 14th, 2021, at noon, the presidents of all the 8 Italian clubs and the Italian National Committee present at TTG will meet virtually with the President and the Board of Skål International Accra to sign the first twinning agreement between a club and a country.



PHOTO.

» Skål International Accra President Stella Appenteng

This is a COVID story. It started in Accra (Ghana) when President Stella Appenteng got in touch with Julie Dabaly Scott, Vice President of the International Council, as her club could not pay the 2021 fees to Skål International and was at risk of suspension.

Vice President Julie Dabaly Scott brought the issue to the attention of the Council at the mid-year meeting. Paolo Bartolozzi, Councillor for Italy, brought this to the attention of the Italian clubs during the mid-year meeting that happened a few days later. **Skål International Italia resolved to step in, offering financial support in the spirit of the Friendship that is one of the pillars Skål International.**

The message went back through the chain, from Skål International Italia to the International Council to the club in Accra. For President Stella Appenteng, this represented a boost of new hope for her club, founded in 1969, and the confirmation that her decision to escalate the issue to the Council was the best thing to do.

The club in Accra is very active, with healthy growth programs that include

opening two more clubs. COVID momentarily stopped all this, but the members still meet and do their best to be resilient and hopeful.

President Stella says, *“It is with this hope that at long last a twinning opportunity has come our way and this time not just between two clubs but a Super Twinning between a whole country and a club. All the members and I are so excited looking at the numerous opportunities that the Twinning will bring to both countries and clubs. Getting to know our counterparts in Italy and networking with members will help expand our horizon and give us greater exposure. We’ll be able to expose our products and services to Italy”*.

Vice President Julie says that *“this confirms the role of the Council in assisting clubs in overcoming difficult moments and contingencies. The international layers of the organization enable clubs to escalate their issues, not necessarily only financial. Stella did the right thing at the right moment, and the Council acted and came back with facts, not only sympathetic words. The repercussions of this Twinning are going across all the clubs in Africa. I am sure that the effect on membership growth will be obvious as soon as we get out of the pandemic”*.

Councillor Paolo says: *“the growth of Membership in Italy in the past 18 months, together with savings on the travel budgets, and the proper financial management of Italian clubs during the pandemic, enabled us to respond quickly to Julie’s appeal. The cost is shared between 9 entities making the operation so affordable that it would’ve been almost immoral not to do it. This is the true spirit of Skål International, and I am proud to represent the Italian community of clubs and members internationally”*.



PHOTO.

» Skål International Kenya Councillor and ISC Vice President Julie Dabaly Scott

Paolo continues, *“I must point out the special role of Constantine Panoussi, Councillor for Monaco, who guided me in the process. The collaboration between Councilors is a true value. Experience on how Skål International works is maintained and transferred to newcomers like me. Also, the Secretariat and the Executive Board provided quick and punctual support in the financial negotiation. I think this is an example of how Members and Skål International institutions can work together efficiently and achieve results”*.



PHOTO.

» Paolo Bartolozzi, Skål International Councillor for Italy.

The twinning ceremony will be held at the Skål International stand in the **TTG trade show**. There will be a dedicated IT infrastructure that will be used to stream the event live. The same infrastructure will then be used, during all the show’s time,

to run videos and other multimedia aiming to promote tourism in Ghana and the services of Accra Members.

This activity can be condensed into modifying one of our association’s primary mottos: **Doing Business Through Friends!**

On both sides, there will be government and tourism officials, the press, and many Skålleagues. The size and the nature of the event will ensure visibility and positive branding for Skål International as an international player in tourism.

Ghana and Italy have a long-standing and very fruitful relationship, especially in economic development. Italian technological know-how was heavily depended upon in the construction of the Akosombo Dam, creating, at that time, the largest artificial lake in the world and making Ghana self-sufficient in electric energy for domestic and industrial use.

Skål International Italia and Skål International Accra are continuing this relation extending it to tourism for the mutual benefit of the respective club members.

SKÅL INTERNATIONAL HISTORY

MEMBERSHIP GOLDEN YEARS

I have been asked to write by those in the highest levels about Skål International's best moments... when Skål International had the most relevance and highest membership numbers.

However, from what I have read and experienced, I am convinced that the best time for Skål International took place in 1932-1934, but there were only a few clubs and a small number of members. Getting down to business, I choose the 60's and 70's as 'the best years'.

Several factors influenced this choice: years of peace and calm, collaboration with the Tourism Authorities, a certain 'romanticism', and the dedication of those generations.

I want to try to share my opinion. The number of clubs in those years was practically the same as today, about 325, but there could be 737. More than 50% of them disappeared, such as Naples, Marseille, Valencia, Tel Aviv, Copenhagen, Milan, Santiago de Chile, Beijing, Atlantic City, Beijing, Antwerp, Liverpool...

Regarding the number of members, we were about 25,000 members, and currently, there are only half of them. Let me give you two examples from two essential clubs. London used to have 708 members in 1968 compared to 20 members today; New York used to have 205 members compared to 75 members today. This situation is similar in Europe and America. The situation is better in Asia, South Africa, and Oceania, with some exceptions.

The founders of Skål International were mainly airlines and travel agencies. Free fares have made Skål International aviation disappear.

About 2,000 members with guests attended the International Congresses, today approximately 400 attend, with practically no guests. The price of registration has become prohibitive for hotel managers or travel agents. In 1968, for example, a congress used to cost about US\$ 100; today, it costs more than US\$ 1,000. Previously, official support was so generous that the authorities financed congress. Time has changed. People used to meet to reconnect with friends.

During those years, the General Secretariat was in Brussels, and there were two Skålleagues, Bob Smyrk and John Minnaert, who were running the future of Skål International as Vice Presidents of the Executive Committee for more than 20 years. A Managing Director ran the office. All elected the President, but then it was a tourism personality; we had presidents of ENIT, WATA, ABTA, FUAAV...

For economic reasons, the Executive Committee has been reduced; there were nine, today there are seven, and it is for that exact reason that more professions were accepted, more companies, some of which were not accepted before. To recap, the economy has done a lot of damage to Skål International, and I still do not understand why any increase in fees is rejected at the General Assembly.



ANTONIO GARCIA DEL VALLE
Skål International Honorary President

BY
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12 BENEFITS OF SUSTAINABLE TOURISM

Tourism is one of the most critical drivers of development, but this growth is at the crossroads of being carried out applying sustainability criteria or, on the contrary, contributing to making our planet an increasingly unsustainable destination.



TOURISM IS ONE OF THE MOST CRITICAL DRIVERS OF DEVELOPMENT, BUT THIS GROWTH IS AT THE CROSSROADS OF BEING CARRIED OUT APPLYING SUSTAINABILITY CRITERIA OR, ON THE CONTRARY, CONTRIBUTING TO MAKING OUR PLANET AN INCREASINGLY UNSUSTAINABLE DESTINATION.

In a context where conventional tourism produces many adverse effects such as the pollution of nature reserves, hotel overcrowding, or the displacement of the local population, **the concept of sustainability is becoming increasingly important.**

Nowadays, the inclusion of sustainable principles is directly related to the involvement in achieving the **17 Sustainable Development Goals (SDGs)** of the 2030 Agenda. Their implementation plays a vital role in involving new generations in a sustainability scenario that requires collective participation, but for this to happen, institutions and companies must first have the appropriate tools to align their management with the 169 goals set out in this Horizon 2030.

But... **Why is it so important to steer this industry towards a more sustainable model?** Simple: because the conservation and maintenance of the destinations we know will depend on our present actions to continue to enjoy them in the future.

In addition, carrying out a tourism activity that is more respectful of the environment, the local population, and the surroundings generates excellent benefits that have a positive impact on all areas and stakeholders, such as:

- Minimizing the environmental impact and water and energy consumption of tourism activity.
- Promoting the conservation and maintenance of ecosystems, cultural and natural heritage.
- Promote local commerce with the purchase and sale of local products.
- Encourage access to and equitable distribution of resources at the destination.
- Promote a local economic balance that contributes to poverty reduction.

- Generate direct and indirect local employment and provide incentives for the training of the population.
- Contribute to intercultural understanding and tolerance and the respect of human rights.
- Promote healthy lifestyles by encouraging safety and wellbeing measures in the environment.
- To support universal accessibility in the development of its activity.
- Promote resilient local infrastructures and the reactivation of rural areas.
- Encourage innovation and the development of new technologies.
- Encourage sustainable, transparent, and joint actions between the actors of the territory.

At Biosphere, we are aware of this. **That is why we have developed our methodology and software for business sustainability management Biosphere Sustainable Lifestyle,** which offers private companies and public administrations the necessary tools to pave the way towards sustainability. A way for all stakeholders to align their activity to achieve these benefits with more sustainable tourism.

Whether you act as a destination manager, entrepreneur, worker, customer, tourist, or citizen, **you too can commit to a sustainable lifestyle.** What are you waiting for to make all these benefits a reality? Whatever your role, you too can contribute to the practice of more responsible tourism.



**VISIT THE
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WEB AND
FIND OUT
HOW!**



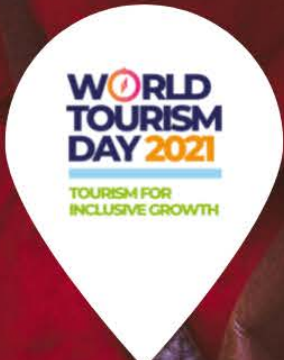
HAPPY WORLD TOURISM DAY

#Tourism4InclusiveGrowth



SKÅL

INTERNATIONAL
Connecting Tourism Globally



FIRST LOOK AT WTM LONDON CONFERENCE PROGRAMME 2021



wtm[®]

HYBRID

London: 1 - 3 Nov 2021

Virtual: 8 - 9 Nov 2021

WTM LONDON HAS RELEASED A SNEAK PREVIEW OF THE MAIN LIVE EVENTS THAT WILL TAKE PLACE ON THE WTM GLOBAL STAGE AT EXCEL LONDON, 1 - 3 NOVEMBER 2021.

Findings from the official WTM London Industry Report will be revealed and as delegates have come to expect from previous years, it is the must-read report for anyone who wants the inside information on what the industry and UK holidaymakers are thinking about, what's important to them and where they want to travel next year and beyond.

Market research company Euromonitor International is also set to reveal their new Innovation report, an annual highlight for all visitor types to learn from and enjoy.

Aviation sessions, organised by WTM's aviation expert, John Strickland will take-off on the Global Stage. 'WTM's Big Airline Session' focuses on the state of play, the challenges and the outlook for the sector which is still in deep crisis due to the covid pandemic. The Airline CEO interview takes place straight after, with leading industry executives discussing how they are managing the crisis; how they are helping customer confidence return and their vision for the future.

Two key destinations will take centre stage at WTM with the WTM China Forum organised by China Travel Online, looking at China's recovery and reopening, market trends and

key factors to attract Chinese visitors. Followed by two exciting sessions on up and coming destination Saudi Arabia, Saudi Arabia's Tourism Vision and Saudi Giga Projects Put Sustainability First.

A fundamental part of WTM London will be the extremely well respected and highly anticipated **Responsible Tourism session and Awards**. The travel industry has never had a better opportunity to embrace a sustainable future, so these sessions could not come at a better time and are certainly ones not to be missed.

The UNWTO, WTTC and WTM Ministers' Summit will return for 2021, entitled 'Investing in Tourism's Sustainable Future'. The Summit will unite tourism ministers, sector leaders and top thinkers and examine tourism's sustainable future and the essential role targeted 'green investments' will play in achieving this.

An afternoon dedicated to **'Winning customers and making money in travel in 2022'** is on the schedule and will consist of separate sessions organised by Travel Perspective, looking at how broken business models can be fixed and the future of advertising.

Other key topics and unmissable sessions around Travel Agents, Brexit and the future of the travel industry workforce will also take place to round-off the three days of top quality content.

Charlotte Alderslade, Conference and Seminar Manager, WTM Portfolio commented: *"With pent-up demand for 2022, it's crucial to ensure travel providers and destinations are one step ahead when it comes to planning for the future, so this year we have a real emphasis on research, trends and the future of travel"*.

"We're extremely excited to reunite with the industry as well as welcoming some top CEO's and C-level speakers to our sessions, with the likes of ABTA, Expedia, TUI and BBC already on-board for 2021. WTM London is the ideal platform to present this thought provoking and top quality educational content to help get destinations and companies back on track".

Recover. Rebuild. Innovate.

Let's rebuild the travel
industry together

[Register Now](#)



wtm[®]

HYBRID

London: 1 - 3 Nov 2021

Virtual: 8 - 9 Nov 2021

A 'HOMECOMING' FOR THE INDUSTRY: IMEX AMERICA RETURNS BRINGING BUSINESS, LEARNING & CONNECTIONS



In what has been billed as a 'homecoming' for the global business events industry IMEX America will take place **9 – 11 November** in Las Vegas.

The **10th edition of the show has a new home, Mandalay Bay**, and is set to deliver business opportunities, an inspiring learning programme and sensational social events, all in an environment that's safe but not sterile.

The milestone show has, as always, business at its core and buyers can meet with suppliers spanning all sectors of the industry. These include destinations Australia, Korea, Singapore, Dubai, Italy, Boston, Atlanta, Hawaii, Switzerland and Panama as well as hotel groups Radisson, Wyndham Hotel Group, Mandarin Oriental Hotel Group and Associated Luxury Hotels International. Argentina, Canada, Puerto Rico, Detroit, Memphis, Baltimore and Loews Hotels are among the exhibitors who have expanded their presence at the show.

DIVERSITY, DANCE & DEDICATED SECTOR EDUCATION

The inspiring, free learning programme running throughout the show is not to be missed, and begins on Smart Monday, powered by MPI, taking place on 8 November, the day before IMEX America begins. **Dr Shimi Kang from the University of British Columbia** will deliver the Smart Monday keynote, showcasing the latest research-based methods for adaptability, innovation, collaboration and lasting business success.

Dedicated sessions for various industry groups allow attendees to personalise their Smart Monday experience. **There's education and networking exclusively for corporate executives at the Executive Meeting Forum** – designed for senior-level corporate executives from Fortune 2000 companies – and the new Corporate Focus – open to all planners from corporations at all levels. Participants can expect in-depth discussions on topics such as meeting design, effective communication with remote team workers, and mental health and wellness.

Association leaders can connect and learn with their peers at the Association Leadership Forum, created by ASAE. In a new workshop format for 2021, the Forum takes a direct look at the changed business climate in which associations now operate. The Forum will explore how to tackle the fundamental changes accelerated by the pandemic, namely higher member expectations, increased member diversity, differing generational values and accelerated advances in technology.

There has never been a better time to champion diversity in the business events industry and 'She Means Business' does just that. The joint event by IMEX and TW magazine, supported by MPI, brings together a panel of female leaders from within and outside the industry to share their stories and advice. 'Ambition, action and accountability: Strategic goal setting for women in events' is a practical session with tips on how to achieve a 'big vision', delivered by Juliet Tripp, Deputy Head of Global Events, Chemical Watch. Michelle Mason, President and CEO, ASAE and consultant Courtney Stanley, Courtney Stanley Consulting invite two men to join the diversity dialogue in 'Diversity and Gender Equality - Women Seek Conversations with Men'.

Each day begins with an MPI keynote. Movers and shakers from outside the business events industry will each bring their unique world view to the show – expect an award-winning Harvard-trained doctor, one of the 'most likeable authors in the world' plus the founder of a global dance movement and community.

The Inspiration Hub is once again home to show floor education, delivering a packed schedule of learning opportunities addressing the business needs of late 2021. Sessions cover Creativity in communication; Diversity and accessibility; Innovation and tech; Business recovery, Contract negotiations, Personal Branding and Sustainability.

SOCIAL EVENTS DELIVER SIZZLE AND SURPRISE

While the show remains the hub of business and learning, there are also many opportunities to connect outside of the show floor. The Lip-Smacking Foodie tour provides the lowdown on Las Vegas along with some of the finest food on the Strip. Other tours offer the inside track on two iconic venues: Caesar's Palace and Mandalay Bay.

Mystery Trip is a surprise evening of unique experiences, cool locations, fantastic food and great company. *"It's a case of destination unknown. People are kept in the dark until the very last moment - and that's where the magic happens!"* explains Chief Mysterious Officer Dave Green. There's also the chance to celebrate at glamorous industry events SITE Nite North America and MPI Foundation Rendezvous.

"We can't wait to see the return of IMEX America and bring together our business events community. For many in the industry, the show plays a key part in their business recovery and represents a unique opportunity to meet with colleagues and partners who they have not seen in almost two years", explains Carina Bauer, CEO of the IMEX Group.

"We've carefully crafted a show that has business at its heart as well as ensuring we offer the market an event experience that's fit for the times we're all working in. Attendees can be confident that we've created a safe show that meets the latest health and safety requirements, working closely with our host city and new venue Mandalay Bay".

IMEX America takes place 9 – 11 November at Mandalay Bay in Las Vegas with Smart Monday, powered by MPI, on 8 November. To register – for free – [click here](#). For more details about accommodation options and to book, [click here](#).

#IMEX21

YAY! It's IMEX time

Missed conversations, reconnecting with old friends and yearning to make trusted new connections. The journey back starts today.

Registration is now open for **IMEX America 2021**, taking place at **Mandalay Bay, Las Vegas** from **November, 9-11**

Join us on the road to Mandalay-YAY!
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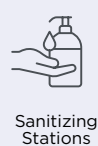
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